



NCAA CHOICES Alcohol Education Grant Annual Report Template

NCAA CHOICES Annual Report General Instructions

NCAA CHOICES annual reports are due by August 30.

Before submitting the annual report, attach a cover letter on institutional letterhead with the specific funding amount you are requesting for the next year.

Mail one complete, unbound paper copy and Email one complete electronic copy to:

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NCAA CHOICES Alcohol Education Grant Annual Report

University of West Georgia

We Reflect Our Choices



July 15, 2008

Funding period: from [05/01/2007] to [08/30/2010]

Reporting period: from [09/01/2007] to [08/30/2008]

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Section I: Overall Goal

NCAA CHOICES Annual Report

The overall goal of the CHOICES program is to implement and evaluate alcohol-related education and prevention programs, and to increase collaboration between campus athletic departments and other campus organizations involved in alcohol education and awareness initiatives.

The CHOICES program has provided the impetus needed to help bring about positive collaboration and relationships between various entities on the University of West Georgia campus. With the grant administrator being a professor of sport management as well as an athletic coach and possessing an extensive athletic background, a much needed connection was made with the athletic department. As the program has evolved, the new head football coach and an associate athletic director have brought support. Other important collaborative efforts have involved working with the Student Activities office, the Student Activities Student Council and Residence Life in providing the non-alcohol events. Collaboration with Health Services has been critical as the administrator for Health Services has offered tremendous support as well as the Health Educator and Student Patient Advocate in working with joint educational programming and Wolf Athlete Mentor training. The Health, Physical Education and Recreation department has offered collaborative support with faculty release time and graduate assistant support.

Additionally, the university, due in part to the attention created by the CHOICES program, has recently hired a new Assistant Vice President for Student Services. The new Assoc VP will be the Dean of Students in charge of campus judicial issues and direct the campus-wide Alcohol and Drug Abuse Prevention Team (ADAPT) task force that was designed to deal with three facets related to alcohol and substance abuse among UWG students – education, treatment, and policies, enforcement and community partnerships. The ground work has been established with a rather extensive assessment of current active and passive programs. With the DOS in place, there will be greater collaboration university-wide for many of the existing programs as well as the CHOICES grant. To help support the increased concern for student health and safety, the university has also hired an additional Health Educator and Student Patient Advocate through Health Services. The collaborative support from Health Services continues to be significant in meeting the goals of the grant. Already after year one the CHOICES grant is establishing programs such as the annual athlete kick-off event, tailgate party, educational programs and the Wolf Athlete Mentor Organization that will be sustained beyond the grant. Perhaps the greatest impact is not just in programs but a prevalent attitude of prioritizing student well-being in terms of responsible life choices.

Section II: Activities and Objectives- Accomplishments and Results

NCAA CHOICES Annual Report

ACTIVITIES TIMELINE

Spring 2007: CORE drug and alcohol survey (750 students & 35 athletes)

Summer 2007: Training of Health Educator and Intramural Director through the Prime for Life program – plans to implement with campus judicial and referrals for 2008-09; Apple Team meetings & planning for initial programs

Fall 2007: (See Appendix A-1) Aug.19-All athlete barbeque(Attendance #: 255)-Wolf Athlete Mentor Organization members (WAMO) provided the initial activity with mixed groups of athletes sitting at tables competing in a sport trivia challenge, athletes were briefly addressed by the university president, athletic director and booster club president with the purpose of setting positive expectations; Aug.20-New athlete orientation(#: 71)-involved collaboration with the Vice Pres. for Retention, Promotion and Graduation as well as the athletic academic coordinator and the WAMO members who conducted a skit demonstrating proper academic steps; wolf pack t-shirts were given (See Appendix A-2,3); Aug.27-All athlete pizza party & educational program(#:137)- Athletes were served pizza and watermelon in the Campus Center ballroom. The program included a brief greeting from Dr. Leslie Cottrell, university physician and Apple Team member, a brief power point presentation was made by the athletic trainer regarding the effects of alcohol on athletic performance, Dr. Frank Butts, grant administrator, gave a brief presentation/demonstration concerning the implications of Facebook accounts. WAMO members assisted the Health Educator with interactive alcohol educational activities. A handout copied from the Alcohol and Athletic Performance brochure posted on the NCAA website was at each place with two different assessments (Appendix B-1,2 & Appendix C-1,2.) Sept.15-alcohol free tailgate party (#: 300)(Appendix A-4 &5); Oct.22-30-Alcohol Awareness Week involving many speakers and activities (Appendix A-6 & 7).

