

April 12, 1990

32 Legislative Council Bill #51

UNIVERSITY OF COLORADO

STUDENT UNION

Sponsored by:	Representatives-at-Large	Scott Urban David Kaye
Authored by:	WSHS Peer Educator IFC Vice-President	Christine Martz Dave Garcia

A BILL

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BILL HISTORY

On April 25, 1989 the University of Colorado Greek Council sponsored a program on the issue of driving while intoxicated and the implications of this issue relating to fraternities and sororities. The following persons presented valuable information on the subject of alcohol awareness at the event:

- Officer John McGregor of the Boulder Police Department
- Deputy District Attorney Steven Louth
- Boulder County Judge Marcia Yeager
- University of Colorado Drug and Alcohol Peer Counselors

Also, Officer McGregor demonstrated a roadside impairment test on two students who volunteered to become inebriated for the specific purpose of demonstrating the temporal effects of alcohol. Approximately 100 students attended the presentation and the general feeling among the attendees was that they enjoyed the presentation and, most importantly, they benefitted educationally. The event was publicized through distribution of promotional flyers that were posted around campus, as well as individual presentations to the fraternities and sororities. Minimal funding for the event was provided by I.F.C., the total budget was \$75.00, thus limiting our capacity to reach a larger audience. Because the event was well-received by the attendees, we feel that this presentation would be extremely beneficial to the entire student population, and well worth repeating with a few specific changes. This year we feel that we can upgrade attendance by targeting the entire student population, supplemented by specifying the event as mandatory for fraternity and sorority members, in conjunction with the Fraternity Insurance Purchasing Group (FIPG) requirements. Another major addition to this year's program will be the recruitment of two personal chaperones for both of the volunteers, thus ensuring their safety until their blood alcohol levels return to normal (0.00). We feel that we can accomplish our goal of educating a wide range of the student population in an entertaining fashion through a better marketing effort. We plan to intensify this effort through creative advertisements in the Campus Press and the Colorado Daily, as well as through distribution of table tents, flyers, and posters. Currently our budget consists of a \$50.00 grant from the BACCHUS (Boost Alcohol Consciousness Concerning the Health of

University Students) organization. We feel that a supplement to this amount will be necessary to accomplish our goal of informing the student population about responsible alcohol consumption, particularly as relating to driving under the influence.

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BILL SUMMARY

The bill allocates \$354.00 + GAR from University of Colorado Student Union Central reserve to the Greek Council for two 1/4 page ads in the Colorado Daily (\$195.00) and one 1/4 page ad in the Campus Press (\$98.00) and layout, design and printing costs for promotional materials totaling \$404.00. Subtracting the existing \$50.00 budget from the total event cost of \$404.00, total allocations amount to \$354.00.

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BE IT ENACTED by the Legislative Council of the University of Colorado Student Union, THAT:

SECTION 1: This bill allocates \$354.00 + GAR from Central Reserve to a special events account for Greek Council to finance promotional materials, ads and production expenses.

SECTION 2: A written report will be submitted pursuant to 24 LCB #4.

SECTION 3: This bill takes effect upon passage.

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4/12/90 - PASSES - LEGISLATIVE COUNCIL - 1st READING - ACCLAMATION  
4/19/90 - PASSES - LEGISLATIVE COUNCIL - 2nd READING - ACCLAMATION

TOTAL BUDGET

Printing Costs

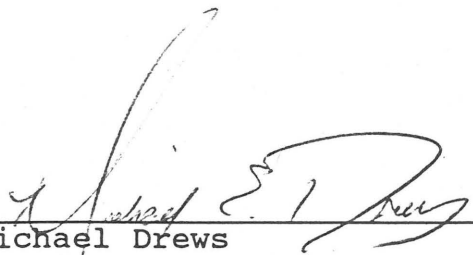
PC Publications Layout and Design	\$ 45.00
300 - 8 1/2 x 11 Flyers @ \$.03 each	9.00
200 Table Tents @ \$.06 each	12.00
30 Posters @ \$1.50 each	45.00

Advertising Costs

Two 1/4 pg. ads - Colorado Daily (4/20, 4/24) @ \$97.65	195.00
One 1/4 pg. ad - Campus Press (4/23) @ \$95.00	<u>98.00</u>


SUBTOTAL	404.00
Less existing budget	<u>50.00</u>

TOTAL ALLOCATION REQUESTED \$354.00



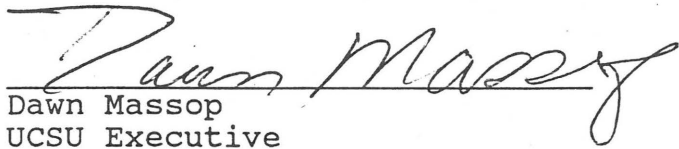
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Michael Drews  
President Pro-Tempore  
UCSU Legislative Council




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Alan Ikeya  
UCSU Executive



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Dawn Massop  
UCSU Executive



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Tracy Wahl  
UCSU Executive

**MEMORANDUM**

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**TO:** UCSU Legislative Council

**FROM:** Christine Martz, Dave Garcia  
Coordinators, "Drunk With Dick and Jane"  
Alcohol Awareness Promotion

**DATE:** May 16, 1990

**RE:** FOLLOW-UP REPORT, LEGISLATIVE COUNCIL BILL #51

On April 24, 1990, the Drug and Alcohol Peer Educators of WSHS, in collaboration with the Interfraternity Council, presented a seminar designed to educate students in the area of responsible use of alcohol. It was our intent to expand this promotion from that of last year (which, although successful, was poorly attended) by seeking funding from UCSU for the purpose of marketing and promoting the event. In this sense, far more students were able to reap the benefits of the educational and entertaining speakers who voluntarily agreed to present on the panel.

We are pleased to report that the event was attended by approximately 225 people (in the UMC Forum Room) and that the vast majority of feedback we have received indicates that the attendees found the presentation both informative and enjoyable. In particular, the DARE to Stop Rape Peer Educators, who presented a role-play scenario on the correlation between alcohol abuse and acquaintance rape (per the suggestion of Kim Dvorchak) were cited by many of the students present as poignantly effective in presenting this very grim topic in a refreshing and educational manner.

In planning the event, an area of particular concern was for the physical safety of the two subjects who volunteered to become inebriated. The woman subject consumed 6 Miller Genuine Draft (3.2% alcohol) beers and the man consumed 10. John McGregor, a police officer from the Boulder Police Department, was present to administer Blood Alcohol Level tests to the subjects and mandated that, in the event that he had given an actual Roadside Sobriety Test to the male subject, he would not have been able to determine that the subject was indeed intoxicated! Despite this apparent high tolerance on the part of the male subject, both volunteers were escorted home by their chaperones and supervised until the effects of the alcohol were completely gone.

It is quite possible that IFC and WSHS Peer Educators will be enthusiastic to present a seminar of this format again next spring, based on the success that the UCSU funding allowed us to experience this year. We greatly appreciate your support and have a strong desire to continue to work in conjunction with one another in providing University of Colorado students with diverse educational experiences such as this one.

Thank you and best of success in the 90-91 school year!