

## Program Planning For Your NCAAW

Now it's time to talk about the most important part of the 2007 National Collegiate Alcohol Awareness Week: Programming!

Great programming is the most effective way to get your message across and educate your campus's student body. In the upcoming pages, we have listed some tips to getting started, followed by some planning and task sheets and program samples from other campuses. We hope these programs prove useful in your own educational session planning. Feel free to "translate" these programs into successful events that will work on your campus.

When it comes to educational programming, there are some strategies that you can use to help create the perfect NCAAW activities.

### Picking the Best Times

It is time to get on the campus calendar! What is the best time for your National Collegiate Alcohol Awareness Week? That depends on your campus schedule. The official NCAAW is always held the third full week of October; This year it is October 21–27. Check to see if this week works well for you. If your campus is on Fall Break, or that week is the beginning of mid-terms, you may want to reschedule.

The other aspect of picking the best times for your programs is to mix things up a little bit. Sometimes, 8:00 PM does not work for everyone. How about scheduling one of your events at noon and, letting people bring a lunch? What about a breakfast event? Is it possible to get inside the classroom so you can do a program during the day? What about midnight snacks? Why not! The key is to let as many people as possible take advantage of what you are offering, including on-campus students, commuters, faculty, and staff. Different times will gather different audiences.

### Brainstorming

The truly creative aspect of NCAAW programming always begins with brainstorming. One of the first tasks you will want to accomplish with your committee is to "dream" a little bit. For example, if you could accomplish anything during NCAAW, what would it be?

For many committees, brainstorming begins with a theme that will frame your activities for the entire week. You want something memorable, marketable, and fun. A good way to begin this process is to get a flip chart and some markers. The only rule is that there are no bad ideas. Committee members can make suggestions until an overall theme appears. As your committee members get excited about an idea, start a new sheet and refine it until it takes the desired form. Acronyms can be developed around fun words, song titles can be incorporated, and historical quotations can be used. It is up to you!

- Rock the Vote for Health & Safety
- Vote 4 U and Healthy Choices
- I Have a Choice
- Celebrate a Healthy "U" (University and You)
- OkSOBERfest
- Mocktoberfest
- The Art of Responsibility
- Sober Safari
- Get SMART! (Students Making Alcohol Responsibility Today)
- Leading the Way in Healthy Choices
- Be a Part From the START (Students Taking Action & Responsibility for Tomorrow)
- Seize the Day!
- Making the Right Connections
- How the Health Are You?

It is also great to build themes around popular television shows, summer blockbuster movies, or the latest pop culture phenomenon. This is where the students on your committee can be particularly helpful!



## Making your NCAAW unique in design

Bringing together the key players on campus, brainstorming creative themes, and taking advantage of the national media available during October are all key items to the success of NCAAW on your campus. Here are five suggestions for your group to consider as you plan your programming schedule.

### 1. Balance educational and social programs.

Some of your NCAAW goals may include teaching people new information about personal health issues, promoting responsible decision making, encouraging people to look at personal behaviors, and offering opportunities to choose healthy lifestyles—lifestyles grounded in moderation and the acceptance of personal responsibility for actions. It is also important to give participants a chance to have a good time, meet new people, dance, laugh, and enjoy themselves. The best NCAAW programming mixes serious information with plain old-fashioned fun. Make sure that your programs serve a variety of goals, from offering social alternatives, to providing hard-core education, to simply thinking about an issue in a creative, unexpected way.

### 2. Don't fall for the “numbers” game.

We all want our educational and social programming to be a big hit. We want high attendance at our events. However, your efforts cannot be judged solely on the number of people. Some of your programs, especially those dealing with serious educational issues, like “Adult Children of Alcoholics” or “Preventing Date Rape” may only draw 20–30 people. But those 20–30 people will really want to be there, and those 20–30 people will be happy you planned this event for them. So, as you are planning your programs, you want to keep three important goals in mind.

- **Go to where your audience is.** Do not make them come to you. It is so much easier for people to attend a program “on their own turf.” For example, program in the residence halls, Greek houses, a campus student lounge, or outside high traffic areas. Here is a new idea; have students host programs in their rooms! If 10 people come to a session, you can throw pillows on the floor, make some microwave popcorn and suddenly your program is packed! This is a great environment for students to talk and feel comfortable.
- **Do not be afraid to plan social programs on Thursday, Friday, or Saturday nights.** Now you have provided a choice for those students who want to have a great time on the weekend, but do not want to go to bars or off-campus parties.
- **Set reasonable expectations, and plan your space appropriately.** Having 40 people at a dance can make for a great party! But remember that 40 people in a smaller room will be more fun than 40 people in a gymnasium. Set reasonable expectations. If they are exceeded, great! You will know to plan for a bigger turnout next year. Students do not mind cozy (even cramped!) settings, so make sure your space is appropriate for a modest turnout at any event.