Spring 2008: *Jan. 7- WAMO wing dinner* and review of assessment data and program goals; introduction of new head football coach (#: 24); *Jan. 25-27 Apple Conference* in Phoenix, AZ.(8 attendees: 4 students & 4 advisors); *Jan.19-basketball alcohol free tailgate party* (#: 125)(Appendix A-8,9); *Feb.3- alcohol free super bowl party* (#: 150)(Appendix A-10); *March 15-Wolf Athlete Mentor training* (#:15)(Appendix A-11); *May 7-WAMO planning*

Additionally, the Apple Team participated in all of the telephone conferences conducted by Mary Wilfert and David Anderson. The grant administrator and a team member participated in a Webinar Conference by David Wyrick, PhD regarding “Athletes at Risk” offering supportive information for CHOICES grant programming.

OBJECTIVE 1: Clearly establish positive expectations and attitudes among incoming student athletes through an orientation program that will include awareness of policies regarding alcohol and substance abuse

What we did: We did have an orientation program that actually included a series of three event sessions – the all athlete booster barbeque used to establish inter- team rapport and overall positive expectations, the new athlete orientation program to promote academic success, and the all athlete pizza party and alcohol awareness educational program. The Wolf Athlete Mentor Organization (WAMO) was involved with all planning and program presentation. The specific alcohol and substance abuse policies were not discussed as the new student athlete handbooks were still being printed. The academic coordinator met with each individual team distributing the handbooks and discussing the policies.

The results: (See Appendix B-1 & 2 for assessment) Overall the events were a good start and the first time that a collaborative effort had been organized with all athletes. While plans adjusted with different circumstances, overall the results were positive. The challenge is to successfully present the educational program with such a large group of athletes.
(See Appendix C-1 & 2 for assessment results.)

Related Goal and objective restated to be more measurable:

Goal: To provide initial program opportunities in the fall semester that will create a level of awareness among incoming and returning student athletes for consistent positive expectations and responsible choices specifically in terms of alcohol and substance abuse.

Objective:

Incoming student athletes as well as returning athletes will be able to articulate and demonstrate awareness and respect for the campus and athletic policy regarding alcohol and substance abuse so that new students score 80% and returning students score 95% on average. *(Will be met through new student athlete orientation and with team meetings – reinforced through poster campaigns of campus policies)*

Assessment: brief pre and post instrument (possible use of clickers if available)

Planned activities to meet the goal and objective for 2008 include:

- Initial booster club barbeque for all athletes with WAMO lead activities and brief dvd highlight of WAMO purpose
- New athlete orientation WAMO lead session – alcohol and substance abuse policies presented in addition to other tips for success
- Presentation of athletic handbook and policies to each athletic team by compliance officer

OBJECTIVE 2: Develop a student athlete wellness link on the UWG athletic website that will refer athletes, students, coaches, and parents to website resources for wellness related information including alcohol and substance abuse as well as referral information for intervention and treatment

What we did: The Health Educator and Apple Team member composed a lengthy list of website reference links that was added as a link to the athletic website linked to the Health Services website.

The results: The website was too lengthy and basically unattractive. We were not able to establish a “hit” tracking to know how often the site was visited. Currently the links have been reduced in number based upon extensive student assessment and feedback. Additionally, website designers are planning to include WAMO member action photos and other related photos to make the site more appealing. The plan is to have the link updated and completed by August 2008. (See Appendix B-3 for evaluation questionnaire. Results were used to reduce the site links based on student responses.)

Related Goal and objective restated to be more measurable:

Goal: To develop a student athlete wellness link on the UWG athletic website

Objective: Student athletes will be able to identify at a 70% awareness rate the purpose and availability of the athlete wellness link for alcohol and substance abuse information and intervention or referral assistance.

Plan to meet objective in 2008-2009:

- With support from technology services over the summer initiate the new, reduced wellness link
- Include action photos and candid photos of WAMO members with the link
- Include positive social norming data from the 2008 CORE survey

OBJECTIVE 3: Initiate and deliver the PRIME For Life on Campus program to at-risk students who have been referred either by Campus Judicial for repeat violations or by their respective peer group

What we did: The Health Educator and Director of Intramurals were successfully trained with the Prime for Life training in the Summer of 2007. An existing Student Development counselor is already trained with Prime for Life.

