

# Virginia Institutions of Higher Education Substance Use Advisory Committee

## 2022 Annual Report

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Virginia Alcoholic Beverage Control Authority  
 Chief Executive Officer  
 Travis G. Hill



**Chair**  
 Maria J. K. Everett

**Vice Chair**  
 Beth G. Hungate-Noland

**Board of Directors**  
 William D. Euille  
 Gregory F. Holland  
 Mark E. Rubin

General Assembly of Virginia  
 Capitol Square  
 Richmond, Virginia

Dear Members of the General Assembly:

The Virginia Higher Education Substance Use Advisory Committee (VHESUAC) is pleased to provide this report in accordance with §4.1-103.02, *Code of Virginia*. Consistent with its statutory responsibilities, VHESUAC provides common goals, resources, and capacity building to advance Virginia's higher education substance use education, prevention, treatment and recovery infrastructure and to advocate for program and policy efforts that are strategic, science-based, and collaborative.

This report details efforts and coordination since the beginning of the 2022 fiscal year on July 1, 2021, to the end of the fiscal year on June 30, 2022.

VHESUAC looks forward to providing continued leadership and coordination of Virginia's higher education substance use education, prevention, recovery and intervention efforts. We would like to thank all of the VHESUAC partners who have agreed to support the work of the committee and in particular those who serve on its Executive Council and Workgroup.

Thank you for your support, and please contact us if you would like additional information about VHESUAC.

Sincerely,

Maria J.K. Everett, Chair  
 Virginia Alcoholic Beverage Control Authority



# EXECUTIVE INFORMATION

## The Commonwealth of Virginia



Governor *Glenn Youngkin*

## Secretariats represented in VHESUAC

Secretary of Public Safety and Homeland Security *Sheriff Robert "Bob" Mosier*

Secretary of Education *Aimee Rogstad Guidera*

Secretary of Health and Human Resources *John Littel*

## Virginia Alcoholic Beverage Control Authority Leadership



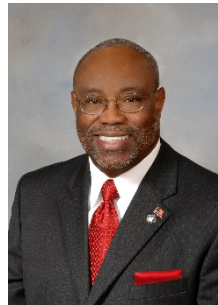
Chair

*Maria J. K. Everett*



Vice Chair

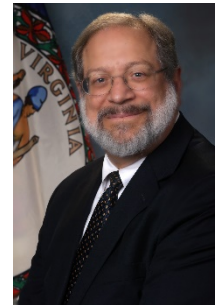
*Beth G.  
Hungate-Noland*



*William D. Euille*



*Gregory F. Holland*



*Mark E. Rubin*

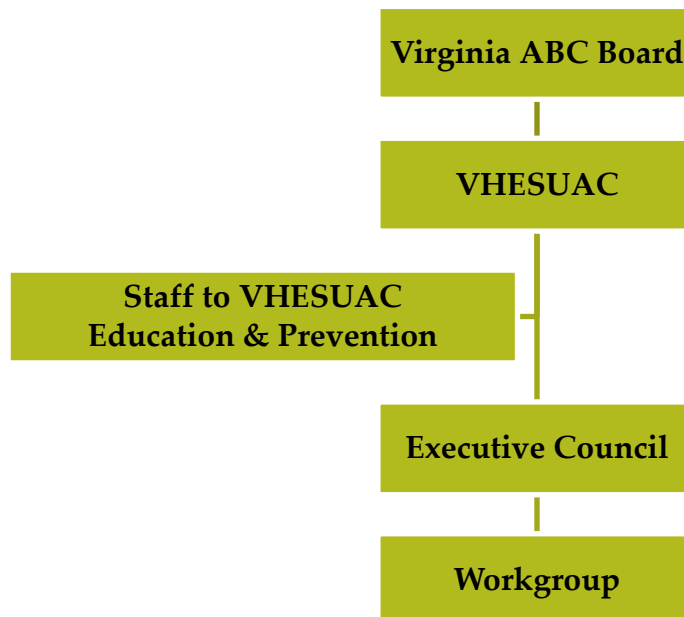
Chief Executive Officer *Travis G. Hill*

## Executive Summary

The Virginia Higher Education Substance Use Advisory Committee (VHESUAC) is pleased to report on coordination of college alcohol and other drug education, prevention, recovery and intervention programming in the Commonwealth of Virginia. VHESUAC partners include public and private institutions of higher education (IHEs), student leaders, state agencies and statewide organizations committed to reducing student substance use and promoting effective policies and practices.

VHESUAC aims to create an environment and culture that values student health and safety and supports prevention and intervention efforts on campuses across the state. VHESUAC hopes to accomplish this by promoting a collaborative and coordinated effort among Virginia's colleges and universities to advocate for prevention programming and treatment services, implement research-based approaches and facilitate a network for information sharing and action planning.

Virginia ABC Education and Prevention coordinates VHESUAC. The structure includes two tiers: the Executive Council and Workgroup.



During this reporting period, Executive Council and Workgroup members met to begin implementation of the Virginia Higher Education Substance Use Prevention Strategic Plan. The members also had many conversations at the beginning of the fiscal year about potential funding options for the committee, resulting in a state budget line-item proposal. While the committee was not able to secure funding from the state budget in the end, the conversations held during the exploratory process will prove helpful in future efforts to identify and secure funding. This report intends to detail these meetings, as well as explain the formation of VHESUAC, its current structure and its vision moving forward. This report will also describe the touch points VHESUAC has with

the various institutions of higher education across the Commonwealth through the VHESUAC Campus Newsletter.

## Statutory Authority

Pursuant to SB 120 and HB 852 of 2018 and Chapters 210 and 211 of the Acts of Assembly, an Act to amend and reenact § 4.1-103.02 of the *Code of Virginia*, relating to alcoholic beverage control; substance abuse prevention; Virginia Institutions of Higher Education Substance Use Advisory Committee established:

“The [Virginia ABC] Board shall also establish and appoint members to the Virginia Institutions of Higher Education Substance Use Advisory Committee (Advisory Committee). The goal of the Advisory Committee shall be to develop and update a statewide strategic plan for substance use education, prevention, and intervention at Virginia's public and private institutions of higher education. The strategic plan shall (a) incorporate the use of best practices, which may include, but not be limited to, student-led peer-to-peer education and college or other institution of higher education recovery programs; (b) provide for the collection of statewide data from all institutions of higher education on student alcohol and substance use; (c) assist institutions of higher education in developing their individual strategic plans by providing networking and training resources and materials; and (d) develop and maintain reporting guidelines for use by institutions of higher education in their individual strategic plans. The Advisory Committee shall consist of representatives from Virginia's public and private institutions of higher education, including students and directors of student health, and such other members as the Board may deem appropriate. The Advisory Committee's membership shall be broadly representative of individuals from both public and private institutions of higher education. The Advisory Committee shall submit an annual report on its activities to the Governor and the General Assembly on or before December 1 each year.”

