

Application #SP019

Late Night Campus Events Initiative

Q1. Applicant Information

Name (first and last)	Raeann Davis
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Name of Department/ Unit/ Student Organization	Health Education and Promotion
What is your role or position within the Department/ Unit/ Student Organization?	Health Promotion Specialist

Q3. Event/ Program Information

Name of the Event/ Program	Late Night Campus Events (LNCE) Initiative
Date(s) of Event/ Program	Week 1-3 of each quarter
Location	ARC Ballroom, Pavillion, Aggie Stadium, Shields Library
Estimated Attendance (if applicable)	200 - 800
Funding request amount from COSAF (Student Programming Fund) (\$x,xxx)	\$6,000
TOTAL event/ program budget (\$x,xxx)	\$7,000

Q4. Please provide a detailed description and purpose of the event/ program.

---Purpose:--- The purpose of Late Night Campus Events (LNCE) Initiative is to bring a wide range of activities, opportunities and events to our campus to (1) build engagement and connection within our student community (2) provide substance free nightlife options to preserve the safety and culture of UC Davis and (3) foster a greater awareness of campus resources available to students. In partnership with Health Education and Promotion staff, a group of paid and volunteers student interns will implement the program. ---Rationale:--- While accepting some weekend 'partying' as part of college culture, this project seeks to create a space for both students who drink and the 30% (UC Davis ACHA-NCHA II) of students who do not drink to enjoy a student-centered social atmosphere on Thursday, Friday and Saturday nights between 9pm and 1am. Campus-wide events taking place during this time are nearly non-existent at UC Davis. A late-night event series that would accommodate a campus-wide audience helps students feel more connected to their campus and brings together students of all backgrounds to enjoy a unique campus life experience. ---Description:--- The events are determined based on student interests. Previous events* have included movie nights at the stadium, de-stressing events during finals week, a carnival, and a "zumbathon." The most recent event in Spring 2018 brought in over 600 students. This proposal requests a budget to host one event per quarter. Each event would be paired with a theme and theme-centered activities. ---Examples from previous themed events include: • Mental wellbeing theme: "Destress for Success" included coloring, 2-minute exercise stations, free scantrons, board games, and a healthy snacks station at Shields Library. • Sexual wellbeing theme: "Netflix and Chill: A Safer Sex and Consent Carnival" included 'Get Yourself Tested' (GYT) trivia, Love Lab free resources, bounce houses, bubble soccer, CARE sexual assault awareness activities, a henna station, cotton candy and free popcorn on the A St. Field. ---Key components of each event include: • (1) Gaining student input on desired events and activities • (2) Student led planning and implementation with support from Health Education and Promotion staff • (3) Partnering with various campus departments and student organizations (Previous partners include Aggie RISE, UC Davis Athletics, Student Housing, Center for Advocacy, Resources and Education (CARE), Shields Library, Women's Resources and Research Center, Campus Recreation, various Registered Student Organizations and more.) *****Events have been funded by various grants from 2015 -2018. Funding has since expired.

Q24. Please enter estimated attendance numbers of who will benefit from this event/ program.

Students	600 - 2,500
Staff	
Faculty	
UCD Community Members	
Unknown	
Other (please specify and include number)	

Q6. Has your Department/ Unit/ Student Organization put on this event in the past?

- Yes
 No
 Uncertain

Q7. Please provide the following information on the previous event(s).

Event date(s) (Month(s)/ Date(s) / Year)	Feb. April and June, 2018
Location	Shields Library, A St. Field, Aggie Stadium
Total attendance	200 - 650

Q16. Who is the target audience of the event/ program? (e.g. students, program participants, users of a specific service)

All UC Davis students are our intended audience. On average, about half of our attendees are first year students, and the other half is comprised of second year, third year, fourth year, fifth year+ and graduate students. We market our events to students from various communities as well as campus-wide channels. —Publicity will be sent out via the following channels (not an exhaustive list): • LCD screens • Facebook, Instagram, Twitter and Snapchat • The MyUCDavis Updater • AggieLife • Computer lab screens • Table tents and flyers • The Student Health and Counseling Services newsletter • The International Student newsletter • Sorority and Fraternity Life newsletter and social media • Campus Community and Retention Centers listservs and newsletters • 1st Year Aggie Connections listserv • Center for Student Involvement listserv/social media/newsletter • The UC Davis Campus Calendar • Aggie Reader

Q17. What will be learned? (i.e. acquired knowledge, skills or abilities, a new awareness/ sensitivity/ perspective, an adopted practice)