The results: Unfortunately, we were unsuccessful in implementing the referral program as planned. A priority for 2008 is to work with the newly appointed Associate Vice President assuming duties over judicial affairs and the Alcohol and Drug Abuse Prevention Team (ADAPT). The desire is to establish at least one training program per semester for all students who have been sent to judicial for alcohol or substance abuse related incidents or who have been referred based on at-risk behavior. Another mechanism would be direct referrals for students from the judicial system with alcohol violations. Additionally, UWG was awarded a 2 year grant to administer Alcohol 101 to all incoming freshmen who will begin this Fall 2008; Alcohol 101 can identify high risk groups of incoming freshmen who would benefit from Prime for Life.

Related Goal and objectives restated to be more measurable:

Goal: To make the Prime for Life program available to all UWG at-risk students

Objectives:

1. Collaborate with Campus Judicial, the university police department and the community judicial system a procedure for requiring student offenders to participate in the 20 hour training program that will be successfully completed by 8-10 students at least one time each semester.
2. Collaborate with the athletic department, Student Development, Health Services, Residence Life, Student Activities, Enrollment Retention, and Greek Life a referral system for students who have been identified as at-risk but have not been subject to any judicial system. These students would be encouraged to participate in the Prime for Life as a preventive measure, and would demonstrate increased awareness of at-risk behaviors as well as decreased propensity for judicial violation after completion of the program.

Plans for 2008 include collaboration with the new Vice President for Judicial Affairs with collaborative assistance across the university including the Health Educators and Patient Advocates as well as implementing Alcohol 101 with incoming freshman. Assessments will include successful student completion of Prime for Life among identified participants, retention of at-risk students, and successful completion of Alcohol 101 among incoming freshmen as well as collaborative feedback.

OBJECTIVE 4: Expand the Peer Education program to include student athlete peer mentors as well as other peer mentors from groups across campus

What we did: We began by using the Student Athlete Advisory Council (SAAC) members as the initial peer mentor group. Primarily their role initially was involved with leadership and planning initial Choices events rather than peer mentoring.

The results: Challenges included finding times around athletic schedules to meet with the group. By Spring 2008, after taking four students to the Apple Conference, the Wolf Athlete Mentor Organization (WAMOs) became an established student activity organization. Membership was expanded to include cheerleaders, athletic trainers, and additional football representatives. In March a training session was conducted by the Health Educator and Student Patient Advocate that involved both educational information and referral procedures. Students were provided with a training manual. (See Appendix B- 5 for assessment instrument. See Appendix C-4 for results.) Follow-up planning sessions have been held and new members are being recruited for Fall 2008.

Related Goal and objectives restated to be more measurable:

Goal: To establish the Wolf Athlete Mentor Organization (WAMO) on campus as an active student athlete peer mentor organization

Objectives:

1. Establish active membership of the Wolf Athlete Mentor Organization (WAMO) demonstrated by attendance at 90% of meetings and training events.
2. WAMO members will demonstrate knowledge gained by training (BACCHUS Model) of negative effects of alcohol abuse, symptoms of abusive/addictive behaviors, and the process for making referrals and seeking help for teammates or others, and will increase to a level of 90% proficiency by the end of the training.
3. WAMO mentors will deliver team appropriate educational and skill training sessions as needed during the course of the school year, receiving positive results from attendees, including an average rating of "good" for each session, and with demonstrated knowledge change by 50% from the beginning to the end of each session.

Plans for 2008-2009:

- Involve WAMO members over the summer in planning programs and social norming campaign
- Provide WAMO training in conjunction with the Peer Health Educator training when possible
- Establish a WAMO link on the athletic website promoting the mission of WAMO along with WAMO member profiles

OBJECTIVE 5: Implement four alcohol-free events per year (2 per semester) that will be tied to athletic events (live or televised)

What we did: In collaboration with the Student Activities Council (SAC) and Health Services, we provided the first annual UWG alcohol-free tailgate party prior to the first home football game as well as the first basketball tailgate party prior to a major home men's and women's conference basketball rival game. Additionally, a Super Bowl alcohol-free party was held in the Campus Center ballroom. (See Appendix A-4 & 5, 8 & 9.)

