

*Illinois Liquor Control Commission*  
**COLLEGE TOWN SUMMIT 2012**

**Developing and Sustaining  
Campus - Community  
Coalitions**



“Never doubt that a small group of thoughtful, committed citizens can change the world: indeed it is the only thing that ever has.”

*Margaret Mead*

“It is easy to cut one blade of grass, but if you bind many blades together into a sheaf, they are very difficult to cut through.”

*Old Proverb*



# What is a Coalition?

- A coalition is an alliance of individuals, groups, parties, or states that come together, join forces, or form partnerships usually for a specific or common purpose.

*U.S. Department of Transportation,  
National Highway Traffic Safety Administration*

- “an organization of individuals representing diverse organizations, factions, or constituencies who agree to **work together in order to achieve a common goal.**”

*National Higher Education Center for  
Alcohol, Other Drug, and Violence Prevention*



## What is a Task Force?

“a temporary grouping under one leader for the purpose of accomplishing a definite objective.”

*Webster's Dictionary*

“Temporary group of people formed to carry out a specific mission or project, or to solve a problem that requires a multi-disciplinary approach.”

*businessdictionary.com*



# Functions of Coalitions

- Create collaborative capacity
- Build campus/community capacity
- Serve as a catalyst of change at the local level

*Developing a Conceptual Framework to Assess the Sustainability of Community Coalitions Post-Federal Funding  
U.S. Department of Health and Human Services*



