

Celebratory drinking prevention the focus of 2011 College Town Summit

If college towns wish to prevent or reduce celebratory drinking on their campuses, they need to strengthen coalitions within their communities. This was the overall theme heard during the Illinois Liquor Control Commission's 3rd Annual College Town Summit (CTS11).

Variations on the coalition-building theme permeated the discussion during the October 19, 2011 summit, which featured a gathering of over 175 college administrators, local leaders, prevention professionals, liquor industry executives, and other key college town officials. Held on the campus of Illinois State University in Normal, CTS11 focused on celebratory drinking prevention, the role of social media, how to work together to manage underage drinking, and related issues.



Sgt. Scott Friedlein of the Champaign Police Department.

Following an introductory presentation by Champaign Police Sergeant Scott Friedlein, representatives from the Bloomington-Normal Community Campus Committee, led by ISU Police Chief Aaron Woodruff, took center-stage for the day's featured presentation.

"The highlight of CTS11 was a discussion and examination of how ISU and its community partners pro-actively defused a potentially negative situation last year after learning of a social media-driven celebratory drinking event in

their community," says ILCC Executive Director Gloria Materre, who served as summit moderator. "By all accounts, this year's summit was the most productive and informative to date."



Chief Aaron Woodruff of the ISU Police Department.

This was due, in no small part, to the work of a steering committee, formed in early 2011 to develop the conference agenda and meeting format (see "CTS11 Steering Committee" sidebar on page 5 for list of members).

"All key stakeholder groups in the college towns were represented on the steering committee," Materre notes. "Without question, the committee's knowledge and input during the planning process was critical in our success."

Along with a couple dozen other volunteers, many CTS11 Steering Committee members served as breakout session facilitators and recorders. During lunch, summit attendees were

College Town Summit Mission Statement

"Key college town stakeholders will partner to address collegiate alcohol misuse and abuse. Sharing their community's concerns, needs and successes, steering committee members will present actionable strategies to assist both campus and community in developing a comprehensive approach."



CTS11 was attended by over 175 college town stakeholders.

grouped by field, where they discussed their role in curbing celebratory drinking issues. Then, in the afternoon, attendees were split up by region to explore their own town's unique alcohol-related issues, and how to address these issues based upon the morning presentations and lunch discussions.

"The facilitators and recorders were responsible for distilling information from each breakout group," Materre explains. "During the final portion of the agenda, each facilitator and recorder relayed their group's top strategy ideas for review by all summit attendees."

Immediately following the review session, work began in earnest on the planning for CTS12. In addition to evaluating the 2011 summit and sharing thoughts on how to improve future events, a request was made asking for proposed topic ideas for next year (special thanks to Eric Davidson and the Illinois Higher Education Center for creating and scoring the evaluation forms).

Following are the top topic suggestions for CTS12:

- Best practices for building or developing campus/community coalitions.
- Primary prevention and evidence-based techniques addressing collegiate alcohol use.
- Environmental strategies (including responsible beverage service, alcohol-free activities, and law enforcement programs).
- Addressing off-campus parties/housing.

For a complete recap of CTS11 – including a list of celebratory drinking prevention strategies presented during the October 19 summit – please visit www.DontBeSorry.org/CTS11.htm on the web.



New Commissioner named

In October 2011, Illinois Governor Pat Quinn appointed Bill Morris to the Illinois Liquor Control Commission. Mr. Morris is a retired investment banker who specialized in creating municipal bonds primarily for local and county governments in Illinois.

He has a long history of government and community service, including serving as a state senator in northern Lake County and as mayor of the City of Waukegan from 1977 to 1985, where he also served as local liquor commissioner.

CTS11 Steering Committee

The following individuals, representing all sectors of Illinois' college town and higher education communities, were charged with developing the format and agenda for this year's summit:

- Shannon Alderman, Alcohol Program Coordinator, Illinois Department of Transportation Division of Traffic Safety
- Ken Ballom, Associate Vice Chancellor for Student Affairs, University of Illinois
- Lisa Currie, Director, Health Promotion & Wellness, Northwestern University
- Eric Davidson, Health Education Resource Center, Eastern Illinois University
- Bill Feithen, Chief of Police, DeKalb Police Department
- Scott Friedlein, Sergeant, Champaign Police Department
- Jason Gillman, Wellness Center Director, Southern Illinois University
- Liz Hamilton, Community Project Coordinator, Chestnut Health Systems, Bloomington-Normal
- Mary Margaret Harris, Beu Health Center Director, Western Illinois University
- Lyndsey Hawkins, Alcohol Education Coordinator, Bradley University
- Shantel High, Program Administrator, Illinois Department of Human Services
- Wayne Karplus, Asst. Corporation Counsel, Town of Normal
- Jay Keeven, Commander, Illinois State Police
- Amy Kurson, ILCC Board Member
- Gloria Materre, ILCC Director
- Donald O'Connell, ILCC Board Member
- Ted Penesis, ILCC Education Manager
- Kris Povlsen, Mayor, City of DeKalb
- Julia Rietz, State's Attorney, Champaign County
- Mary Russell, Clinical Counselor, University of Illinois
- Jessica Wright, Associate Director, Illinois Higher Education Center