The results: A record crowd of students attended both the tailgate party and the first home football game. The atmosphere was very positive. Many promotional spirit items were given away including stadium cushions (enclosed) that included the reflections logo and the signs of alcohol poisoning. Free pizza, popcorn and drinks were provided along with dj music. (Appendix C-3)

The number of alcohol-free events was reduced from four to three from the original grant proposal with the idea that Student Activities will assume and continue these activities without the support of the grant.

Related Goal and objective restated to be more measurable:

Goal: To provide collaborative, university-wide alcohol-free alternative events each semester associated with athletic events

Objective:

Collaborate with Student Activities to provide a campus-wide football tailgate party, a basketball tailgate party and at least one other alcohol-free event promoting responsible alcohol messages that 80% of the student attendees view as fun and 80% indicating knowledge of the awareness messages.

Plans for 2008-2009:

Tailgate event has already been posted on the school calendar for Saturday, September 20, and Student Activities is already working on the plans for the second annual Wolf alcohol-free tailgate party prior to the first official home game.

OBJECTIVE 6: Integration of a social norming poster campaign promoting positive perceptions based on the Core survey statistics

What we did: This objective remains in the planning stage as we waited for the latest Core survey results from both a greater sampling of student athletes and for the most current general population data. There are poster ideas, slogans and now social norm statistics all on the drawing board with plans for WAMO members as well as other identified students to pose for poster photo sessions over the summer. Plans are to be prepared to launch the social norming campaign during Alcohol Awareness Week scheduled for the third week in September. Social norming data will be posted with the athlete wellness website link as well as through other electronic postings university wide reaching students, faculty and staff.

Related Goal and objectives restated to be more measurable:

Goal: To integrate a social norming campaign promoting positive perceptions based on current Core statistics

Objective:

Collaborate with the Health Educators and Wolf Athlete Mentor Organization by establishing positive social norming statistics through posters and other means of promotion so that student perception and reporting of binge drinking behaviors are reduced as indicated by the Core survey and impact assessments. (Appendix B-6 & 7; Impact instrument # 11)

Section III: Collaborations

NCAA CHOICES Annual Report

Collaborator 1:

Name: Dr. Leslie Cottrell, MD
Title: Director of Health Services
Role(s): Apple Team member, event planner and supporter, communication and networking
Amount of time served: 30+ hours

Collaborator 2:

Name: Debra Dugan, RN
Title: Health Educator
Role(s): Apple Team member, program presenter, peer educator trainer, Core survey administrator, event planning and support
Amount of time served: 80+ hours

Collaborator 3:

Name: Jill Hendricks, Ed.S
Title: Patient Advocate
Role(s): Initial Apple team member, grant support, WAMO training and support
Amount of time served: 8 hours

Collaborator 4:

Name: Scot Lingrell, PhD
Title: Associate VP for Enrollment Mgt.
Role(s): planning and presenter for new athlete orientation
Amount of time served: 8 hours

Collaborator 5:

Name: Stephanie Bierlein
Title: Coordinator of Student Programming
Role: planning and organizing special alcohol-free events
Amount of time served: 20+ hours

Collaborator 6:

Name: Jeff King
Title: Academic Advisement and Compliance Officer
Roles: Apple Team member, new athlete orientation presenter, presenter of student athlete handbook and policies to each sport team

Amount of time served: 20+ hours

Collaborator 7:

Name: Eddie Duffey
Title: Associate Athletic Director
Roles: Apple Team member; planning, organization and marketing of events

Amount of time served: 8+ hours

Collaborator 8:

Name: Melanie McClellan, PhD
Title: Vice President for Student Services
Roles: In-kind financial and administrative support

Amount of time served: 8 hours

Section IV: Evaluation

NCAA CHOICES Annual Report

*Evaluation instruments are in **Appendix B** and detailed results or findings in **Appendix C** with locations indicated in the discussion.*

Evaluation Effort 1:

Evaluation Description: Initial brief 5 question questionnaire with event rating response
Instrumentation: Brief paper/pencil instrument created (See Appendix B-1.)
Participant Information: All athletes in attendance at Pizza Party/Alcohol education session approximately 123 respondents – 76 males ; 47 females
Summary of Findings/Results: (See Appendix C-1.) Facebook image perceived as primarily neutral to positive; majority reported rare to never negative effect of alcohol on athletic performance, academic performance and life in general; higher reported negative responses in regard to effect of alcohol on life and performance of teammates; responses in regard to the three initial Choices events were all overwhelmingly positive