***Coalitions Addressing  
Alcohol and other Drugs in  
Higher Education Settings***

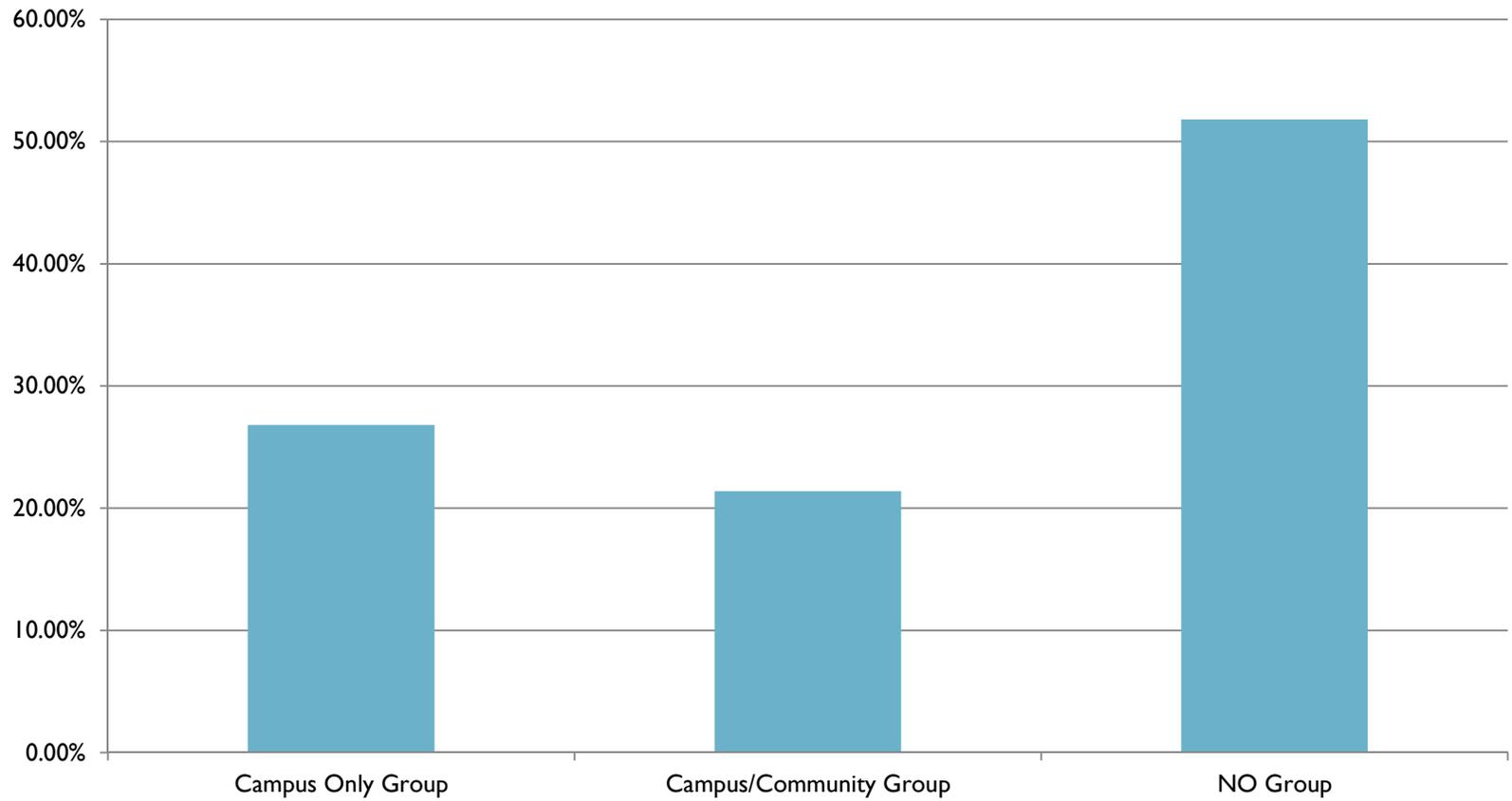


# Illinois Institutional Comprehensive Alcohol and other Drug Program Assessment

- Solicitations sent to 135 Illinois Universities and Colleges
- 76 responses received
- 53 responses used for data analysis
  - Responses removed due to institutional replication, incomplete surveys

