

**City of Lawrence
2008 Alcohol Tax Funds
Request for Proposals
Calendar Year 2008 (January – December)
Cover Page**

Agency: University of Kansas
Program Name: Hawk Nights
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Request is for funding in the following categories and amounts:

<u> X </u>	Prevention	\$ <u>30,000</u>
<u> </u>	Treatment	\$ <u> </u>
<u> </u>	Intervention	\$ <u> </u>
<u> </u>	Coordination	\$ <u> </u>

Program Description

Hawk Nights programs are a series of alcohol-free social activities held between 8 p.m. and 1 a.m. on nights when classes do not meet, with programming also conducted during “high-risk” times. Hawk Nights programs attract an average attendance of 300-400 students per event, and in doing so, deter and change student drinking behavior.

When started in 1998, Hawk Nights was housed by the Division of Student Affairs, now known as Student Success, and remained under that office’s supervision until May of 2000, at which time, it moved to the Student Organizations and Leadership Development Center, now known as the Student Involvement and Leadership Center. In the fall of 2003, the Hawk Nights program transferred to the Union Programs Department. Hawk Nights latest transfer came in May of 2005 when the program joined Student Union Activities, KU’s premiere student programming board.

Hawk Nights offers late-night programming events created to give students an opportunity to take part in events held on campus that are fun and exciting. Coordination of these events provides students with an alternative to going to bars and drinking on the weekends.

There are three main objectives that have been accomplished by implementing the Hawk Nights program on the KU Campus:

- increase programming on the KU campus that gives students an alternative to drinking;
- increase programming on the KU campus that is fun and exciting for students;
- and include students, student groups and various departments in the planning/programming process (collaboration), which in turn, gives other groups ideas for their own future programming.

Needs Assessment

The KU population targeted to benefit from Hawk Nights programming includes those students found to be at the highest risk of abusing alcohol. These students include, but are not limited to, incoming freshmen, Greek recruits, and residents of University residence halls and scholarship halls. This population totals approximately 6500 students, which is 25% of KU’s student population. In our efforts to target this population, we hope to extend to an even greater percentage of the KU student body.

Between the years 1999 and 2003, KU administered an annual alcohol survey to a sample of students. An average of 1450 students was surveyed each year, with adequate representation of gender, class level, ethnicity, and major area of study. Results reflected that 80% of KU students consume alcohol, and up to 60% of students surveyed reported becoming sick from use of alcohol.

As these statistics illustrate, KU is in need of programming directed towards at-risk student populations. Though the campus offers educational opportunities on the subject of alcohol abuse, Hawk Nights remains distinct in its efforts to provide fun, entertaining programming to combat alcohol alternatives, particularly the prevalent Lawrence bar scene.

Outcomes

To meet the mission of the Hawk Nights program, we will

- coordinate at least one event each month (August-May);
- increase average attendance at events from 350 students to 400 students;
- complete participant surveys indicating a deterrence in drinking of at least 25%;
- increase collaborative efforts with other student groups and KU departments;
- and secure at least one new source of funding for programmatic functions.

Process Outcomes

From August 2006 to April 2007, of those surveyed at a Hawk Nights event, 56% were freshmen and sophomores. The remaining 44% were juniors, seniors, and graduate-level students. Additionally, 64% of those surveyed were under the age of 21. The remaining 36% were 21 and older.

Behavioral Outcomes

From August 2006 to April 2007, of those surveyed at a Hawk Nights event, 33% indicated that they would be drinking if they were not in attendance at the event. Of those surveyed, 67% stated that if not for the Hawk Nights event, they would be studying or staying in.

Impact Outcomes

The Hawk Nights program offers late-night programming created to give students an opportunity to participate in events held on campus that are fun and exciting. Coordination of these events gives students an alternative to going out to bars and drinking on the weekends. Hawk Nights strives to deter at least 400 students per event from partaking in the prevalent bar scene. For the 2007-2008 academic year, which will include 8 large-scale events plus weekend Cosmic Bowling, this would total approximately 15,200 students.