### 3. Some people like to get information, but do not want to have to “talk to anybody.”

For students who do not have much information about how alcohol works, what addiction is, how to help someone with a drinking problem, family issues, etc. it can be helpful to host an informational display. In order to meet varying needs, set up a display table in a well-traveled area and provide pamphlets and other educational materials. Set up a DVD at a high visibility location, turn it on, and let it run for an afternoon, showing an information tape on addiction or helping a friend. Hook up an answering machine to a campus extension and leave educational messages. Have a special “this week only” hotline that people can call to ask their questions about alcohol. Send e-mail messages to everyone on the campus network. Get creative!

While some people might not want to talk at this time, it is important to advertise available resources. NCAAW is a great time to promote services that are available all year. List the extension of the counseling center or peer education office on all the materials you hand out or post.

#### **4. Sometimes educational “teasers” promote the best discussion.**

Many campuses have used the “Green Bean Campaign.” If you are not familiar with this program, it is very simple. A set of four posters is made, with the second one replacing the first, the third replacing the second, etc. The key, however, is the first poster. The entire poster is a giant green bean, and nothing else is on the poster except for the words Green Bean. Hang these posters all over campus (if you really want to have fun, have people carry cans of green beans as well) and let them stay up for three or four days.

The second poster is a cartoon or photo of cans of green beans hooked together like a six-pack. The caption reads, “How many green beans does it take to have a good time?” The third poster is a cartoon or photo of a person holding a can of green beans with a caption that reads “If you knew someone who couldn’t talk, laugh, dance or have fun unless they ate a few green beans, would that concern you?” And the last poster simply reads, “If you could talk to a friend about a green bean problem, could you talk to them about an alcohol problem?” A list of campus and/or community resources phone numbers are also provided. Brainstorm more of these educational teasers. The key is to raise awareness and get people talking.

#### **5. You do not have to be the expert, and you do not have to do the programs yourself. Use your resources!**

As previously discussed, co-programming and co-sponsoring with other campus organizations is an excellent idea. Another variation on this theme is to find out who the resources are on your campus and in your community who can help with, or even present, programs for you. You do not have to be the expert on every single student health issue.

### **Try One of These!**

#### **Use technology in your programming efforts.**

Electronic media grabs students’ attention and it is free! If your campus has an on-line newsletter, bulletin board or chat room, make use of them for NCAAW. If you can develop a screen saver for NCAAW, have it available for people to download and ask the computer lab to have it on all the monitors. If you are doing class presentations, visit some web sites and show people what information is available on-line.

#### **Talk Show or Game Show Format**

What about staging your own talk show? Get peer educators to play various roles and use a call-in line to explore issues like healthy practices, relationships and personal ethics. Be creative! Use sarcasm, confrontation and surprises. It helps if you have a really funny show host. This is a great activity for residence hall lounges or smaller audiences. Another format might be to use the “Alcohol Jeopardy” game from BACCHUS to relay alcohol abuse information and encourage participation in a fun way. ([www.bacchusnetwork.org/store](http://www.bacchusnetwork.org/store) to order.)

#### **Up All-Nighter!**

Many campuses are taking advantage of late night student hours and the availability of their athletic facilities to plan highly interactive programs. Take over your fitness center for midnight volleyball tournaments, indoor mini-golf, Olympic games, swimming contests, or a variety of recreational sports events! Get students to form teams from their campus organization or residence hall to compete against faculty! This is a great way to involve your physical education department or health education department. In addition to the fun activities, you can set up a massage clinic, serve a healthy midnight breakfast, and teach some relaxation techniques.



## **Take Aim at Alcohol Abuse**

Get your entire campus involved by sending out colorful 8.5 x 11 flyers with a statistic about alcohol abuse or healthy campus norms on one side and a blank entry form with instructions on the opposite side. Instructions should direct people to memorize the fact, complete the entry form, make a paper airplane from their flyer, and meet at a certain location. If you have a multi-level building with a balcony, this would be your best spot, or anywhere that is highly visible. Create a colorful target area in the center of the room and ask contestants to recite the statistic they received and fly their plane toward the target. Of course, there should be good prizes for those who get closest to the target. This is a great way to get everyone on campus involved and helps you get important educational messages out.

