

**City of Lawrence  
2007 Alcohol Tax Funds  
Request for Proposals  
Calendar Year 2007 (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 2005 to April 2006, of those surveyed at a Hawk Nights event, 56% were freshmen and sophomores. The remaining 44% were juniors, seniors, and graduate-level students. Additionally, 63% lived in a residence hall or scholarship hall. The remaining 37% lived off campus.

### Behavioral Outcomes

From August 2005 to April 2006, of those surveyed at a Hawk Nights event, 52% indicated that they would be drinking or going out if they were not in attendance at the event. Of those surveyed, 43% stated that if not for the Hawk Nights event, they would be studying or staying in. The remaining 5% stated other activities that they would be participating in if not for the Hawk Nights event.

### 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 2006-2007 academic year, which will include 8 large-scale events plus weekend Cosmic Bowling, this would total 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 Hawks Nights November 2005 program, they approached the Ballroom Dance Club to put on a series of salsa dancing lessons that culminated in a salsa dance competition.

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 STA Travel, Student Involvement & Leadership Center, and Residence Life.

### **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 over sixty-five years of experience in campus programming, with a proven record of successful alcohol-free programming.

### **Budget**

#### Requested Funding

Supplies for Programming 30,000

#### Other Sources of Funding

Personnel 10,128

Travel 450

Office Space/Equipment 120

#### Personnel

Hawk Nights Advisor – Susan Hoffman, Assistant Director 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 – Kathy Talbot, Student Development Advisor, serves as an on-site advisor for Hawk Nights and dedicates 8% of her time to this endeavor. This equates to \$2,400 in in-kind funds.

Hawk Nights Coordinator – Taylor Miller will serve as the 2006-2007 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 regional National Association for Campus Activities (NACA) conference. 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 \$120 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 \$20,000 last year, we feel that we can offer more programming for at-risk students with the additional funds.

<u>2005-2006 Budget</u>	<u>Hawk Nights</u>	<u>Co-Sponsorships</u>
Hawk Nights at the Pool	1,804	200
Haunted Hawk Nights	2,116	225
Hawk Nights Salsa Competition	1,578	80
Hawk Nights Holiday Bash	2,830	0
Pajama Party	660	2,510
Hawk Nights Apollo Night	2,350	300
Hawk Nights Murder Mystery	1,825	0
Hawk Nights & Templin Casino Night	3,085	375
Cosmic Bowling	4,500	2,798
Street Ball Series	2,050	300
<b>TOTAL</b>	<b>20,000</b>	<b>6,788</b>

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 11 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 longer hours. The Street Ball Series in the fall and spring were also very successful.

Additionally, Hawk Nights would like to offer more programs throughout the year beyond their traditional events. 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 \$20,000 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"> <li>• to increase programming on the KU campus that gives students an alternative to drinking;</li> <li>• to increase programming on the KU campus that is fun and exciting for students;</li> <li>• 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.</li> </ul>	<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"> <li>• coordinate at least one event each month (August-May);</li> <li>• increase average attendance at events from 350 students to 400 students;</li> <li>• complete participant surveys indicating a deterrence in drinking of at least 25%;</li> <li>• increase collaborative efforts with other student groups and KU departments;</li> <li>• and secure at least one new source of funding for programmatic functions.</li> </ul>	<p>From August 2005 to April 2006, of those surveyed at a Hawk Nights event, 56% were freshmen and sophomores. The remaining 44% were juniors, seniors, and graduate-level students. Additionally, 63% lived in a residence hall or scholarship hall. The remaining 37% lived off campus.</p>	<p>From August 2005 to April 2006, of those surveyed at a Hawk Nights event, 52% indicated that they would be drinking or going out if they were not in attendance at the event. Of those surveyed, 43% stated that if not for the Hawk Nights event, they would be studying or staying in. The remaining 5% stated other activities that they would be participating in if not for the Hawk Nights event.</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 2006-2007 academic year, which will include 8 large-scale events plus weekend Cosmic Bowling, this would total 15,200 students.</p>