Coordination

Hawk Nights most recent move to be housed by Student Union Activities (SUA) was an effort put forth to cut back on the duplication of quality student programming on campus. These two organizations were offering students late-night programming that at times conflicted. Now that the two organizations are one, they are able to build off one another's previous successes. Working with other committees within SUA has created a stronger collaborative effort within student programming on KU's campus. Furthermore, Hawk Nights seeks out collaborative partners beyond SUA. For example, for the fall 2006 Discoteca series, Hawk Nights approached the Hispanic American Latino Organization (HALO), Queers & Allies (Q&A), and the Asian American Student Union (AASU) to put on a series of late-night dance events.

Hawk Nights also seeks out the support of non-student run departments on campus. Recently added to KU's repertoire of alcohol educational programming was the Rock Chalk Responsible CHOICES Program, housed by KU Athletics. This program seeks "to combat the irresponsible choices that can arise in a perceived thriving party scene" by "encouraging students to hold their friends accountable and challenge their reckless decisions." Hawk Nights hopes to join forces with this new program to further our reach over at-risk student populations. Other partners Hawk Nights has paired with in the past include the Association of University Residence Halls (AURH), KU Memorial Unions, and the Black Student Union.

Organizational Capacity

Hawk Nights has a long tradition on KU's campus. It is a visible and recognizable program that brings both new and old faces to its ever-increasing list of events. Now that it is housed by Student Union Activities (SUA), Hawk Nights benefits from having an expanded set of resources, both fiscal and organizational. Though the majority of Hawk Nights events are funded through the City of Lawrence alcohol tax funds, SUA is able to supplement these events to create an even more exciting atmosphere, which results in an even more successful event. Furthermore, SUA employs two full-time advisors, both of whom now serve as Hawk Nights advisors with no added expense to the Hawk Nights program. SUA also has almost seventy years of experience in campus programming, with a proven record of successful alcohol-free programming.

Budget

Requested Funding

Supplies for Programming	30,000
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Other Sources of Funding

Personnel	10,128
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Travel	450
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Office Space/Equipment	170
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Personnel

Hawk Nights Advisor – Kathy Talbot, Student Development Advisor of Union Programs, serves as the advisor for Hawk Nights and dedicates 15% of her time to this endeavor. This equates to \$6,000 in in-kind funds.

SUA Co-Advisor – Susan Hoffman, Assistant Director of Union Programs, assists with the advisement for the Hawk Nights committee and dedicates 8% of her time to this endeavor. This equates to \$2,400 in in-kind funds.

Hawk Nights Coordinator – Adam Diskin will serve as the 2007-2008 student coordinator for the Hawk Nights Committee. He will put in 10 office hours a week for the fall and spring semesters of the academic year. SUA will grant him a \$1,000 scholarship from its academic scholarship endowment, to be divided into two \$500 installments for the fall and spring semesters.

Hawk Nights Committee – Students that serve on the committee will do so on a voluntary basis, dedicating 2 office hours a week for the academic year.

Graphic Artists – SUA employs two graphic artists that design all publications. SUA graphic artists dedicate 10% of their time to designing publications for Hawk Nights, which equates to \$728 in in-kind funds over the course of a year.

Travel

SUA annually sends selected students to the national and regional National Association for Campus Activities (NACA) conferences in order to generate new ideas for campus programming. All fees associated with this conference are covered by SUA. The average cost to attend the conference is \$450 per person.

Office Space and Equipment

SUA provides Hawk Nights with a cubicle, telephone, fax machine, copier, printer, and computer. Hawk Nights is responsible for 10% of the use of the office equipment, and thus responsible for 10% of its maintenance fees, which totals \$170 in in-kind funds.

Supplies

Because SUA is in a position to cover the incidental costs associated with the Hawk Nights program, all funds requested will go directly towards programming for our targeted population, at-risk KU students. We are requesting \$30,000 to cover programming for the upcoming year. Though we were only granted \$25,000 last year, we feel that we can offer more programming for at-risk students with the additional funds.