# VHESUAC FORMATION

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Virginia ABC Education and Prevention seeks to eliminate underage and high-risk drinking by building the capacity for communities to educate individuals and prevent alcohol misuse. In 2015, Education and Prevention set out to improve the quality of its programming by collecting needs assessment data from four-year IHEs in Virginia and compiling campus policies and programs on alcohol and other drugs to identify current gaps and resources. These efforts continued in 2017 with a second needs assessment for four-year IHEs, a needs assessment for community colleges and a survey of the Virginia College Alcohol Leadership Council.

## Commission on Youth Study

In line with its mission to study and provide recommendations on health matters related to youth and families, the [Commission on Youth](#) (COY) took a particular interest in Virginia ABC's efforts. During the 2016 and 2017 General Assembly sessions, budget amendments requesting that work be done to identify current substance use prevention and intervention programs at IHEs were proposed by COY but not adopted. Instead, COY moved forward with a study plan to collaborate with Virginia ABC and compile a list of best practices for Virginia's IHEs to consider implementing. Based on study findings, discussions with other state agencies and public comment, COY approved a final recommendation prior to the 2018 General Assembly session. This recommendation became SB 120/HB 852, with sponsorship from COY Chair Senator Barbara Favola and Delegate Christopher Peace and was later signed by Governor Ralph Northam in March 2018.

## Operation

VHESUAC is comprised of public and private IHEs, student leaders, state agencies and statewide organizations who collaborate to reduce college substance use and advocate for research-based policies and practices. VHESUAC is led by an Executive Council and Workgroup and is staffed by Virginia ABC. The Virginia ABC Adult Education and Prevention Coordinator serves as the VHESUAC coordinator while also managing other college and adult prevention programs.

The Executive Council is the governing body and is responsible for setting overall direction and providing input on Workgroup activities and deliverables. To recruit members for the Executive Council, an open application invitation was sent to college and university presidents, vice presidents of student affairs, directors of student health and student leaders at all 65 of Virginia's institutions of higher education. State agencies involved in substance use prevention or college student well-being were identified and recruited for the Executive Council, as well. These members address alcohol and other drug-related problems among college students statewide. Executive Council meetings are held biannually.

The Workgroup provides support and recommendations to the Executive Council. Members of the Workgroup share pertinent research and programming to help inform planning and decision-making during meetings. The Workgroup includes community, state and campus leaders who were identified and recruited due to their work in preventing college substance use and related problems. Workgroup meetings are held quarterly.

## Membership

The Executive Council of VHESUAC is comprised of:



### Virginia Alcoholic Beverage Control Authority (Virginia ABC)

*Travis Hill – Chief Executive Officer*



### Commission on Youth (COY)

*Deirdre Goldsmith – Member*



### Dabney S. Lancaster Community College (DSLCC)

*Matt McGraw – Associate Vice President for Institutional Effectiveness and Academic Services*



### Hampden-Sydney College (H-SC)

*Renae Mancastroppa – Assistant Dean for Student Development and Well-Being*



### Liberty University (LU)

*Keith Anderson – Executive Director, Student Health Center and Wellness Initiatives*



### Patrick Henry Community College (PHCC)

*Greg Hodges – President*





**Regent University**

*Adam Williams – Dean of Student Services*



**State Council of Higher Education for Virginia (SCHEV)**

*Ashley Lockhart – Coordinator for Academic Initiatives*



**University of Virginia (UVA)**

*Christopher Holstege – Executive Director, Elson Student Health Center*



**Virginia Commonwealth University (VCU)**

*Brooke Berry – Assistant Vice Provost for Diversity, Equity & Inclusion*

*Charles Klink – Vice President*



**Virginia Community College System (VCCS)**

*Van Wilson – Associate Vice Chancellor for Student Experiences and Strategic Initiatives*

The Workgroup of VHESUAC is comprised of:



**Virginia Alcoholic Beverage Control Authority (Virginia ABC)**

*Christopher Young (VHESUAC Coordinator) – Adult Education and Prevention Coordinator, Education and Prevention Division*

*Barbara Storm – Special Agent in Charge*



**Ashland Police Department (Ashland PD)**

*Doug Goodman – Chief of Police*



**Christopher Newport University (CNU)**

*Jill Russett – Associate Professor, Department of Sociology, Social Work, and Anthropology and Field Instruction Coordinator*



### **Foundation for Advancing Alcohol Responsibility**

*Maureen Dalbec – Chief Operating Officer and Senior Vice President, Research and Data Analysis*

*Thomas Grane – Manager, Education Programs*



### **Germanna Community College Police Department**

*Craig Branch – Chief of Police*



### **Longwood University**

*Sasha Johnson – Director of Education and Prevention Programs*



### **Norfolk State University (NSU)**

*Cynthia Burwell – Director, NSU Center of Excellence in Minority Health Disparities*



### **Randolph-Macon College (RMC)**

*Keith Cartwright – Coordinator, Alcohol and Other Drug Prevention; Behavioral Health Wellness Consultant for DBHDS*



### **State Council of Higher Education for Virginia (SCHEV)**

*Brittany Everett – Postsecondary Access and Success Specialist*



### **Virginia Association of Chiefs of Police and Foundation (VACP) and Virginia Association of Campus Law Enforcement Administrators (VACLEA)**

*Dana Schrad – Executive Director*



### **Virginia College Collaborative (VCC)**

*Robert Chapman – Retired from Drexel University*



### **Virginia Commonwealth University (VCU)**

*Melodie Fearnow-Kenney – Senior Research Associate, Center for School-Community Collaboration*



### **Virginia Department of Criminal Justice Services (DCJS)**

*Marc Dawkins – Law Enforcement and Public Safety Training Manager*



### **Virginia Department of Education (VDOE)**

*Maribel Saimre – Director, Office of Student Services*



### **Virginia Department of Health (VDH)**

*Lisa Wooten - Injury and Violence Prevention Program Supervisor  
Lauren Yerkes – Injury and Violence Prevention Program Epidemiologist*



### **Virginia Department of Social Services (VDSS)**

*Aditya Narayan – Substance Use Disorder Training and Data Manager*



### **Virginia Military Institute (VMI)**

*Sarah Jones – Director, Center for Cadet Counseling*



### **Virginia Polytechnic Institute and State University (VT)**

*Ashley LeDuc – Associate Director for Substance Misuse Prevention, Hokie Wellness  
Joshua Redding – Assistant Director, Hokie Wellness*



