



Illinois Liquor Control Commission

Governor Pat Quinn • Acting Chairman Stephen Schnorf • Executive Director Gloria L. Materre

2011 COLLEGE TOWN SUMMIT Strategy Review Session recap

INTRODUCTION: If college towns wish to prevent or reduce celebratory drinking on their campuses, the overall message heard during CTS11 was the need to **strengthen coalitions** within their communities. Variations on the coalition-building theme permeated the discussion – including when multiple attendees mentioned the need to **improve communication** and **build relationships** between college town stakeholders.

Below is a list of celebratory drinking prevention strategies presented during the October 19 summit:

- Local liquor commissioners should pass **emergency orders** when dangerous activities are expected in their community.
- **Community-wide communication.** It is important that all community stakeholders are aware of a proposed event. For example, administrators from the junior high and high schools should be contacted if a party/event included **intoxicated tweeners**.
- **Parental notification.** Parents of college students should also be made aware of the proposed event. There should also be a vehicle for **parent/administration communication**.
- **Top down commitment.** University administration must support preventative efforts. **Greater administration involvement** should be a required strategy.
- **Getting right people at table.** For example, liquor licensees should be involved in the planning process so they can be **responsible sellers**, communities should get **students involved with the planning**.
- When undertaking preventative actions, **clear expectations** of what will be accomplished should be relayed to all parties. **Goals** should be developed and **pro-active** education should be a priority.
- **University to university communication.** When a large celebratory drinking event is discovered, other universities – including the smaller schools – should be alerted.
- **Student accountability.** Students must be made aware they will be held accountable by **consistent enforcement** of the law. The **punishment** will serve a **deterrent**.
- **Greater consequences for bar owners** was mentioned by two different groups.
- **Education** was mentioned numerous times as a key preventative measure. This included **online education programs, freshman orientation classes, changing culture, and victim impact panels**.

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- By constant monitoring of **advertising** and **social networking** sites, celebratory drinking events will be discovered **earlier**, which will help prevent the event from occurring in the first place.
- The sale of social media discounts – such as **E-rebates, Group-on**, etc. – should not be outlawed as these coupons encourage over-consumption of alcohol.
- **Counter-advertising** should be deployed once an event is planned, along with providing **alternative events**.
- Find **additional funding sources** for **increased compliance checks** in the college towns.
- **Developing a system of communication** with law enforcement.
- Resolve **conflicts between stakeholders**.
- **Mandatory server training** was a top strategy mentioned by several groups.
- **Social host laws** and **keg registration** should be enacted in the college towns.
- Prevent delivery of **internet sales of alcohol** to minors.

CONCLUSION: Based upon the above parameters and discussion, it was suggested by many attendees that recommendations be sent for review to university/college senior administration and the Illinois Board of Higher Education.