

University Relations Committee
Room C—Patterson Office Tower
September 15, 2009 Minutes

University Relations Committee Members in Attendance:

Pam May, Chair; Jo Curris; Everett McCorvey; Sandy Patterson

Other Board Members Present: Ann Haney, Robynn Pease, Ryan Smith, Penny Brown

Others Present: Tom Harris, Jimmy Stanton, Anthony Beatty

Pam May called the meeting to order at 10:25am. A roll call of committee members and approval of the previous meeting's minutes followed.

Anthony Beatty, co-chair of the Tobacco-Free Campus Task Force spoke to the committee regarding the November 19, 2009 date for the University to go Tobacco-Free and the enforcement and compliance components of the new policy.

Members of the committee asked how the campus would communicate the policy to faculty, staff, students and visitors.

- 300 signs are going up across campus with the universal “tobacco-free” symbol posted in October
- Communicate date of November 19 on all communication from the University
- Training of key groups—supervisors, campus leaders and others to help with enforcement and compliance
- Bringing in businesses near campus to partner in the adherence to the policy
- Members of Tobacco-Task Force addressing groups on campus prior to November 19

Members of the committee asked about the penalties for non-compliance of the policy.

- Students will be subject to the Student Code of Conduct under the Dean of Students Office
- Faculty and Staff are subject to Human Resource policies and procedures for behavior
- Vendors and contractors subject to new language regarding the policy in third-party contracts

Mr. Beatty noted that there is not a specific, separate regulation or penalty for smoking. The penalty for that behavior is covered under existing policies—Human Resources, Student Code of Conduct; and written in third-party contract.

Member of the committee asked if the plan was ready to implement, specifically in relation to non-compliance and enforcement.

The Task Force is using the same timeline for implementation that the Medical Center used for their tobacco-free launch last year. The Task Force is following a model of implementation used successfully on campuses across the country.

Mr. Beatty noted that the Tobacco-Free Campus involves changing a culture, changing an environment. The committee is on a schedule to make this happen in the most accommodating way. Compliance will not be 100% immediately but will continue on with a shift of change toward compliance.

Committee Members asked how the Task-Force will measure the culture of compliance, how will they know the policy is successful?

The Task-Force will take quantitative measures of the success of the policy. Baseline data has been gathered from “butt counts”—actually counting the cigarette butts around campus and in areas where smokers congregate. The “butt count” data continue to be collected. Effectiveness can be measured by observation, the visual impact of less cigarette butts, smoking related trash littering the campus and cleaner air. Data will be gathered by enrollment in smoking cessation programs offered by the University.

The University Relations committee requested that the Task-Force report back to the committee six (6) months after implementation of the Tobacco-Free Campus policy to discuss how the policy is working.

Tom Harris spoke briefly regarding an email sent to the Board concerning student housing in the neighborhoods surrounding campus. The University is working with the Mayor’s office and the Town-Gown group to discuss resolutions to these issues.

Meeting was adjourned at 11:25a.m.