### **University of Mary Washington (UMW)**

*Raymond Tuttle – Director of Judicial Affairs and Community Responsibility*



### **University of Richmond (UoR)**

*Slade Gormus – RN Health Promotion and Peer Education, URWell*

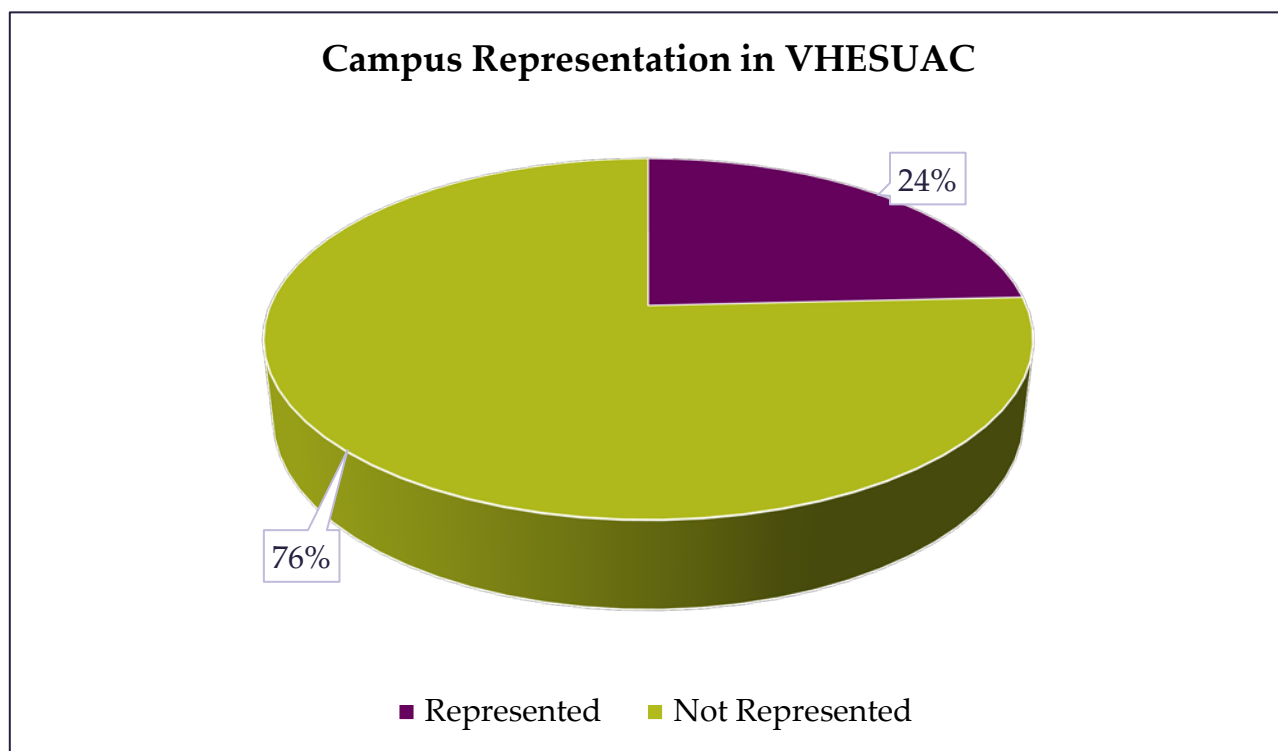


## University of Virginia (UVA)

Susie Bruce – Director, Gordie Center

### Campus Representation

Approximately 24% of campuses across the Commonwealth are represented by regular, attending members of the Executive Council and/or Workgroup. VHESUAC is always looking to add new members to its body and gives regular notice to IHE professionals across the state that they are welcome to join the Workgroup.



# VHESUAC STRATEGIC PLAN

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The full text of the VHESUAC Strategic Plan can be found on the VHESUAC website:

<https://www.abc.virginia.gov/library/education/pdfs/vhesuac-strategic-plan-2021-2026.pdf>

## Background and Development

The Virginia Higher Education Substance Use Prevention Strategic Plan was formally launched and distributed to state partners and campuses administrators in March 2021. The VHSUAC Executive Council and Workgroup worked from fall 2018 to summer 2020 to develop the strategic plan. Members of the Executive Council and Workgroup reviewed an environmental scan of current prevention and treatment practices on college campuses, conducted a broad stakeholder analysis, developed a future vision, conducted a gap analysis of the current state and future vision, drafted a statewide SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and conducted the Statewide Campus Assessment. VHESUAC then developed overarching principles, goals, strategic areas, initiatives and implementation guides for both campus-wide and statewide initiatives. The initiatives of this strategic plan are divided into the following five strategic areas:

1. Foundation and Leadership
2. Planning and Assessment
3. Policy and Enforcement
4. Programming and Services
5. Collaboration and Communication

Each of these strategic areas consists of initiatives to be implemented at the institutional level and initiatives to be completed at the statewide level.

## Campus-Wide Initiatives

VHESUAC is working to identify ways to collect and identify the campus-wide initiatives that campuses already have in place, as well as initiatives they are interested in beginning to implement. The VHESUAC Workgroup has identified barriers that campuses may have in reporting back to VHESUAC, as well as barriers to implementing campus-wide initiatives. VHESUAC intends to launch a recognition program during the 2022-2023 year that will allow campuses to share with VHESUAC which campus-wide initiatives they have begun to implement.

## Statewide Initiatives

VHESUAC has begun planning for implementation of statewide initiatives including maintaining a centralized repository of effective approaches, evidence-based strategies, best practices and model programs for campuses to implement; identifying funding sources for campuses to use in implementing campus-wide initiatives; developing strategic planning guidelines; establishing a statewide system for data collection; and providing trainings and professional development

opportunities over the next year.

# VHESUAC LEGISLATIVE UPDATES

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## Commission on Youth Update

In September 2021, Virginia ABC Education & Prevention presented an update to the Commission on Youth on VHESUAC's progress and activity since being launched. During this presentation, VHESUAC expressed a desire to obtain funding to support campuses in implementing campus-wide elements of the VHESUAC Strategic Plan. The Commission on Youth discussed this and drafted three recommendations aimed at increasing campus engagement with VHESUAC. The three recommendations included:

1. A request for VHESUAC to develop and implement a recognition program for colleges and universities across the Commonwealth. This program would recognize campuses that provide VHESUAC with essential documentation, such as campus biannual review reports, any campus alcohol and other drugs specific strategic plan, an update on progress made on the campus-wide initiatives laid out in the VHESUAC Strategic Plan, and relevant student data.
2. The introduction of a budget amendment for VHESUAC to implement a grant for colleges and universities. Institutions who apply and receive a grant would use the funding to implement a new VHESUAC campus-wide initiative and would report its results at the end of the year.
3. The introduction of a budget amendment for VHESUAC to financially incentivize campuses to provide VHESUAC with essential documentation, such as campus biannual review reports, any campus alcohol and other drugs specific strategic plan, an update on progress made on the campus-wide initiatives laid out in the VHESUAC Strategic Plan and relevant student data.

## Budget Recommendations and Outcome

When the first draft of the state budget was introduced in January, it included a line item for VHESUAC of \$100,000 to use for the second and third recommendations from the Commission on Youth. Unfortunately, the line item did not appear in the final version of the budget.