## **Parking Lot Campaigns**

Select a well-traveled parking lot as a site to launch an awareness campaign. Create a “Top Ten Reasons to Be Aware!” list and distribute it on car windshields or antennas. You may even decide to wash the car windshields so that car owners “can clearly see the importance of NCAAW.” Get campus safety involved and conduct seatbelt checks and distribute promotional items as prizes for those who are buckled up. Distribute your educational materials in the size, shape, and color of your campus parking tickets; people will read it. Include a 10% off coupon from your campus bookstore or snack bar on the ticket.

## **The Great Tailgate Tent Party**

Combat the negative images of tailgating by sponsoring a fun non-alcoholic event during one of your major athletic games. This event is perfect for donations and sponsors. Have peer educators serve hot chocolate or specialty coffees. Ask for pizza or sub sponsors to provide food tables. Hand out promotional items and make sure you have educational information about impaired driving available. Invite people to dress as the crash dummies in school colors and serve beverages or go through the stands to attract an audience.

## **Passport Party**

There are two ways of looking at this program. First, you might have various campus resource offices and organizations set up information and refreshments in each of their areas. Issue passports to students and guide maps that indicate where they must “travel” to collect information, and goodies, and get their passports stamped. It is a great way to point out campus resources and fun to have a progressive party. All stamped passports should be thrown into a bin for a grand prize drawing at the conclusion of the event. A second approach is to develop a local community passport of fun, local destinations—places to eat, recreation options, and historic sights. Distribute the passport to students and have them get stamped at locations in your community listed in the passport with a grand prize drawing at the end of the semester.

## **Singing Telegrams/Balloon Bouquets**

Get balloons imprinted with your NCAAW theme and take orders for balloon bouquets or singing telegrams. Seek donations for the helium, balloons, and string. Design healthy messages and ask dining services to donate free drink coupons to attach. If singing, create several healthy message songs to popular tunes and send out the quartet to deliver them. (Hint: Have the person buying the telegram to designate the time and place of delivery to save time in filling your requests.)

## **Homecoming Halftime**

Get on the program and plan some wacky team competition for the homecoming halftime game or make a parade float. You have a captive audience at a highly visible event, so get your group’s name and message out there!



## **Coordinate a Day of Dialogue as an Opening Event for NCAAW**

### **Purpose**

The purpose of a Day of Dialogue is to encourage students, faculty, staff, alumni and community members on individual college and university campuses to engage in a day-long (or a significant portion thereof) productive discussion of alcohol-related problems and possible solutions. It is a structured and facilitated discussion that is planned by and includes representatives of each of the key stakeholders and it serves as a basis for collaborative, campus-based action planning that contributes to cultural change.

### **Concept**

The Day of Dialogue is, at its heart, a simple concept. To engage in a Day of Dialogue means to take the time to get the right group of people into the right set of circumstances to allow meaningful discussion about a topic of common concern. Because attitudes, traditions, policies, environments, circumstances, and people will vary from campus to campus, each Day of Dialogue effort will be unique.

A “meaningful discussion” is one where all participants have access to critical information, where an atmosphere of trust and openness leads to honest sharing of ideas and concerns, where the purpose is to accomplish a common goal, and where one of the outcomes is a commitment to a next step or a plan. The “topic of common concern” is the prevalence of high-risk drinking on college campuses. The topic can be refined to focus on particular populations like resident students, athletes, fraternity/sorority members, etc.

### **Rationale**

Collaboration between the various parties is critical to the success of any campus-based change effort. The experiences of campuses that have already had such discussions can be shared and used by institutions that have yet to take the step. The designation of a Day of Dialogue can serve to spur the initiation of discussions that might not otherwise begin.

## **Campus Proclamation**

This year consider enlisting your campus leadership to issue a public proclamation as part of NCAAW and year-round prevention efforts. It is a perfect opportunity for you to engage the key campus decision-makers, the campus and community media, and the entire student body.

### **Proclamation in Support of NCAAW**

A key way to build support and publicity for your NCAAW programs is to set up an event where the college president and student leaders on your campus sign a proclamation in support of the project and a safe and healthy campus environment. The purpose of this effort is to bring together leaders from all areas of the campus to meet and pledge their commitment on behalf of their respective organizations to work toward the goal of preventing alcohol-related harm in the campus community. This is also an excellent public relations/media event for your campus, your peer education group, and all those who sign the proclamation.