<u>2006-2007 Budget</u>	<u>Hawk Nights</u>	<u>Co-Sponsorships</u>
Unionfest Fiesta!	1,900	4,150
Hawk Nights Murder Mystery	1,835	400
Haunted Hawk Nights	2,215	
Hawk Nights Discoteca Series	350	2,500
Hawk Nights Holiday Bash	3,380	
Hawk Nights Texas Hold 'Em Tournaments	1,350	300
Hawk Nights Apollo Night	1,400	470
Hawk Nights Price Is Right	2,900	1,370
Hawk Nights & Templin Hall Casino Night	3,275	950
<u>Cosmic Bowling</u>	<u>6,000</u>	<u>12,000</u>
TOTAL	\$24,605	\$22,140

In previous years, Hawk Nights has traditionally offered one major-scale event per month. This shakes down to eight programs in an academic year. This past year, some of the funds granted to Hawk Nights were funneled towards Cosmic Bowling, a weekly programming opportunity that provides KU students with free bowling from 10 p.m. to 1 a.m. every Friday and Saturday in an alcohol-free environment. This hugely successful program has reached its capacity, and with additional funds, could be expanded to additional hours.

Additionally, Hawk Nights would like to offer more programs throughout the year beyond their traditional events. We're hoping that a new monthly series program, Grocery Bingo, will also be successful to meeting Hawk Nights' mission. Additional programming funds would ensure that these new endeavors would be as successful as their traditional counterparts.

Conclusion

Hawk Nights serves a vital role on KU's campus by filling an untapped avenue to target at-risk students. Hawk Nights remains singular in its efforts to provide fun and entertaining alternatives to the Lawrence bar scene. By providing fun, alcohol-free environments, students have the chance to see what other entertainment opportunities exist beyond drinking. Though Hawk Nights has been successful throughout its history on campus, we feel that additional funding beyond the previously allotted \$25,000 will allow us to explore new avenues to combat the ever-increasing alcohol alternatives.

ASSESSMENT DATA	GOALS/ OBJECTIVES	TARGET GROUP	STRATEGIES	PROCESS OUTCOMES	BEHAVIORAL OUTCOMES	IMPACT OUTCOMES
<p>Between the years 1999 and 2003, KU administered an annual alcohol survey to a sample of students. An average of 1450 students was surveyed each year, with adequate representation of gender, class level, ethnicity, and major area of study. Results reflected that 80% of KU students consume alcohol, and up to 60% of students surveyed reported becoming sick from use of alcohol.</p>	<p>Hawk Nights three main objectives include:</p> <ul style="list-style-type: none"> • to increase programming on the KU campus that gives students an alternative to drinking; • to increase programming on the KU campus that is fun and exciting for students; • and to include students, student groups and various departments in the planning and programming process (collaboration), which in turn, gives other groups ideas for their own future programming. 	<p>The KU population targeted to benefit from Hawk Nights programming includes those students found to be at the highest risk of abusing alcohol. These students include, but are not limited to, incoming freshmen, Greek recruits, and residents of University residence halls and scholarship halls. This population totals approximately 6500 students, which is 25% of KU's student population. In our efforts to target this population, we hope to extend to an even greater percentage of the KU student body.</p>	<p>To meet the mission of the Hawk Nights program, we will</p> <ul style="list-style-type: none"> • coordinate at least one event each month (August-May); • increase average attendance at events from 350 students to 400 students; • complete participant surveys indicating a deterrence in drinking of at least 25%; • increase collaborative efforts with other student groups and KU departments; • and secure at least one new source of funding for programmatic functions. 	<p>From August 2006 to April 2007, of those surveyed at a Hawk Nights event, 56% were freshmen and sophomores. The remaining 44% were juniors, seniors, and graduate-level students. Additionally, 64% of those surveyed were under the age of 21. The remaining 36% were 21 and older.</p>	<p>From August 2006 to April 2007, of those surveyed at a Hawk Nights event, 33% indicated that they would be drinking if they were not in attendance at the event. Of those surveyed, 67% stated that if not for the Hawk Nights event, they would be studying or staying in.</p>	<p>The Hawk Nights program offers late-night programming created to give students an opportunity to participate in events held on campus that are fun and exciting. Coordination of these events gives students an alternative to going out to bars and drinking on the weekends. Hawk Nights strives to deter at least 400 students per event from partaking in the prevalent bar scene. For the 2007-2008 academic year, which will include 8 large-scale events plus weekend Cosmic Bowling, this would total 15,200 students.</p>