However, VHESUAC is still able to implement the first recommendation from the Commission on Youth, to develop a recognition program for IHEs who provide VHESUAC with essential documentation, as it requires no additional funds.

# VHESUAC NEWSLETTER

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The VHESUAC Campus Newsletter was distributed to campuses four times during the year. Each edition of the newsletter contained resources for substance use education, prevention, intervention and recovery professionals across the Commonwealth. Each of the newsletters also contained updates on VHESUAC and tips on how to implement campus-wide initiatives.

## July

The July 2021 edition of the newsletter contained suggested next steps for campuses seeking implement the campus-wide initiatives laid out in the VHESUAC Strategic Plan. Suggested next steps included assembling a multi-disciplinary task force to assess the campus' current substance use education, prevention, intervention and recovery efforts, conducting a SWOT analysis of the campus' current efforts regarding substance use education, prevention, intervention and recovery, and conducting a campus needs assessment to determine where the gaps in substance use education, prevention, intervention and recovery efforts exist.

## October

The October 2021 edition of the newsletter contained information regarding the three recommendations made by the Commission on Youth from their meeting in September, as well as a information on how to submit public comment on them. The newsletter also contained links to two helpful resources for campus professionals across the state: CollegeAIM, the College Alcohol Intervention Matrix developed by the National Institute on Alcohol Abuse and Alcoholism (NIAAA), and a report written by Amelia Arria and Greta Wagley, aimed at college administrators, that outlines the importance of substance use prevention education on campus.

## January

The January 2022 edition of the newsletter contained links to the [Safer Intervention Toolkit](#). Sponsored by the Prevention Research Center, the Safe University Program toolkit contains numerous resources to help colleges and universities address excessive drinking and intoxication at off-campus locations near the college, including parties and homes and nearby restaurants and bars. The newsletter also contained a link to the Safer University study, a 2010 study that demonstrated the value of the use of the Safer University Intervention to reduce intoxication at off-campus parties and local bars and restaurants. The study can be found on the Safer Intervention Program website: <https://prev.org/Safer-Toolkit/Toolkit%20attachments/Evidence/Safer%20AJPM%20article.pdf>.

## April

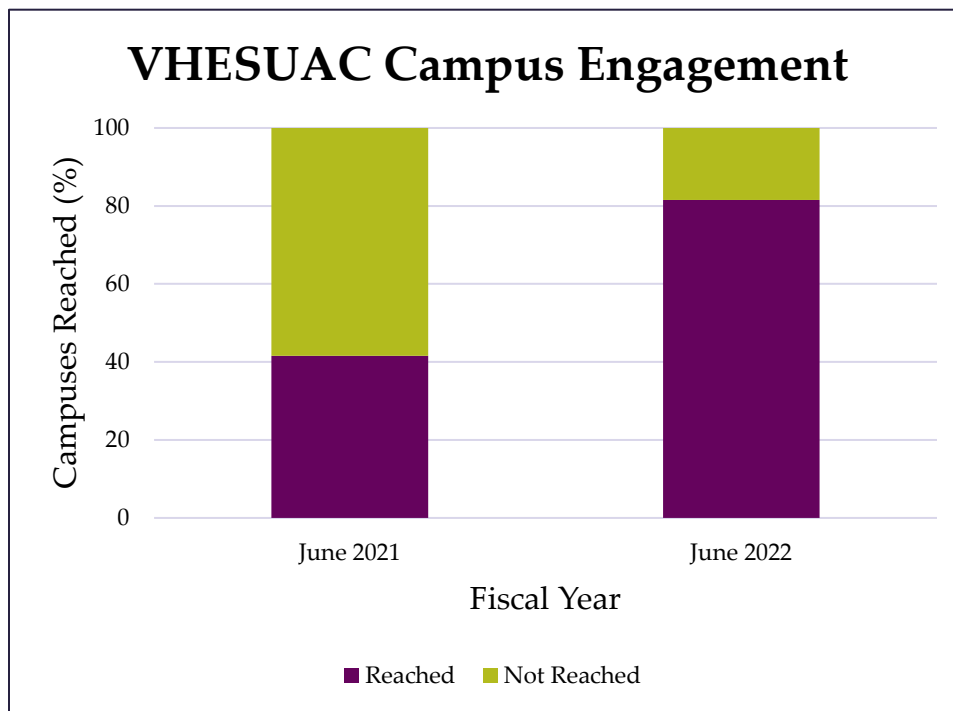
The April 2022 edition of the newsletter contained instructions for how campuses could conduct a SWOT analysis. Standing for Strengths, Weaknesses, Opportunities, and Threats, a SWOT analysis



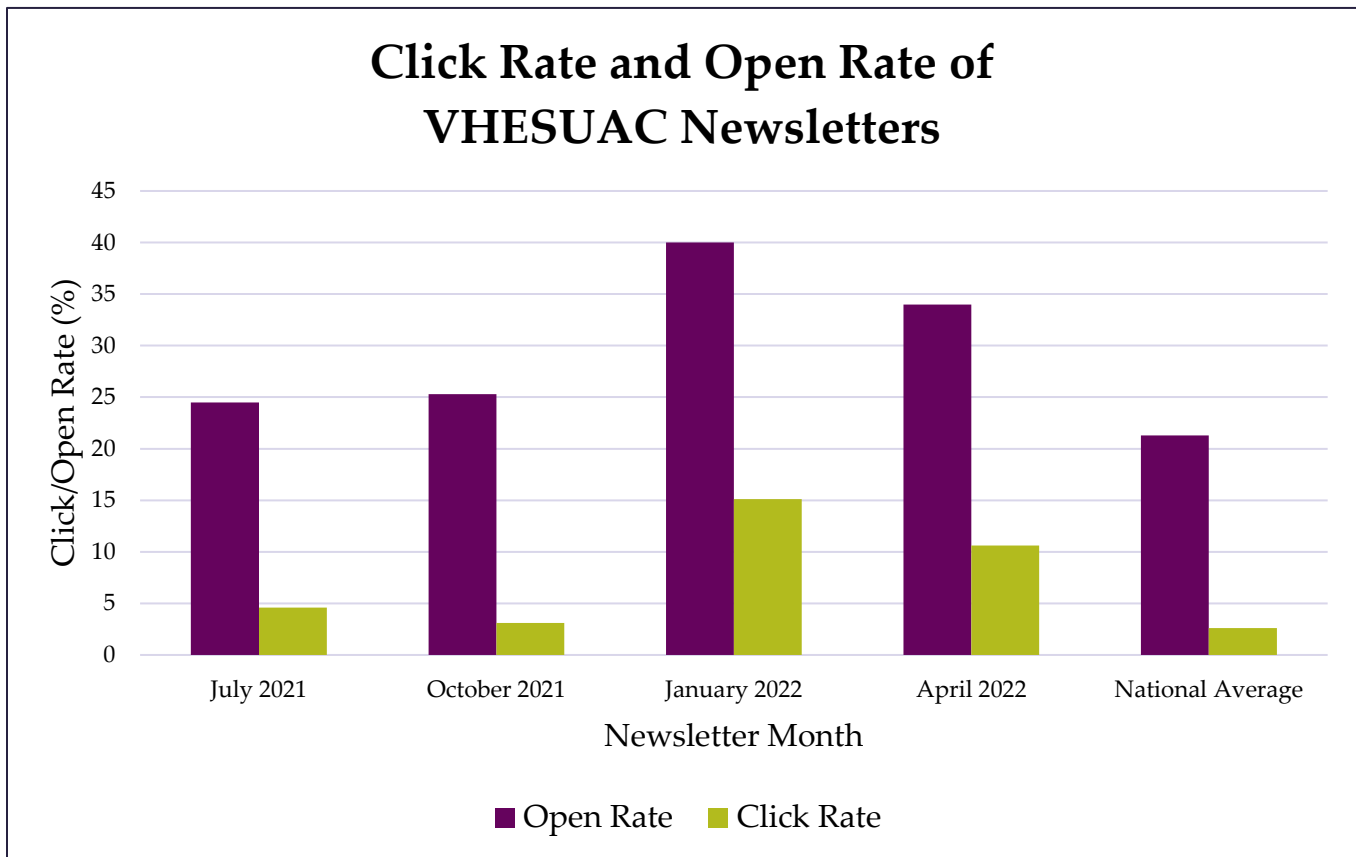
can help campuses identify where they are excelling and where there are opportunities to improve programming efforts.