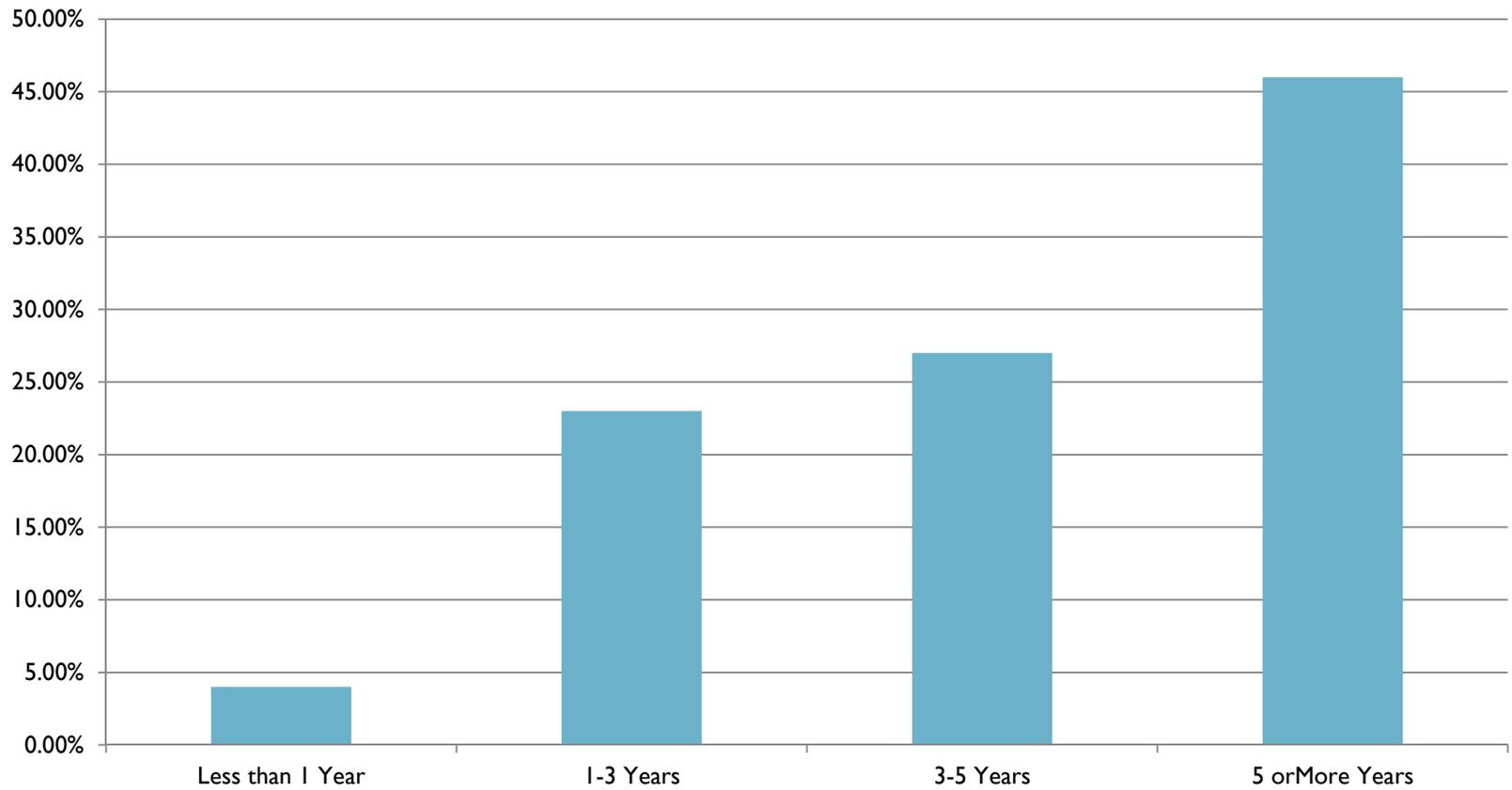
# Type of Coalition

Type of Coalition



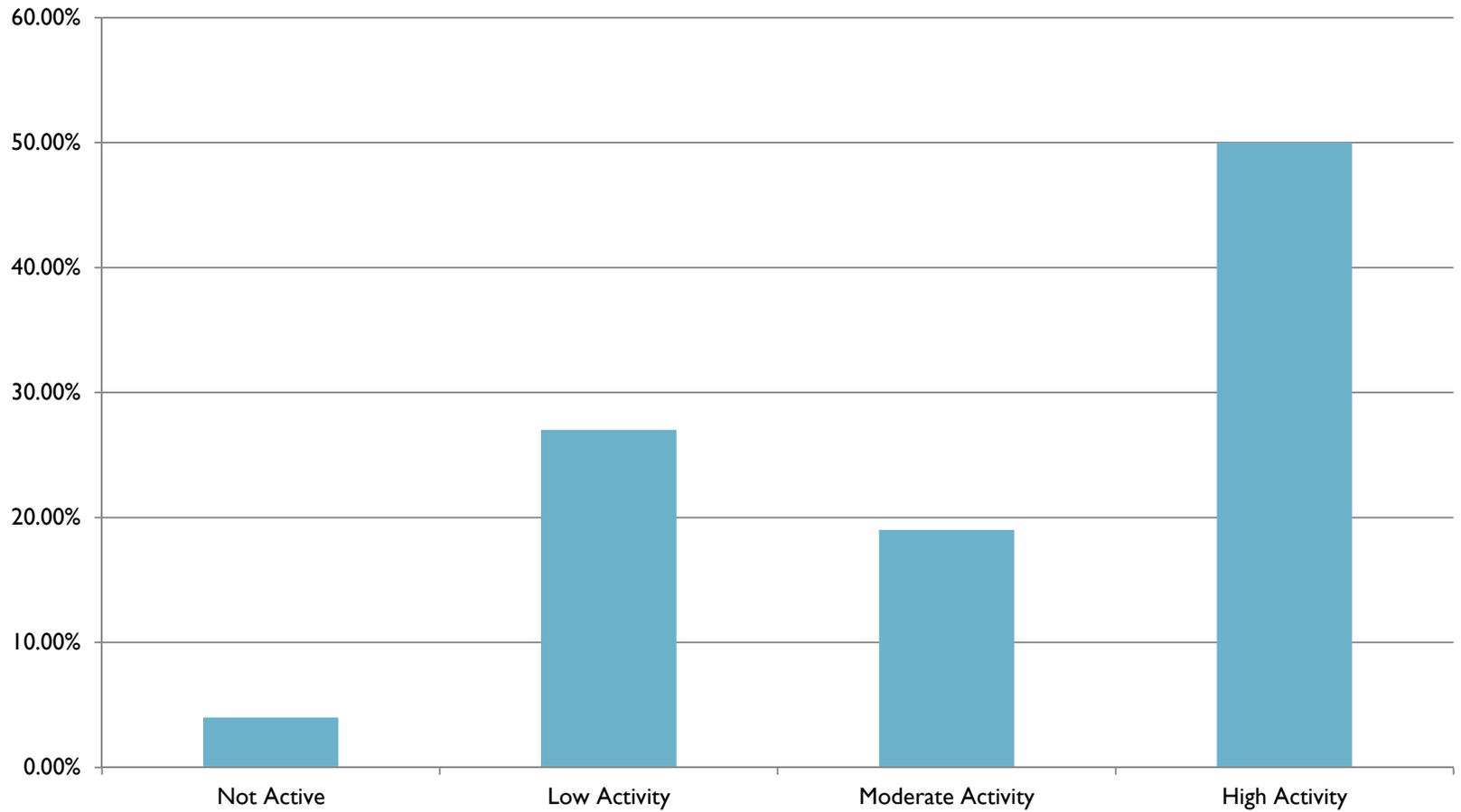
# Coalition Age

**Coalition Age**



# Coalition Activity Level

## Coalition Activity Level



# Why is Coalition Building So Difficult?





# Common Considerations When Building or Sustaining Coalitions

- Why does the coalition exist?
- Who will be in charge/Who will provide leadership and staffing?
- How will efforts be funded?
- How are problems defined?
- What are the geographical boundaries?
- What sub-populations of the population will be targeted?
- What will be the decided outcomes the group hopes to achieve?
- What approaches/methods will be used to move toward outcomes?



## Common Coalition Types



Campus Only

Campus Led, Community Involved

Campus/Community, Shared Leadership

Community Led, Campus Involved

Community Only



# Reciprocal Relationship

- Do considerations determine type of coalition?
- Does type of coalition determine considerations?
- **NO ONE COALITION IS IDENTICAL TO ANOTHER DUE TO THE UNIQUE FACTORS IMPACTING THE ENVIRONMENT & CULTURE THAT THE COALITION EXISTS IN!**



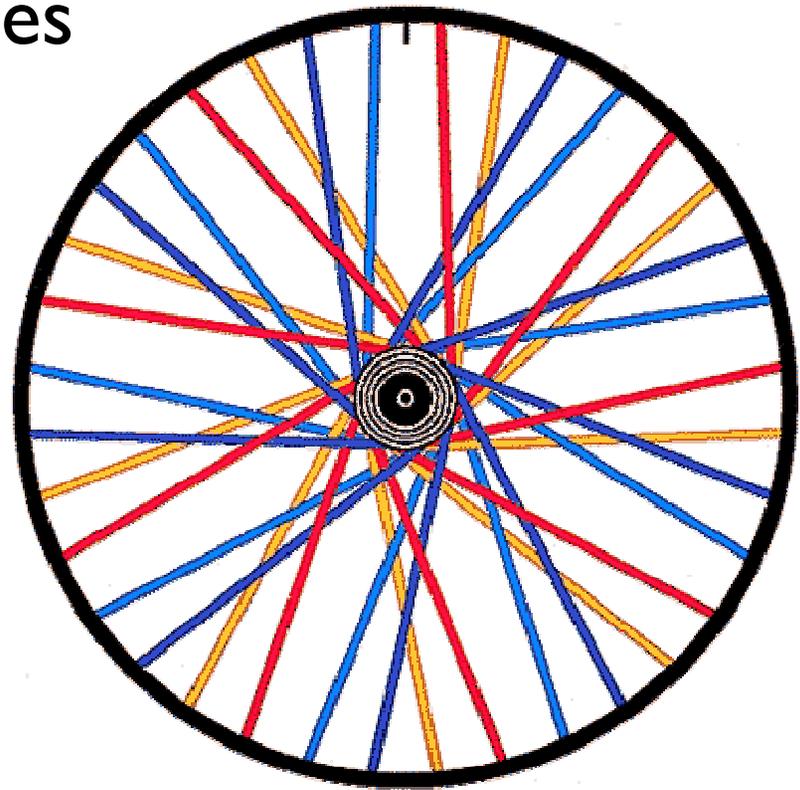
# Rights and Responsibilities of the Modern University (Bickel & Lake)

- In loco parentis
- Bystander Era
- Duty Era
- Facilitator Era

When we consider the Facilitator Era, the Campus/Community with Shared Leadership Model is probably the coalition type we should strive for.

# Who is On Your Bus?

- Bicycle Wheel Analogy
- Members wear different hats, hold different roles





# Keeping and Adding People to Your Bus

- Pull/Push Theory
  - How do we pull potential members into our coalitions?
  - Why do members stay?
  - How do we then push these members away?



## Considerations Which May Push Members Away

- Who will be in charge?
- Who will provide leadership and staffing?
- How will efforts be funded?
- How are problems defined?
- What are the geographical boundaries?
- What sub-populations of the population will be targeted?
- What will be the decided outcomes the group hopes to achieve?
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## Stop the Push

- Reduce and minimize adversarial outlooks
- Focus on commonalities/shared vision, not differences
- May need to look more broadly than just the “alcohol or other drug” issue
- Realize that the coalition is not the intervention, it is a tool to enhance change through a variety of methods



# Thank you!

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