Evaluation Effort 2:

Evaluation Description: Drinking habit questionnaire
Instrumentation: « Taking a look at your own use » from : For the Athlete : Alcohol and Athletic Performance, University of Notre Dame (See Appendix B-2.)
Participant Information: 27 randomly answered questionnaires by athletes in attendance at Pizza Party/Alcohol education session
Summary of Findings/Results: (See Appendix C-2.) Of particular note were high incidence of drinking games, drinking to deal with stress, drinking quickly for effect, and personal embarrassment due to drinking

(continued on next page)

Evaluation Effort 3:

Evaluation Description: Super Bowl event survey

Instrumentation: combination of Impact evaluation instruments to assess drinking habits, knowledge, skills, perceptions and the alcohol-free event (See Appendix B-4.)

Participant Information: 47 respondents : 23 females/24 males from approximately 125 attendees

Summary of Findings/Results: (See Appendix C-3.) The results were used to gain further insight into student behavior, knowledge, perceptions as well as event related assessment.

Evaluation Effort 4:

Evaluation Description: Wolf Athlete Mentor Organization orientation training pre and post assessment

Instrumentation: combination of Impact evaluation questions (See Appendix B- 5.)

Participant Information: 15 WAMO respondents

Summary of Findings/Results: (See Appendix C-4.) Through the orientation training results indicate that WAMO members became increasingly aware of their role in terms of intervention and the referral process. Results also indicate that further training is needed in knowing how to address teammates demonstrating irresponsible drinking behaviors.

Evaluation Effort 5:

Evaluation Description: CORE Survey administered to student body sampling and all athletes

Instrumentation: CORE Survey Long form for the student body and short form for student athletes (See Appendix B-5 & 6.)

Participant Information: Spring 2007: 30 student athletes: 18 male & 12 female; 713 general students: 383 females & 267 males; Spring 2008: 130 student athletes: 38 females & 77 males; 606 general students: 333 females & 220 males

Summary of Findings/Results: (See Appendix C-5,6 & 7.) These results are being used to gather a baseline of data regarding student and student athlete behaviors and perceptions. Results, compared to 2007 data, indicate improvement in terms of the incidence of binge drinking among both the general population and athletes specifically.

Challenges and/or concerns regarding evaluation:

Initial evaluation efforts were not that well planned out and only loosely tied to objectives. Primarily evaluations for the initial year have been used to gather information about UWG student and student athlete behaviors, knowledge and perceptions in order to plan and address perceived needs. With the valuable assistance of David Anderson in rewriting objectives to be more measurable and with the aid of the IMPACT manual and resource, we project that we will be better prepared to assess the future grant programs.

We do plan to continue to use the CORE Survey as a national assessment standard for both a random sampling of the general student body population and the student athlete population specifically. While this instrument is not designed to measure the specific objectives of our grant, our overall goal is that the efforts of the grant will create an awareness and impact so that positive results will be indicated by the CORE survey.

We will plan to improve and further implement assessments using the IMPACT instruments for educational sessions, special events, WAMO training sessions and social norming impact.

Section V: Budget

NCAA CHOICES Annual Report

Planned and actual budget items are included in the table below.

	Planned Expense	Actual Expense
Personnel		
1. Program Director	1. \$2000.00	1. \$2000.00
2. (Item 2)	2. \$0000.00	2. \$0000.00
Equipment	\$0000.00	\$0000.00
Supplies, materials or services		
1. Prime for Life materials	1. \$800.00	1. \$0000.00
2. Social Norming campaign	2. \$2000.00	2. \$0000.00
Travel		
1. Apple Conference team of eight	1. \$2258.00	1. \$2675.14
2. Prime for Life Training for two	2. \$3833.00	2. \$3461.02
Consultants	\$0000.00	\$0000.00
Evaluation	\$0000.00	\$0000.00
Other:		
1. New athlete t-shirts	1. \$1650.00	1. \$845.77
2. Alcohol-free events	2. \$2250.00	2. \$4057.32
TOTAL BUDGET	Planned: \$14,791.00	Actual: \$13,039.00