We suggest holding the signing of the proclamation in early October or sometime prior to the start of your NCAAW efforts. You or your college president can then present the signed proclamation as a kick-off for your NCAAW events. You will need to work with your college president and campus public relations office to determine the best time for your campus and local media. Your campus public relations office will also be able to help you determine the best location on campus to hold the signing of the proclamation.

To make the document look more professional, we suggest copying it onto higher quality paper. You may want to enlarge the proclamation to make room for all of the signatures. This would also be a great document to display in a highly visible location on campus. Your college president and campus public relations department can be helpful in making these decisions.



## Before the signing of the proclamation

There are a number of steps that you will need to take to prepare for the signing of the proclamation. First you need to hold a meeting with your peer educators and advisor to:

- 1) Discuss the proclamation. Determine what issues you want to address in the proclamation. We have enclosed a sample proclamation for you to use or to help guide you in developing your own proclamation that meets the needs of your campus.
- 2) Decide whom to invite to sign the proclamation. This list may include:
  - the college president (if not available, another key administrative figure)
  - presidents or leaders of as many student organizations on campus that you can identify (i.e. peer education groups, residence halls, fraternities, sororities, student government, honoraries, athletic teams, departments, clubs)
  - faculty senate leader, department leaders, or key faculty members
  - key community members
- 3) Determine who from your group is going to:
  - contact the college president to set up a meeting to discuss the proclamation and set up a date and time for the actual signing
  - meet with the leaders of the student organizations to explain the purpose of the proclamation and invite them to sign it
  - meet with key faculty and community members to explain the purpose of the proclamation and invite them to sign it
  - work with the campus public relations department to set up the event and invite the campus and local media

## Following the signing of the proclamation

We suggest giving each person who signs the proclamation a copy of the proclamation to take back to the respective organization. Encourage the signer to discuss the proclamation with their organization's membership and talk about ways they can contribute to a healthier and safer campus.



## **A Proclamation In Support of National Collegiate Alcohol Awareness Week Programs**

**WHEREAS**, (*fill in name of college or university*) exists to support the academic achievement of our students and strives to create a learning environment that fosters growth and helps members of the academic community reach their fullest potential;

**WHEREAS**, alcohol abuse-related behaviors clearly have a negative impact on learning and the overall academic environment and that a significant portion of students report that they prefer not to live or socialize in situations where alcohol abuse is prevalent;

**WHEREAS**, our own campus policies, educational programs and campus activities are in place to support efforts which provide a sound academic environment that is free from the problems associated with alcohol abuse;

**WHEREAS**, attitudes and behaviors in the academic community that foster alcohol abuse and increase the potential for alcohol-related harm are anti-intellectual and must not be tolerated at this or any institution of higher learning;

**WHEREAS**, research clearly demonstrates that a majority of college and university students drink alcohol moderately or not at all and make responsible decisions as they work toward attaining their academic goals; and

**WHEREAS**, broad student leadership and peer education initiatives are a critical part of the overall strategy if we are to successfully educate and challenge students, student organizations or businesses whose attitudes and beliefs regarding alcohol lead to situations where there is increased likelihood that alcohol related deaths or tragedies could occur;

**THEREFORE, BE IT RESOLVED** that the students, faculty and administration of (*fill in name of college of university*) join together in supporting the efforts of National Collegiate Alcohol Awareness Week (NCAAW) to educate and unite the students, faculty and administrators of this institution and hundreds of others across North America, to open a dialogue and work together to prevent alcohol-related harm within their respective campus communities.

Signed by: \_\_\_\_\_ Date: \_\_\_\_\_



## Program Planning Worksheet

**Event Name:** \_\_\_\_\_ **Event Goal:** \_\_\_\_\_

**Event Sponsors & Contributions:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Event Budget:**

\_\_\_\_\_

**Event Date:** \_\_\_\_\_ **Event Time:** \_\_\_\_\_ **Event Place:** \_\_\_\_\_

**Reservation & Cost:** \_\_\_\_\_

**Audio Visual Equipment & Costs:**

1. \_\_\_\_\_
2. \_\_\_\_\_

**Food Needs & Costs:**

1. \_\_\_\_\_
2. \_\_\_\_\_

**1. Speaker/Presenter Contact Info & Cost:**

**2. Speaker/Presenter Contact Info & Cost:**

\_\_\_\_\_

**Information Needed for PSA, Ad, Story, Editorial, etc.:**

\_\_\_\_\_

**Publicity/Marketing Contacts:**

Contact Name	Contact Phone/Fax	Contact Email	Cost of Advertising
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1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**How attendees will evaluate the event:**

