

The 10,000 Foot View on Student ATOD Use and Abuse: Insights from University Presidents and College Town City Managers

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PRESENTATION AGENDA

- **Quick overview: Town-Gown literature**
- **Interviews with University Presidents and City Managers**
- **10 Town-Gown Commandments and their application to ATOD issues**
- **Discussion**

The Town Gown Literature: Is the Glass Half Empty or Half Full?





The Glass is Half Empty

“Historically, town-gown relations have been a source of **difficulty, frustration, and annoyance** for both the town and the university”

Bruning, McGrew, and Cooper (2006)



The Glass is Half Full

“There is an important need to identify common issues and approaches... associated with having the college or university present. Communities without a post-secondary institution simply do not have this as a factor in their galaxy of community issues, wants, needs, and opportunities. **Most wish they did!”**

Fox (2014)

University President Quote

"There is nothing more important than having a great relationship with your city. My belief is this. You can't have a great university and a shoddy city. And you can't have a great city without a great higher educational system."

University President Quote

"Therefore, it's incredibly important to work diligently to ensure that those town-gown relationships are powerful and positive."

Interviews with Presidents and City Managers

- **Initial interviews conducted with 4 university presidents and 4 city managers**
- **Semi-structured interview process with items focused on town-gown issues**

Interviews with Presidents and City Managers

- **No interview items specifically addressed ATOD concerns, yet these issues figured prominently in many responses**
- **This was especially true in terms of the questions regarding “current problems” and “regrets and shortcomings”**

City Manager Quote

"Students are the most critical element in town-gown relationships, and they are the most difficult. They are temporary residents, and oftentimes they don't have the maturity levels. When you have problems with the town, it's usually not because of the faculty or staff. It's because of student misbehavior."

University President Quote

"I sympathize with the town in terms of what they were objecting to. When I saw some of the students getting out of hand, I certainly wouldn't want those kinds of things happening in my neighborhood... You know, when you have twenty thousand 18 to 21 year olds in one area and they get alcohol it's very difficult to stop that from happening."

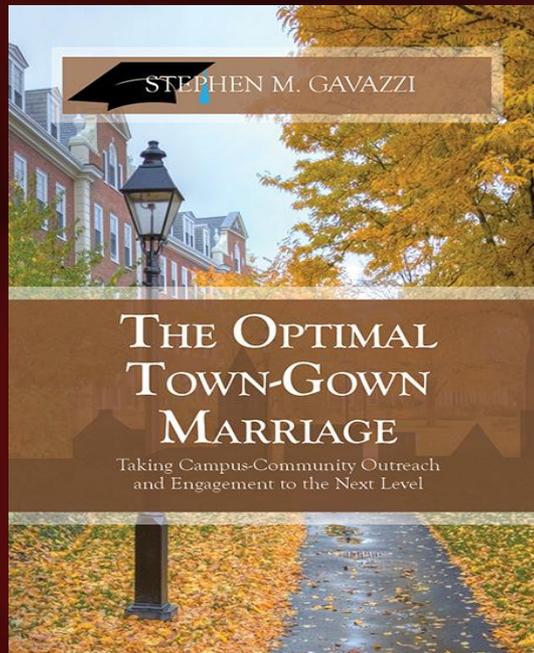
University President Quote

"I guess the most tedious thing has to do with how you handle student alcohol consumption. There are businesses right near the edge of campus that make a living out of providing that. Maybe there was more that I could have done in terms of making sure that students were more protected. Whenever we would lose a student it would haunt me."

City Manager Quote

*“The bar owners didn’t partner with the city in an organized manner so much because they thought it was the right thing to do... We made it clear that, if you weren’t seen as being on our team... you were going to get treated differently than those bar owners who would play. **So bar owners came to the table, but not willingly. They were arm-twisted.**”*

Town-Gown 10 Commandments* from Chapter 9 *Optimal Town-Gown Marriage*



* *adapted for ATOD issues*

Town-Gown Commandment #1

Thou shall give high priority to efforts that build more harmonious relationships between campus and community members *before the next alcohol-fueled event becomes the focal point of a crisis situation.*

Town-Gown Commandment #2

Thou shall not miscalculate the time involved in developing and maintaining **harmonious** campus-community relationships, *nor shall you restrict your attention to ATOD issues only.*

4X4 Typology of Town-Gown Relationships



Town-Gown Commandment #3

Thou shall honor your campus and community partners, and seek coalitions across a wide town and gown spectrum.

The Town-Gown Relationship Mobilization Cycle



Town-Gown Commandment #4

Thou shall seek win-win outcomes wherever and whenever possible in campus-community interactions, remembering that both campus and community leadership must be fully engaged when it comes to prevention and intervention efforts.

Town-Gown Commandment #5

Thou shall remember that students are the most important point of connection between campus and community. A hundred acts of preventative kindness cannot erase a crisis event, but it certainly creates a more balanced viewpoint about your intervention efforts.

Town-Gown Commandment #6

Thou shall know the power of your alumni, especially those living in communities immediately surrounding the campus and those who are participating in alcohol-involved activities. These alumni hold the institutional memory about appropriate and inappropriate party behavior.

Town-Gown Commandment #7

Thou shall respect the notion that faculty members represent the face of both campus and community, and they are the ones who see students both before and after parties.

Town-Gown Commandment #8

Thou shall appreciate the history of the campus-community relationship you inherited, including all lore about party-related activities.

Town-Gown Commandment #9

Thou shall continuously assess* the present state of the relationship between campus and community representatives. The general attitudes toward each other will determine the specific ways in which town-gown partners will interact around ATOD issues.

***www.collegetownassessment.com**

Town-Gown Commandment #10

Thou shall leave the campus-community relationship in better shape than you found it. *You can make a difference in teaching college students how to have fun in more responsible and safe ways.*

University President Quote

"People have talked about working hard and playing hard as a student. I want to talk about working smart and playing smart."

University President Quote

*"The smart part is that we want to recognize our students as adults, and give them the immense responsibility of refining their own culture, **rather than treating them as kids.**"*

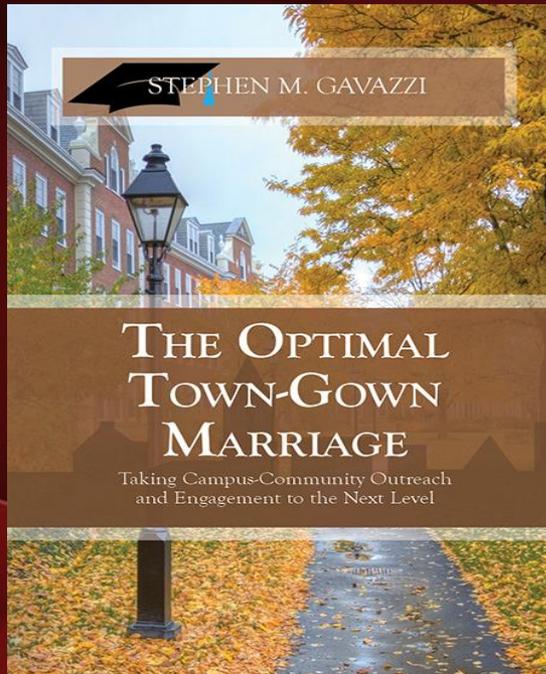
University President Quote

"And once we do that, then we are going to reach that equilibrium point where we see effective student engagement in the community."



DISCUSSION

What questions or thoughts do you have?



**Book Available
Now on Amazon**

**The Optimal Town-Gown Marriage:
Taking Campus-Community Outreach and
Engagement to the Next Level**

Thank You!

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