## Campus Engagement

Throughout the course of the year, VHESUAC was able to reach 53 of 65 campuses (81.54%), primarily through the VHESUAC Campus Newsletter. This number was significantly higher than the number of campuses that had been reached as of June 2021 (27 of 65, 41.54%). This increase in engagement can be attributed to the establishment of a regular, quarterly newsletter aimed at college and university professionals across the Commonwealth. The newsletter has also recently been shared through the Virginia College Collaborative listserv, ensuring more IHE professionals across the Commonwealth have access to the material.



The click and open rates for each of the newsletters also outperformed the national average for email newsletters.<sup>1</sup> Of note is the rising trend across the fiscal year. As a result, VHESUAC will continue to distribute the quarterly newsletter in the same manner as before, with the addition of distributing the newsletter through additional channels, such as the aforementioned Virginia College Collaborative listserv.



<sup>1</sup> (Mailchimp 2022)

## VHESUAC MEETINGS

The VHESUAC Executive Council met twice during the reporting period in July 2021 and January 2022. The VHESUAC Workgroup met in July 2021, October 2021, January 2022 and April 2022. The meetings in July and October included discussions of the campus response to the VHESUAC Strategic Plan and explorations of how to support campuses as they implement campus-wide initiatives found within the plan. The meetings in January and April included discussions of the proposed budget line item and the recommendations from the Commission on Youth that came from its September meeting.

The primary outcomes of each of these meetings are described below. Full meeting minutes for VHESUAC can be accessed online on the Commonwealth Calendar at <https://commonwealthcalendar.virginia.gov>

### Executive Council

#### July 30, 2021 Meeting Minutes

##### Campus responses to VHESUAC Strategic Plan

- Multiple members of the Executive Council said that their universities have shared the strategic plan with multiple divisions and/or staff on campus. A few of them noted that the plan has been sent to their campus ATOD task force, who plans to look at it in more detail when they return to campus during the fall semester.

##### Encouraging Campus Participation

- The Executive Council discussed how expecting campuses to implement initiatives found within the strategic plan without providing funding could make it difficult to make significant progress towards implementation. It was suggested that it could save money if multiple campuses (or all institutions in the state) contracted with external and third-party companies for prevention education resources as a block.
- The council discussed returning to the Commission on Youth and asking it to explore potential funding options for campuses to implement programming. The Commission on Youth is already scheduled to receive a presentation on the VHESUAC Strategic Plan during the fall, and this could be another topic brought up for discussion.
- The Executive Committee also briefly discussed two publications aimed at getting campus buy-in for prevention work from administrators. They include “Addressing College Drinking and Drug Use: A Primer for Trustees, Administrators, and Alumni” by Amelia Arria and Greta Wagley from the American Council of Trustees and Alumni, as well as “Getting Your President’s Attention” by Laurence Mazzeno of The Network. Both documents can be found as appendixes in the minutes.

##### Campus Reporting

- The Executive Council discussed the creation of an annual campus report, aimed at providing VHESUAC with data and information that allow proper strategic planning efforts. Virginia ABC's Data, Research and Evaluation Coordinator will be a part of the development process.
- Members of the Executive Committee brought up the following items regarding the report:
  - Campuses would find it helpful if they were able to access submissions from other campuses.
  - The report should include data from campus organizations/student groups that regularly do prevention work, in addition to spontaneous, organic events.
  - If funding is made available to campuses for implementation of the strategic plan, tying funding to the completion of the campus report would be a good way of encouraging participation.
  - They also agreed with the Workgroup's assessment that mirroring a lot of the content from what is already done during each campus' biennial review would ensure ease of completion.

#### Campus Community Coalitions

- Safer California Universities study (2010): <https://prev.org/Safer-Toolkit/index.html>
  - Funded by NIAAA
  - Shown to reduce intoxication at off-campus parties and local bars/restaurants
  - Website includes a toolkit for organizing a campus-community prevention program
- Could the toolkit provided by the Safer California Universities study serve as a basis for VHESUAC's guidelines for organizing a campus-community coalition?

#### January 28, 2022 Meeting Minutes

##### Budget Recommendations

- The Commission on Youth received an update in September from Virginia ABC on VHESUAC's progress. As part of this presentation, Virginia ABC highlighted one of the primary barriers faced by campuses when implementing substance use prevention – funding. The Commission discussed several funding options and approved potential budget amendments for the next fiscal year. The VHESUAC Workgroup then discussed these recommendations in October.
- Dede Goldsmith spoke about the importance of the budget amendment and how critical it is for it be passed to fund these state-wide initiatives. She told the members of the Executive Council that she would be reaching out in the coming days with contact info for legislators.

##### Recommendation 1

- The first recommendation is a recognition program for institutions that provide essential VHESUAC documentation, which would include: biannual review, alcohol and other drugs-specific plan, progress on VHESUAC's campus-wide initiatives and/or student data.
- The current proposal is to create a three-tiered system of recognition – bronze, silver, and gold. Requested documentation could include a biennial or annual review report, campus alcohol, tobacco and other drugs (ATOD) policies, ATOD strategic plan, a description of how a campus

is pushing VHESUAC strategic plan initiatives, and applicable student data. Schools would submit materials by June 30 of each year, with the announcement of recognized campuses shared on October 1 of each year.