**How we will evaluate the event:**

- |          |          |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |

## Task Worksheet

Task	Person Responsible	Due Date	Who to Contact:		
			Name	Email	Phone
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					



## Sample Campus Programs

**School Name:** University of Virginia

**Group Name:** Peer Health Educators

**Program Topic:** Alcohol abuse prevention and healthy living promotion

**Program Title:** Annual 4th Year 5K Run/Walk

**Program Goals/Objectives:** To provide a substance free event during a high-risk time.

**Target Audience:** While specifically targeting fourth-year students, the event is promoted to the entire University and the city of Charlottesville.

### Program Description:

High-risk drinking prior to and during home football games, exemplified by the “fourth-year fifth” tradition in which seniors attempt to drink a fifth of liquor the day of their last home football game, resulted in the alcohol-related death of a UVA student, Leslie Baltz, in 1997. The 4th Year 5K Run/Walk was created in response to this high-risk drinking tradition and proceeds from the race are now donated to the Leslie Baltz Arts Scholarship Fund.

The race takes place annually on the morning of the last home football game in early November. Runners are given a race-day packet filled with information regarding low-risk drinking behavior, blood alcohol concentration levels, and the services of our group, the Peer Health Educators. Information about getting involved with running or other healthy events around the community and a handout regarding the benefactor of the race is also included.

Social norms efforts are an important part of the race as well. Social norms marketing statistics appear on each race bib and on the long sleeve T-shirt given to all participants. As these shirts are worn throughout the year, students are able to see how many of their peers participated. The race also serves to correct the community’s misperception that University students are only concerned with the next big party. The involvement of Charlottesville community members, both runners and sponsors, allows them to see a large group of University students who are concerned with their health and responsible decision making.



While this race was initially started to specifically combat the fourth-year fifth, it has grown over the past 15 years to be an event promoting low-risk drinking behavior and responsible decision making among University students. Encouraging students to participate in this event encourages healthy living and responsible decision

making. Prizes are awarded to participants in each category, and the winning fourth-years are honored on the field during halftime of that afternoon’s football game. The 2006 race drew almost 600 participants.

### Promotion and Publicity:

- Tabling on campus during the two weeks prior to the race
- 4th Year 5K t-shirt are given to each participant
- Clever, engaging, bright flyers
- Radio and television advertising
- Advertising to fourth-year groups and community runners
- Word of mouth

**Budget:** T-Shirts: \$4,853; Banner: \$124; Race bibs and pins: \$395; Social norms stickers: \$140; Helium tank and balloons: \$50; PA system rental: \$90; Paint, paper, and other supplies: \$200. All post-race refreshments and prizes were donated by local businesses. Additionally, donations to the Leslie Baltz foundation are made each year in varying amounts.

### Collaboration:

UVA Parents Program  
Alcohol and Drug abuse Prevention Team (ADAPT)  
Center for Alcohol and Substance Education (CASE)  
Social Norms Marketing Department

Office of Health Promotion  
Student Health  
Fourth Year Class Trustees  
Local businesses and TV and radio stations  
Charlottesville Track Club  
Ragged Mountain Running Shop

**Contact:** Tara R. Shuster, Health Educator  
Office of Health Promotion  
(434) 924-1534  
trs3p@virginia.edu

## School Name: Ohio University

**Group Name:** POWER (Promoting Ohio University Wellness, Education and Responsibility)

**Program Topic:** Late Night Social Event to Reduce High-Risk Drinking

**Program Title:** Kickin' It In Lindley

### Program Goals:

1. Address high-risk drinking
2. promote collaboration
3. Bring majority and minority students together

**Target Audience:** Undergraduate students at Ohio University

**Program Description:** The leadership and advisors of the three sponsoring groups met to identify the weekend and establish the procedures of the program. The event was scheduled for Friday night between midnight and 3 am. Volunteers arrived in the Lindley Cultural Center at 11:30 pm to prepare the hot dogs and nacho sauce, set up the information table on low-risk drinking, and assign the duties for the evening. Participants were not permitted to get the food on their own; the volunteers were responsible for seating arriving students, taking orders, and serving food and drinks. The intent was to have students sit down, spend time in the Lindley Cultural Center, socialize with friends, and, if the student had been drinking, provide them with a safe environment to sober up. A local well-known DJ volunteered her time and coordinated a karaoke contest. Board games and a crafts area, where students could create their own greeting cards, were also available.

