Implementing the recommendations made by the Resident Roundtable report, the NU Directions coalition launched a pilot educational campaign directed at students and permanent residents living in the North Bottoms neighborhood located north of the city campus.

The campaign, titled “Making UNL Students Great Neighbors,” involves a variety of educational messages for students about ways to improve their relationships with their neighbors through communication, respect, and responsibility. Messages are distributed through a variety of vehicles, including refrigerator magnets that focus on wild parties, postcards about illegal parking distributed alongside UNL parking permits for off-campus students, stadium cups addressing trash problems, and door hangers instructing students residents about addressing a variety of problems that tend to become neighbor complaints. All the communication vehicles connect students to the ASUN Student Government website, which links to a set of pages with additional suggestions for reducing neighbor complaints and calls to police along with services and resources in the city.

An ad-hoc planning team co-Chaired by Police Chief Tom Casady and Deanne Finnegan of Leadership Lincoln, Inc., conducted a series of focused discussions with residents, students, police, landlords, and other key stakeholders in five “problem” neighborhoods as identified by Graphic Information Systems (GIS) maps supplied by the Lincoln Police Department of neighbor “wild party” complaints. A workgroup, chaired by Victoria Kovar of the Cooper Foundation, was developed to create a comprehensive plan for addressing problems in area neighborhoods based on the data collected from the roundtable discussions.

The plan involves activities at three levels of intervention: Education for the general student population about community needs and standards, selected enforcement and interventions from police, landlords, landlords,
Great Neighbors Campaign
(continued from Page 1)

Left: Front of a door hanger distributed across the North Bottoms. The back of the hanger includes detailed information about how to enhance local relationships by addressing key issues.

Right: Refrigerator magnets were distributed across the campus and community, urging students who attend or host parties to remember the impact on area neighbors.

Bottom: Postcards detailing parking concerns were distributed along with the 15,000 parking permits issued by UNL Parking Services.

DO YOU HAVE NEIGHBORS?

The campaign was created by the UNL Student Involvement Information Strategies team, a group of undergraduate design, advertising, and marketing students, and coordinated by the NU Directions graduate student Tamy Burnett. The team conducted a variety of focus groups throughout the summer to refine the messages and images and ensure that they would appeal to students living off-campus. An undergraduate student from UNL’s Department of Communication Studies will conduct an evaluation of the campaign under an independent study.

Members of the North Bottoms Neighborhood Association have been actively involved in the planning and implementation of the workgroup’s plan. Jane Reynolds, Project Coordinator for NU Directions, has met regularly with both representatives of the Association and Michelle Waite, who serves UNL as the Assistant to the Chancellor for Community Relations.

The campaign will continue through the fall and spring semester, culminating in a neighborhood service-learning project in North Bottoms as part of the “Big Event” planned by Student Involvement’s Service-Learning/Volunteer Services. The “Big Event” is a city-wide project where UNL students serve throughout the city. The event is scheduled for April, 2006.

and university officials, and the mediation of problematic student-resident conflicts when indicated.

Making UNL Students Great Neighbors
www.unl.edu/asun

If you live close to campus, chances are you’re affected by problem parkers. If you park on the street near campus, be careful that you’re not causing problems for others.

PROBLEM PARKERS...
... park on lawns and sidewalks.
... make the street too narrow for emergency vehicles, like fire trucks, to pass through.
... block driveways.
... let their guests do any of the above.

To have someone towed or to find out where you vehicle went, call:
City Towing 475-4757

Watch where you
NU Directions Recognized as a “Model Program” by the U.S. Department of Education

The United States Department of Education recently awarded the Nebraska Prevention Center for Alcohol and Drug Abuse (NPCADA) a $100,000.00 grant, acknowledging the NU Directions coalition as a “Model Program” that has shown success in reducing alcohol-related harms among college students and enabling the NPCADA to replicate the coalition’s approach at state-funded colleges and universities, including community colleges, across the state.

The coalition was honored at the Department’s Annual Meeting to Prevent Alcohol and Other Drug Abuse and Violence in Higher Education, held on October 2 - 5 in Indianapolis. Dr. Ian Newman, Director of the NPCADA, and staff members Linda Major and Tom Workman accepted the award on behalf of the coalition.

The grant, which provides funding for fifteen months, will enable the NPCADA to provide technical assistance, training and support to all seven community colleges, all three state colleges, UNO and UNK as they begin the process of developing campus task forces and comprehensive strategies to address their local environments. The goal of the project is to connect the campus task forces to existing community coalitions created through Nebraska’s Health and Human Services Behavioral Health unit.

NOHS grant helps create new web-based statewide survey and feedback tools

A grant provided by the Nebraska Office of Highway Safety (NOHS) will help the NU Directions campus environment workgroup develop a web-based survey tool that can collect data about student drinking attitudes and behaviors at UNL and at institutions across the state, and use that data to provide state-specific normative feedback in a web-based tool created to give students insight into their individual drinking habits.

The Nebraska Prevention Center for Alcohol and Drug Abuse (NPCADA) collaborated with NU Directions Project Director Linda Major and Alcohol and Other Drug Program Coordinator Robert Schroeder to apply for the funds, which will be used for creating a survey tool to replace the Harvard College Alcohol Study for UNL while also providing data collection for other Nebraska institutions. Similar web-based tools are currently available in Arizona and California. The Nebraska project, however, will also provide UNL and institutions across the state with a web-based motivational feedback program that offers specific feedback based on whether the participant is a first-year student or is involved in athletics or Greek Life. The grant was awarded in August.
Cooper Foundation grant continues work to revitalize Greek Chapters at UNL

A grant from the Cooper Foundation of Lincoln will enable Greek Re-Evolution efforts to continue for another year.

The project, originally funded by a grant from the United States Department of Education, helped support fraternity and sorority chapters who are revitalizing their chapters by creating strategic plans through member leadership teams.

Mike Worth will take over the role of Project Coordinator, replacing Jon Gayer, who accepted the position of Director of Greek Affairs for the University of New Mexico. A graduate student with the Nebraska Human Resources Institute, Mike will provide ongoing leadership training and facilitation along with Mary Beth Rice, who has been involved as a consultant in the project since its inception.

In its initial two years, the Greek Re-Evolution project has worked with eleven fraternities and sororities to address issues that negatively impact chapter growth, recruitment, unity, or financial solvency. As expected, high-risk alcohol use among members, which is traditionally greater than among the general population of students at UNL, is often a root cause for many of the struggles faced within chapters.

Along with strategic planning, members received group and individual feedback on their drinking rates and related problems and ongoing support to address problem drinking among members. Participating chapters ratified “real rules” about drinking that guides members in appropriate behavior, and developed systems for intervening with members whose alcohol use becomes dangerous. With continued funding, Project Coordinators Worth and Rice will help chapters implement these plans and address alcohol-related problems within chapters.

Robert Schroeder, UNL’s Alcohol and Other Drug Program Coordinator, has been actively involved in helping chapters identify and address alcohol-related causes for common chapter problems. Schroeder spearheaded the grantwriting to continue the program so that chapters could have continued support as they implemented plans created in the spring.

The project received $13,000.00 from the Cooper Foundation, which will be used for staff salaries and the creation of materials for chapters. The initial project received $290,000.00 from the Department of Education.

A variety of lessons learned from the project will be featured in various articles and presentations throughout the country.