- VHESUAC Executive Council member feedback:
  - What federal data is already being collected from campuses?
  - Ensure that the data requested follows HIPAA and FERPA laws.
  - Consider asking campuses what data points they are collecting.
  - If the hazing laws are passed, campuses are already required to send some information to the Timothy J. Piazza Center for Fraternity and Sorority Research and Reform at Penn State University.
  - Consider data collection from third party sources, such as local hospitals.

#### Recommendation 2

- The second recommendation is a budget amendment for a grant program for institutions to use for implementation of a new VHESUAC campus-based initiative. The campus would report the results at the end of the year.
- The current proposal is to have funding cover events and programs from July 1 to June 30, with applications due by March 30 of each year. VHESUAC would create a committee to review applications. The application process will reflect a campus' demonstrated ability to implement a program and require campuses to select from a strategy identified in the VHESUAC strategic plan. Application should be able to cover graduate student/student assistant wages. Emphasis will be made that the grant program is for programs that have already been proven effective; this is not a research grant. VHESUAC would ensure that reporting requirements are commensurate with the funding amount awarded. The grant program would also include a monthly video call with all grantees to make connections across the Commonwealth and give updates on their progress.
- VHESUAC Executive Council member feedback:
  - Very supportive of this recommendation.
  - For the monthly video call, consider other (additional) ways to get campuses to share news and updates with each other.

#### Recommendation 3

- The third recommendation is a budget amendment for a one-time incentivized reporting effort for campuses. Funds would go to campuses that provide essential VHESUAC documentation, which could include the campus' biannual report, alcohol and other drugs-specific plan, progress on VHESUAC's campus-wide initiatives and/or student data.
- The current proposal is to have the following documents required:
  - Most recent biennial review report
  - Campus ATOD policies
  - A description of how the campus is advancing the campus-wide initiatives as defined in the VHESUAC strategic plan
  - A description of how funds received will be used
  - Applicable student data

- Materials would be submitted by June 30 of each year, with announcement of awarded campuses on October 1 of each year.
- VHESUAC Executive Council member feedback:
  - How can we get students involved in the process? Consider asking campuses to demonstrate how students are involved in the prevention and education processes.
  - When answering about how the money will be used, it is important for campuses to answer the following questions:
    - What need does this meet?
    - How does this benefit the students?

## Workgroup

### July 29, 2021 Meeting Minutes

#### Campus responses to VHESUAC Strategic Plan

- Mary Washington's representative met with their Vice President of Student Affairs and with the University President to discuss what the response could and should be to the VHESUAC Strategic Plan. The plan identified the need to create a taskforce which includes members of the university and members of the community (law enforcement and community service boards/councils). Mary Washington's taskforce meets monthly and will be conducting a SWOT analysis; however, they are currently discussing immediate issues related to cannabis legalization.
- It was discussed that having a dedicated individual on campus to implement the Strategic Plan, one who is invested and has the leverage and ability to implement the plan effectively, is a challenge.
- Other members of the Workgroup shared that their campuses responded to the July newsletter much the same as they did in March. Some members of the Workgroup still have not heard from their administrators about the plan.

#### Encouraging Campus Participation

- What benefits do college campuses see to implementing strategies from the Strategic Plan? Different people, positions, and organizations are motivated by different messages. It is important that VHESUAC is able to make 'elevator pitches' that cover a number of different motivating factors.
- Colleges are interested in the student experience, so asking them to implement the plan is an uphill challenge if administrators see this as hurting the student experience. The data indicates that moderate drinking positively impacts the student experience, but high-risk drinking can severely impact the experience negatively.
- The Workgroup continued to discuss barriers around campus funding. Could Virginia ABC grants be reformatted to address campus needs for the strategic plan and be reformatted to require less work? It was suggested that the Virginia ABC grants are a lot of work for not a lot

of money. Are there opportunities for layered/tiered funding for universities of varying sizes, needs, etc.?

- Time was also spent discussing how campuses are and should be reacting to the change in marijuana laws. Campuses should now be thinking about individuals who have not used marijuana in the past and feel as if they have a “pass” to use because it has been legalized. How do individuals understand appropriate ways to use marijuana? For example, they know not to come to class intoxicated, but do they know not to use marijuana prior to attending class? What resources can be provided for first-time cannabis users?
- Joshua Redding shared the following resources related to cannabis use:
  - <https://ajph.aphapublications.org/doi/full/10.2105/AJPH.2017.303818>
  - <https://www.uvm.edu/health/t-break-take-cannabis-tolerance-break>
- Is it possible for VHESUAC to do outreach to Vice Presidents of Student Affairs (VPSAs) and other campus administrators for the purpose of discussing VHESUAC’s goals towards implementation? It could be modeled after similar outreach was done during the initial needs assessment.
- The VHESUAC coordinator is still working to identify the correct individuals at each IHE to share VHESUAC communications to ensure that the strategic plan and prevention messaging are shared with each campus in Virginia.

#### Trainer Database

- The following resources were shared as good places to start as VHESUAC considers creating a database of national trainers/educators in substance use prevention:
  - National Association of Student Personnel Administrators (NASPA) Alcohol and other Drugs (AOD) Convention speaker resources; David Arnold.
  - Look at other state substance use prevention councils for resources.
  - Higher Education Center for Alcohol and Drug Misuse at the Ohio State University.
  - Association of Recovery in Higher Education (ARHE); recovery resources; Tim Rabolt.
- If Virginia creates its own “Trainer Database,” what training topics do IHE’s need information on related to prevention and where can we find those individuals/organizations for resources on these subjects?

#### Campus Reporting

- The Workgroup recapped the discussion about what reporting could/would look like from the April meeting. Virginia ABC has developed a tentative timeline for development and launch to give the Workgroup and Executive Committee time to review. Virginia ABC’s Data, Research and Evaluation Specialist will be a part of this process.
- If schools are not expecting an annual report to be completed, they will be surprised when they are expected to report information that they did not know they needed to be collecting. By launching the report in fall 2022 but announcing that report will be complete for the first time in spring 2023, campuses are given a semester of advance notice of what data points they will need to report. VHESUAC can begin communicating to campuses that an annual report is being developed during the 2021-2022 school year.

- Concerns were shared that this would be duplicative of the information reported in campus' biennial reviews. The suggestion was made to make this report an annual report and model it after the work already done by campuses during their biennial review. A suggestion was also made to financially incentivize completion of the form, such as if a campus completes its report, then it receives funding for prevention programming. If a campus does not complete the report, could it be fined?
- VHESUAC wants to capture ATOD use data, which is a part of what is done through incoming student programming and is information that is provided in the biennial review. To complete this review, some smaller institutions have to pay out to third party data collection programs. One goal of the Workgroup was to create this data collection method for the entire state (Core, AlcoholEdu, Alcohol Wise, ACHA, etc.) rather than each individual institution paying for reporting.
- The report should mirror the federal mandate to report and help institutions remain accountable. Could there be a state-grant funding line where you must complete this report to receive funding for ATOD prevention?