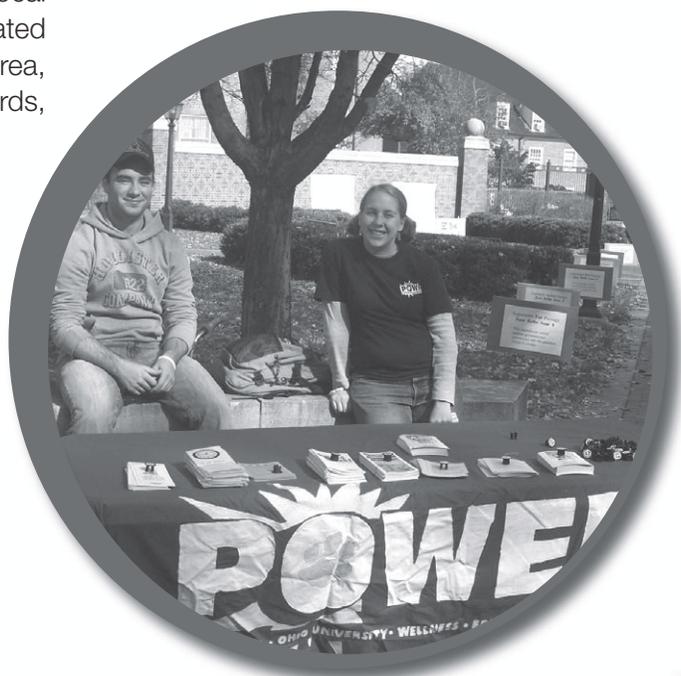
Over 300 students attended the event, most staying the entire time. Student reaction to the event was so positive that Kickin' It In Lindley is now hosted twice every quarter. There has also been an increase in the number of students utilizing the cultural center, one of the intended goals.

**Promotion and Publicity:** Handbills were the primary form of advertisement. Students went to the residence halls and on two street corners during the hours of 10 pm and midnight to distribute handbills. The event was also advertised in the student newspaper and in the web-based calendar of events.

**Collaboration:** Black Student Cultural Programming Board, Office of Multicultural Programs

**Budget:** Approximately \$300 – \$500. Food was prepared using crock-pots and an electric roaster, which greatly reduced the cost of the program. The DJ volunteered her services; most DJs will charge \$200 per evening.

**Contact:** Char Kopchick, Director of Health Education and Wellness  
Baker University Center  
740-593-4742  
kopchicc@ohio.edu



**School Name: Roger Williams University**

**Group Name:** Health and Wellness Educators (H.A.W.E.)

**Program Topic:** Alcohol Poisoning and Alcohol Blackouts

**Program Title:** Lights, Camera, Blackout

**Target Audience:** Incoming freshmen

**Program Goals:**

1. To make students aware of the myths and facts surrounding alcohol poisoning.
2. Students will understand a blackout is a state of intoxication that puts students at risk of negative consequences including personal injury and alcohol poisoning.
3. Students will know the cause of blackouts and alcohol poisoning and the behaviors that will protect them from getting to that level.
4. Students will know the critical signs of alcohol poisoning and how to respond.

**Program Description:** This education program consists of three different delivery methods to help target students learning styles. At the beginning of the program we show a 15 minute video about Samantha Spady called Death by Alcohol: The story of a small town girl whose life ended too soon. Following the movie, our peer education group, H.A.W.E.'s perform five different educational skits depicting very real university/college scenarios that students may encounter on campus. During the skits social norms are reviled to determine the myths and facts surrounding each scenario. Following the skits, the peers end the program with a name and date of a student that has died in an alcohol related incident. The program ends with a presentation set to music giving alcohol abuse, and alcohol poisoning statistics and prevention strategies.

All peer educators are available for questions following the presentation. The peer group also distributes alcohol resources for their campus and community.

**Promotion and Publicity:**

1. Letter to all freshmen requiring attendance
2. Fliers, banners, student marquee, radio and TV
3. Press release to local paper and TV stations

**Budget: 0-\$500.00**

- T-shirts for Peers
- Sam Spady Video
- Advertising

**Collaboration:**

CEN- Campus Entertainment Network  
Student Life Office  
Stage Crew  
Information Technology  
Faculty

**Contact:** Donna Lynn Darmody MS, Wellness Coordinator  
Roger Williams University  
One Old Ferry Rd  
Bristol RI 02809  
401 154-3413,  
ddarmody@rwu.edu