Our events seek to build social bonds among students and provide a safe space for students to meet others. The events also support the perspective that alcohol does not need to be the center of nightlife activities. Student quotes from the 2016 ASUCD Safety Survey include: • "More non-food, non-alcoholic entertainment would be amazing for many" • "Advocate for more activities to do at night besides drinking/bars. There's really not anything else". —We also hope to increase healthy habits through the knowledge gained at each event. This will be achieved through our three themes for each event: 1. —Sexual wellbeing— • Consent and healthy sexual communication • Access and education around reproductive health • Skills for using safer sex products 2. —Mental wellbeing— • Stress management • Stigma reduction • Suicide prevention and how to help a friend 3. —Physical wellbeing— • Nutrition and food access • Physical Activity • Sleep —Various departments and organizations who focus on the areas above will be invited to provide resources and activities at each event.

Q18. What program, activity, or service will be provided? (e.g. six-week training program, instructional class or activity, structured community program that exposes students to new ideas and experiences)

A quarterly LNCE Series will expose students to • New campus experiences • Social opportunities • Campus resources • Themed content, activities and materials (examples include: de-stressing activities, free safer sex products, free Fitbit raffle, map of where free and low-cost food options exist on campus)

Q19. How will the learning be shown or what does the learning look like? (e.g. demonstrated knowledge of course material, change in behavior, a practiced skill, a task achieved)

—Participant evaluations at the end of each event will assess students' perception of their connection to campus, opportunities for social engagement, enjoyment level and suggestions for future events. —Basic demographics will be collected to assess whether we reach our goal to make all UC Davis students feel welcome to attend events. —Process tracking will include the number of students reached with promotion, the number of students who attended, and the number of resources given out by campus partners. —Previous evaluations allowed us to understand how much students benefitted and learned from the events. —These are the evaluation questions asked: 1. How much did you enjoy the event? 2. After this event, do you feel more connected to the campus? 3. How much did this event help increase your awareness of sexual/mental/physical wellbeing (respective to the event)? 4. Do you have suggestions for future events? —Previous student evaluations provided evidence that these events increased students' understanding of how they can improve their wellbeing and feel more connected to campus community. —Example results: • At a mental wellbeing event, 90% of students said that the event helped them take a break from studying to improve their wellbeing. • At the sexual wellbeing event, nearly 100% of the students said that the event helped increase their awareness of sexual wellbeing. • At our pilot event, over 70% of students reported that the event made them feel more connected to their campus community.

Q25. How does the event/ program provide services that are of growing interest to students? (if applicable)

—As part of our formative research, a survey was created to gauge student interest. Over two thirds of students agreed with the statement, "Attending a Late Night Campus Event would help me feel more connected to my campus." Furthermore, over 90% of the students who attended the 2018 events rated the events a 4 or 5 on a scale of 1 to 5 (5 being the best). —Students who attended the 2018 events requested more events. At one event, in a sample of 109 student responses, 24 students wrote "more events," "Keep doing them" or "Do more!" under "what suggestions do you have for future events?" Another popular sentiment included that students really enjoyed the free healthy snacks and other wellness freebies such as coffee mugs, lunch boxes, Hydroflasks, Fitbits, study supplies and more that were given away. —Other student quotes include: • "These events rock" • "Please do one next quarter" • "Seems pretty legit to me" • "Thank you Student Affairs!" —In addition to student feedback, our UC Davis American College Health Association National College Health Assessment has shown a slow trend of an increasing percent of students who have never consumed alcohol. For example, in 2015, 27.3% of UC Davis students had never consumed alcohol. In 2017, 30.1% of UC Davis students had never consumed alcohol. As mentioned above in the ASUCD survey results, students have mentioned the low number of things to do in Davis that don't include alcohol, and have requested more events. As described by one student, • "Davis needs more budget-friendly fun activities."

Q26. How does the event/ program foster diversity? (if applicable)

—The LNCE Initiative targets the whole student population. These events provide students a chance to interact with other groups of students outside of their immediate friend groups/clubs. Furthermore, when we promote the events, we ensure that students from various communities hear about them by sending out flyers to all the colleges, the dynamic student life and community centers and the academic centers on campus, who forward the event information to their respective listservs. —The communities that we have previously marketed to include the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual Resource Center, AB540 and Undocumented Student Center, Women's Resources and Research Center, Cross Cultural Center, Center for Chicanx and Latinx Academic Student Success, Center for African Diaspora Student Success, Native American Academic Student Success Center, Veterans Success Center, Transfer and Reentry Center, Services for International Students and Scholars, Educational Opportunity Program, and Health Professions Advising. —Additionally, the events ensure that no student is excluded due to lack of access, timing issues (due to overlap with classes and other activities) or financial issues. The events are: • Held on campus in accessible locations • Entirely free with access to food, drinks, resources and give-aways • Held after 8pm; most classes and other extracurricular activities have ended • Scheduled towards the later part of the week (Thursdays or Fridays) so students can comfortably wind down and enjoy these events at the end of a hectic week