#### Campus-Community Coalitions

- Safer California Universities study (2010): <https://prev.org/Safer-Toolkit/index.html>
  - Funded by NIAAA
  - Shown to reduce intoxication at off-campus parties and local bars/restaurants
  - Website includes a toolkit for organizing a campus-community prevention program
- Could the toolkit provided by the Safer California Universities study serve as a basis for VHESUAC's guidelines for organizing a campus-community coalition?

#### October 21, 2021 Meeting Minutes

##### VHESUAC Presentation

- On September 20, the Commission on Youth received an update on VHESUAC's progress towards its legislatively mandated activities. As part of this presentation, it was highlighted that funding is, and will continue to be, a barrier faced by colleges and universities as they look towards implementing substance use prevention and education programs on campus. The presentation can be accessed through the following link:  
<http://vcoy.virginia.gov/2021%20COY%20VHESUAC%20Update.pdf>
- After the presentation, the Commission discussed several funding recommendations which were then voted upon at their October 19 meeting. Each of the recommendations were approved by the Commission and now move forward through the legislative process. The approved recommendations can be found through the following link:  
<http://vcoy.virginia.gov/Draft%20Decision%20Matrix%20on%20VHESUAC.pdf>

##### Recommendation 1

- This recommendation would create a recognition program for institutions of higher education to increase participation within VHESUAC. Recognition would go to institutions that provide essential VHESUAC documentation.



- Workgroup members had the following suggestions, ideas and comments for this recommendation:
  - The program could be similar to a type of accreditation; if you meet certain requirements, you should get recognized. It should not be a program in which campuses are competing against each other.
  - It could include some physical object or representation of recognition, such as a pennant, plaque, or coin. However, that object could end up sitting on a shelf or stored in a closet and never get used or seen. The program could also include some sort of digital element that can be attached to letters, documents, etc.
  - There could be multiple tiers of recognition. Lower tiers could include things that campuses are already doing, while higher tiers might require more documentation.
  - Access to the program should be equitable across the Commonwealth, regardless of a campus' access to resources.

#### Recommendation 2

- This recommendation would create a budget amendment for a one-time strategic initiative grant for institutions to increase participation within VHESUAC. Institutions who apply and are accepted through this grant would use this funding to implement a campus-wide initiative and report to VHESUAC on the results of the program at the end of the year.
- Workgroup members had the following suggestions, ideas and comments for this recommendation:
  - Almost every campus' greatest need is funding.
  - Depending on this program's financial capabilities, approval for grants should be considered on a needs basis. This would allow the program to be equitable across the Commonwealth as campuses have access to differing amounts of resources.
  - It is important to consider staffing as a barrier for a grant program. Each approved grant would require a grant coordinator to implement the program on their own campus.
  - Is it possible to allow the program to cover graduate student/student assistant wages? Many campus staff are already stretched thin and encouraging graduate student help with implementation would increase the effectiveness of the program. Could this program be used as part of an internship?
  - Campuses should be allowed to demonstrate capacity to apply for the program, rather than just relying on their campus' current substance use education and prevention efforts.
  - Grants often have an indirect cost; the program should inform campuses that indirect costs are not allowed. This would ensure that the money awarded goes to the departments/programs it is intended for.
  - The program should ensure that the reporting effort is worth the amount of money they are receiving; a large reporting burden paired with a low award often discourages participation.

- As part of the program, campuses could be required to attend monthly virtual meetings with all other grantees to help make connections across the Commonwealth, as well as share updates and feedback.
- Not every campus has experts in grant writing and therefore the program must be equitable across campuses in terms of resources. Consider including a sample application and final report to help bridge that gap.
- What types of initiatives would be approved as part of the program? Are there certain benchmarks that VHESUAC wants to make sure the suggested program meets?
- Highlight that the purpose of the grant is to implement programs that have already been proved effective. This is not a grant to focus on research.

### Recommendation 3

- This recommendation would create a budget amendment for a one-time incentivized reporting effort for institutions to increase participation within VHESUAC. Funds would go to institutions that provide essential VHESUAC documentation.
- Workgroup members had the following suggestions, ideas and comments for this recommendation:
  - Campuses should have to outline how they are going to use the funds. This would ensure that the money doesn't go to a general fund on campus.
  - Could the money be required to go into a particular area? Such as recovery efforts, scholarships, etc.?
  - Ensure that campuses know this money can supplement current education and prevention efforts, but that it cannot supplant current funds.
  - Could the money be implemented as a grant? This would allow for more specialized follow-up with each campus.
  - Consider awarding funds on a needs basis, perhaps focusing on a few colleges.

## January 20, 2022 Meeting Minutes

### Approved Recommendations

- The Commission on Youth received an update in September from Virginia ABC on VHESUAC's progress. As part of this presentation, Virginia ABC highlighted one of the primary barriers faced by campuses when implementing substance use prevention – funding. The Commission discussed several funding options and approved potential budget amendments for the next fiscal year. The Workgroup then discussed these recommendations in October.

### Recommendation 1

- The first recommendation is a recognition program for institutions that provide essential VHESUAC documentation, which would include: biannual review, alcohol and other drugs-specific plan, progress on VHESUAC's campus-wide initiatives, and/or student data.
- The current proposal is to create a three-tiered system of recognition – bronze, silver and gold. Requested documentation could include a biennial or annual review report, campus ATOD

policies, ATOD strategic plan, a description of how a campus is pushing VHESUAC strategic plan initiatives, and applicable student data. Schools would submit materials by June 30 of each year, with the announcement of recognized campuses shared on October 1 of each year.

- VHESUAC workgroup member feedback:
  - VHESUAC could provide a logo for use on campus websites.
  - Instead of three tiers, the program could just consist of a single tier; a campus would either meet the criteria or it would not (essentially an excellence award). Bronze and silver recognition would indicate an award, which might leave some schools stagnant in their progress. In addition to publishing schools that meet an excellence criterion, consider publishing those that do not.
  - Find a way to get the recognition in front of parents and help them understand what the logo or seal means. This could help them know that they are sending their kids to a great school in terms of both academics and student safety.
  - As part of the requested documentation, ask schools if they are collecting data and allow schools to network with each other. If an institution sees that another is collecting data and they are not, they can reach out to learn from them.
  - Use the biennial review as a guideline for submitting an annual report, because schools already publish the biennial review publicly.