*Budget reallocations and justifications for the **\$1,751.65 balance**:*

1. UWG was under \$2,800 in Supplies,
2. over \$45.16 in Travel
3. over \$1,003.09 in Other
4. Reallocate \$45.16 to travel for overage at the Apple Conference
5. Reallocate \$1,003.09 to "Other" to pay for supplies at the campus-wide alcohol free events associated with athletic events. Food costs exceeded projections at the three events.
6. The balance of \$1,751.65 currently left in supplies will be used to purchase 30 student response technology clickers and software at an approximate cost of \$1,000, and the balance will be used for the social norming campaign with any remaining funds carried over to the 2008 budget.

Section VI: Summary

NCAA CHOICES Annual Report

While there have been some challenges in meeting all of the defined goals, the impact of the “We Reflect Our Choices” program has definitely created a positive impetus and initial sense of campus awareness and collaboration that will allow for successful implementation of programs over the next two years as well as beyond the scope of the grant.

Lesson One: *Establishing positive relationships across the university is essential to successful collaboration.*

Lesson Two: *Involving student athletes in planning and implementation is important for program success.*

Lesson Three: *The telephone conferences have been very helpful for sharing ideas and gaining support. The Impact guide has provided very concrete assistance particularly in regard to assessment and program evaluation.*

Challenge One: *Being able to successfully communicate to coaches the goals and objectives of the grant so that cooperation becomes a priority. There are no meetings of the entire athletic department staff, and the athletic director is rather neutral in terms of the grant support. Consequently, communication has been based on one-on-one conversations with coaches. Some coaches, however, are very difficult to “find” and not necessarily supportive of the general grant premise.*

Challenge Two: *Finding the time with the demands of athlete’s schedules for WAMO meetings and training sessions. By comparing all athletic schedules, we were able to find the few open dates typically on a Sunday evening. Placing additional demands upon the time of student athletes continues to be a challenge!*

Challenge Three: *Not being able to translate grant program plans into reality due to time constraints from teaching, coaching and the normal university demands placed on the entire Apple/Choices Grant Team. So much of the grant program success is based on collaboration and designating different tasks among individuals and department entities. Ultimately this designation and “ownership” will be a key for the continuation of programs initiated by the grant efforts.*

Appendix A: Program Promotional Materials

NCAA CHOICES Annual Report

Please provide originals or copies of all promotional, marketing, training and multimedia materials (e.g., videos, press releases, event flyers, posters, campus or other news articles).

A-1: Wolf Pack 2007 poster/flyer

A-2,3: T-shirt graphic front and back

A-4: Football Alcohol-free Tailgate party poster/flyer, stadium cushion, & pennant

A-5: Campus newspaper article about tailgate party

A-6: Alcohol Awareness Week article

A-7: Alcohol Awareness Week calendar of events & postings

A-8: Basketball Alcohol-free Tailgate party flyer

A-9: Basketball Alcohol-free Tailgate party campus newspaper article

A-10: Super Bowl Alcohol-free party poster/flyer

A-11: Wolf Athlete Mentor (WAM) training guide

Appendix B: Evaluation Instruments

NCAA CHOICES Annual Report

Please provide originals or copies of all instruments used for evaluation purposes, citing the source of each instrument.

B-1: All-athlete education session brief questionnaire

B-2: All-athlete drinking habit questionnaire

B-3: Website evaluation

B-4: Random Super Bowl party survey of knowledge, habits, perceptions and event

B-5: Wolf Athlete Mentor Organization (WAM0) training pre and post assessment

B-6: CORE Survey long form for random general student population

B-7: CORE Survey short form for all student athletes

Appendix C: Evaluation Results

NCAA CHOICES Annual Report

Please provide any results of your evaluation efforts to date.

C-1: Response summary to all-athlete brief questionnaire regarding habits, perceptions and event ratings

C-2: Response summary of athlete drinking habit questionnaire

C-3: Super Bowl event survey summary of knowledge, habits, perceptions and event

C-4: Wolf Athlete Mentor Organization (WAMO) training pre and post assessment summary

C-5: CORE Survey long form summary for random general student population 2007 and 2008

C-6: CORE Survey long form summary for random student athlete population 2007

C-7: CORE Survey short form summary for all student athletes 2008