Q27. How does the event/ program provide crucial services to students? (if applicable)

The LNCE Initiative addresses several factors (e.g. alcohol consumption, social bonds) that impact mental health in the following ways: • Social events are highly important to college students and a supportive peer network is critical in this time of life. Ravert R., found that students rated social events higher than alcohol/substance use in a study examining behaviors that students want to engage in most (Ravert, R. 2009). • Alcohol-free options are important as students begin college, in order to establish healthy patterns and spend time engaging in activities that do not involve alcohol (Borsari et al., 2007). Large survey studies demonstrate an inverse relationship between alcohol use and engagement in substance-free alternatives (Barnett et al., 2007). • Constant and high level social bonds significantly reduce the risk of nonmedical prescription drug use (Xiaozhao, Y., 2017) • Drinking is associated with decreased engagement, GPA and delayed graduation (Bolin, R., et al. 2017; Brian, P., et al. 2017; Robert, D., 2013; Porter & Pryor, 2007; Wilhite, E., 2017). Participation in late night alcohol-free options reduces drinking (Patrick, M., 2010; Hawkins, L., 2008) and alcohol violations (Vangness & Oster-Aaland, 2009). • Contrary to popular belief, nine colleges and two research institutions found that the majority (94%) of students did not drink before late night programming (Vangness & Wentz, 2012).

ESTIMATED BUDGET

Title of Proposal: Late Night Campus Events (LNCE) Initiative
 Unit/Event/Program/Student Organization: Health Education and Promotion

Item		ESTIMATED COST	SUB-TOTAL
A. Lecture / Entertainment: Honoraria / Performers			
1.	One large production cost, event 1 (e.g. Moive license, bounce house rental, performing artist, etc.)	\$ 750.00	
2.	One large production cost, event 2	\$ 750.00	
3.	One large production cost, event 3	\$ 750.00	
4.		\$	
5.		\$	
			\$2,250.00
B. Publicity: Flyers / Posters / Ads / Mailing / Printing			
1.	Print materials/ Flyers and promotional items, Event 1	\$ 300.00	
2.	Print materials/ Flyers and promotional items, Event 2	\$ 300.00	
3.	Print materials/ Flyers and promotional items, Event 3	\$ 300.00	
4.		\$	
5.		\$	
			\$900.00
C. Food: Refreshments, Breakfast, Lunch, Dinner (Include cost per person)			
1.	Snacks and drinks, event 1 (approximately \$1-\$2 per person)	\$ 350.00	
2.	Snacks and drinks, event 2 (approximately \$1-\$2 per person)	\$ 350.00	
3.	Snacks and drinks, event 3 (approximately \$1-\$2 per person)	\$ 350.00	
4.	With a \$350 dollar budget, we can usually purchase about 3 snacks and 1 drink per attendee	\$	
5.		\$	
			\$1,050.00
D. Decorations / Props			
1.		\$	
2.		\$	
3.		\$	
4.		\$	
5.		\$	
			\$0.00
E. Facility: Room Rental / Room Setup Fees / Equipment Rental / AV			
1.	Room rental and equipment, event 1	\$ 600.00	
2.	Room rental and equipment, event 2	\$ 600.00	
3.	Room rental and equipment, event 3	\$ 600.00	
4.		\$	
5.		\$	
			\$1,800.00
F. Travel: Transportation / Parking / Lodging			
1.		\$	
2.		\$	
3.		\$	
4.		\$	
5.		\$	
			\$0.00
G. Other			
1.	Paid student staff to lead project	\$ 1,000.00	
2.		\$	
3.		\$	
4.		\$	
5.		\$	
			\$1,000.00
			\$7,000.00
Other Funding Sources: Income / ASUCD / Dept & Club Contribution			
Ticket Sales		\$	
Registration Fees		\$	
Program Advertising Sales		\$	
Merchandise Sales (T-shirts, etc.)		\$	
Club Contribution		\$	
ASUCD Contribution		\$	
Other	Paid student staff to lead project about \$12 an hour for 2-3 hours week	\$ 1,000.00	
			\$1,000.00
		Total Expenses	\$7,000.00
		Less Total Income	\$1,000.00
		Amount Requested	
		From COSAF:	<u>\$6,000.00</u> *
* Must match the amount requested on the application.			