#### Recommendation 2

- The second recommendation is a budget amendment for a grant program for institutions to use for implementation of a new VHESUAC campus-based initiative. The campus would report on the results at the end of the year.
- The current proposal is to have funding cover events and programs from July 1 to June 30, with applications being due by March 30 of each year. VHESUAC would create a committee to review applications. The application process will reflect a campus' demonstrated ability to implement a program and require campuses to select from a strategy identified in the VHESUAC strategic plan. Application should be able to cover graduate student/student assistant wages. Emphasis will be made that the grant program is for programs that have already been proven effective; this is not a research grant. VHESUAC would ensure that reporting requirements are commensurate with the funding amount awarded. The grant program would also include a monthly video call with all grantees to make connections across the Commonwealth and give updates on their progress.
- VHESUAC workgroup member feedback:
  - Could this be combined with the current Virginia ABC grant program because there might be overlap in applicants for each grant?
  - Could there be restrictions or complications in giving graduate student money, such as a cap on how much money can be spent on workers?
  - The VHESUAC Coordinator said he would reach out to contacts in the Virginia Department of Education to see if he could find other grants with similar regulations to borrow language.

#### Recommendation 3

- The third recommendation is a budget amendment for a one-time incentivized reporting effort for campuses. Funds would go to campuses that provide essential VHESUAC documentation, which could include the campus' biannual report, alcohol and other drugs-specific plan, progress on VHESUAC's campus-wide initiatives, and/or student data.
- The current proposal is to have the following documents required:
  - Most recent biennial review report
  - Campus ATOD policies
  - A description of how the campus is advancing the campus-wide initiatives as defined in the VHESUAC strategic plan
  - A description of how funds received will be used
  - Applicable student data
  - Materials would be submitted by June 30 of each year, with announcement of awarded campuses on October 1 of each year.
- VHESUAC workgroup member feedback:
  - None

#### Creating a Repository

- As VHESUAC begins to create state-wide resources, and as it begins to locate external resources for campuses to use, VHESUAC should consider where to store the resources for easy access by campuses and professionals throughout the Commonwealth. Potential options include the VHESUAC website and various file-sharing services, like Dropbox.
- VHESUAC workgroup member feedback:
  - The VHESUAC website would be best. If needed, the website could be expanded upon, and more pages could be created.

#### April 21, 2022 Meeting Minutes

##### Adam's Law

- Susie Bruce spoke on Adams Law, taking effect July 1, which institutes new requirements around hazing education. The law requires all schools of higher education to conduct in-person trainings for prospective members, new members and current members of student organizations and their advisors on various topics related to hazing, including some information about alcohol. Each school is already required to develop a policy around medical amnesty to report hazing and substance abuse. As part of the law, campuses will be required to track hazing reports for the past 10 years and post the information on a visible spot on a campus website. This requirement is for any student organization that contains a new member process. As campuses are being asked to implement something for the next year, Susie requested attendees to complete a survey so the Gordie Center can gather data on how campuses are planning to implement the new requirements. It can be found at the following link: <https://www.surveymonkey.com/r/2XB7RC8>. The full text of the new law can be found on Virginia's Legislative Information System (LIS): <https://lis.virginia.gov/cgi-bin/legp604.exe?221+ful+SB439ER+pdf>.

### VHESUAC Funding Request

- The budget line item that requested \$100,000 for VHESUAC funding was not included in the final version of the budget. While this means that some of the recommendations the Commission on Youth had for VHESUAC will have to be put on hold until a funding source is identified (specifically, the recommended grant program and recommended financial incentive for campuses to provide VHESUAC documentation), the recommendation that VHESUAC create a recognition program for campuses is still able to move forward as it does not require any financial commitment.

### VHESUAC Recognition Program

- As discussed in the previous meeting, the Commission on Youth recommended VHESUAC create a recognition program for campuses that provide VHESUAC documentation such as recent biannual review, provide campus drug and alcohol policy, share how a campus implemented the strategic goals of VHESUAC and answer questions on student data. The coordinator shared an updated proposed timeline for the program that would require campuses to submit materials to VHESUAC by June 30 of each year, and campuses would be recognized on October 1. The coordinator will bring a draft of the program to the October 2022 meeting for feedback and edits, and then will present the final version to the Workgroup in January 2023. Following that, the coordinator will bring the final version to the Executive Council in January 2023 for final approval.
- The coordinator mentioned that the program would not ask anything additional of Workgroup members on the committee; the coordinator will assess through the submitted materials and present the final list to VHESUAC for approval at a regularly scheduled meeting.

### Strategic Plan Implementation

- Following up on the discussion in January about creating a space on the VHESUAC website for a repository of resources for campus professionals, the coordinator requested attendees to identify guides, documents, and other resources that should be included on the website to begin making a master list of potential inclusions this space. Attendees were asked to email their lists to the coordinator by April 29, 2022.

## FUTURE OF VHESUAC

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Based on the requirements set forth by SB 120 and HB 852 of 2018 (Chapters 210 and 211 of the Acts of Assembly), VHESUAC will continue to focus on reporting, strategic planning, networking, resources, training and technical assistance. Deliverables will include facilitating assessment and evaluation efforts, measuring the effectiveness of policy changes and program implementation, developing common statewide goals and action steps, creating a communication network among campuses, enhancing networking opportunities, providing resources to support campus prevention efforts, providing ongoing support for individual strategic plans and specialized trainings to identified groups. These activities will rely on a collaborative and coordinated effort among Virginia's IHEs.

As mentioned, the Executive Council and Workgroup spent a significant portion of the year discussing the campus response to the strategic plan, as well as discussing the three recommendations made by the Commission on Youth during its meeting in September. Unfortunately, two of the recommendations were connected to potential funding from the General Assembly, and that funding was not included in the final version of the budget. However, the discussions on those two recommendations will prove useful in the event VHESUAC is able to identify a funding source in the future. Funding for campuses continues to be barrier noted by VHESUAC Executive Council and Workgroup members.

Looking forward, VHESUAC will continue to work to implement the identified state-wide initiatives, including developing guidelines for strategic planning, policy development, programming and services and more for campuses throughout the Commonwealth. These guidelines will then be distributed to campuses to assist them with implementing the VHESUAC Strategic Plan. VHESUAC will also develop a recognition program in line with the recommendation made by the Commission on Youth. This program is scheduled to be launched in the beginning of 2023.

**FY23**

- Launch the VHESUAC Campus Recognition Program.
- Develop programming guidelines to support campuses in implementing ATOD education and prevention.

**FY24**

- Launch an annual campus survey.
- Redesign the VHESUAC website to serve as a hub for resources and programs for use by Virginia colleges and universities.

**FY25**

- Support campuses as they navigate through the annual campus survey for the first time.
- Establish a regular professional development series for campus professionals.

**FY26**

- Assess the progress made towards the completion of the VHESUAC Strategic Plan and begin developing future plans.
- Examine findings from the annual campus survey to determine next steps.

## REFERENCES

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Mailchimp. 2022. *2022 Email Marketing Statistics and Benchmarks by Industry*.  
<https://mailchimp.com/resources/email-marketing-benchmarks/>.



## VHESUAC Contact Information

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