

Sustainability Plan

Ohio's Strategic Prevention Framework – State Incentive Grant (SPF SIG)

HIRAM COLLEGE

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Strategic Prevention Framework – State Incentive Grant (SPF SIG): Sustainability Module

Introduction

“The key element of sustainability is providing continued benefits, regardless of particular activities delivered or the format in which they are delivered.” –Mancini & Marek (2002)

There are four clarifying questions that need to be answered in order for sustainability planning to move forward:

1. *What* are you trying to sustain? (or, *What* needs to be sustained?)
2. **Public Value:** What *evidence* do you have that what you are doing is *worth sustaining*? (or, *Why* does this initiative *deserve* to be sustained?)
3. **Authorizing Environment:** What *institutional supports, structures, and/or policies* need to be in place to achieve sustainability?
4. **Operational Capacity:** What *capacity* is necessary to sustain this effort and *where* will that capacity come from?

A. Building the Sustainability Team

Before these questions can be answered, it is essential that you *identify the key players*. It is very important to consider your authorizing environment (Moore, 1995).

Who are the individuals on your campus that need to be involved in conversations about sustainability?

- Dr. Kevin Feisthamel, Director of Counseling, Health and Disability Services
- Vice President and Dean of Students, Eric Riedel
- Associate Vice President and Associate Dean of Students, Liz Okuma

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B. Sustainability Question #1: What are you *trying* to sustain? (or, What *needs* to be sustained?)

Weiss, Coffman, Bohan-Baker (2002) identified four categories related “initiative sustainability.” These categories are very broad and are very applicable to alcohol prevention initiatives. These categories may be helpful for your team as you plan for sustainability. If your team has already clearly articulated what you are trying to sustain, you may want to categorize your objectives. Please feel free to create your own category if you need to.

Please remember that you do NOT need a sustainability objective/goal for each category. We are providing these categories as conversation catalysts, not as requirements.

1. *Organizations and/or Projects*: securing additional funding for projects begun or supported under the initiative
2. *Ideas*: maintaining the initiative’s core principals, values, beliefs, and commitment
3. *Relationships*: maintaining connections among people and institutions
4. *Outcomes*: maintaining initiative results

Please choose the question that most appropriately applies to your project: What are you *trying* to sustain? (or, What *needs* to be sustained?) Please state your sustainability objectives/goals as bullet-point statements. Each objective/goal must be specific, measurable, and observable.

- Assessing and monitoring student alcohol consumption or abstinence
- Arranging for counseling services as needed to address alcohol needs
- Direct and assist in ways to minimize alcohol use on campus
- Engage in practices that help enhance alcohol awareness

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C. Sustainability Question #2: Public Value - What *evidence* do you have that what you are doing is *worth sustaining*? (or, Why does this initiative *deserve* to be sustained?)

We discussed the idea of *public value* (Moore, 1995). It may be helpful to frame this conversation among your planning team as such. For example, it may be useful to have your planning team respond to these questions (You do not need to write responses to these questions, these are just provided as conversation catalysts.):

- How is this alcohol prevention initiative positively impacting students?
- What results from this alcohol prevention initiative are valued by the campus community? The local community surrounding campus?
- What results from this alcohol prevention initiative are valued by the leadership team?

Once you have answered these questions, please respond to the overarching question (whichever form is most applicable to your situation): What evidence do you have that what you are doing is worth sustaining? (or, Why does this initiative deserve to be sustained?)

- Students seem to be aware of alcohol prevention information.
- Alcohol prevention helps educate the campus community and surrounding community on ways to get assistance if needed.
- The leadership team seems to value the effort of promoting alcohol education for our students.

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D. Sustainability Question #3: Authorizing Environment - What *institutional supports, structures, and/or policies* need to be in place to achieve sustainability?

We discussed the idea of *authorizing environment* (Moore, 1995). It is important to determine who holds the ability to make key decisions regarding the sustainability of the project.

What *institutional supports, structures, and/or policies* need to be in place to achieve sustainability of your alcohol prevention initiative? It may be helpful to frame your answer to this question using the following sub-questions:

- What current *institutional supports, structures, and/or policies* support your alcohol prevention initiative?
- Of these structures, which could be strengthened to ensure sustainability of your alcohol prevention initiative?
- What structures are blocking or obstructing your alcohol prevention initiative?
- Which structures are still needed to ensure sustaining your alcohol prevention initiative?

- There are specific policies in place that addresses alcohol consumption on campus
- I believe the policies in place are solid and are straight-forward
- Besides funding, there does not seem to be any structures blocking our alcohol prevention initiative
- Continuing to educate the campus community on alcohol prevention

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E. Sustainability Question #4: Operational Capacity - What *capacity* is necessary to sustain this effort and *where* will that capacity come from?

We discussed the idea of *operational capacity*. In order for your sustainability goals/objectives to become reality, your alcohol prevention initiative must have the *capacity* necessary to achieve those outcomes. Capacity is defined in many ways, including (but not limited to): securing diverse resources and acquiring the appropriate expertise. Basically, the purpose of this question is to determine the resources (e.g., time, personnel, funding, etc.) needed to achieve each sustainability goal/objective.

What operational capacity is necessary to achieve sustainability and where will the capacity come from to sustain your alcohol prevention initiative? It may be helpful to frame your answer to this question using the following sub-questions:

- What current resources are necessary to sustain your alcohol prevention initiative?
 - Of these resources, which is insufficient or vulnerable?
 - What current skills and expertise does your initiative rely on to sustain your initiative's positive outcomes?
 - Of these skills and expertise, which could be strengthened to ensure sustained positive outcomes?
 - Which skills and expertise are still needed to sustain positive outcomes?
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- Continuing to reach out across campus to educate students, faculty and staff on alcohol prevention
 - None at this time
 - Trying to reach out to the campus as best we can and refer students to counseling if need one-on-one assistance
Integrating the use of 360 Proof
 - More funding
 - More health education people

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F. Strengths/Challenges

In any projects, there are strengths and challenges. The purpose of the following questions is to help you identify ways you can capitalize on your strengths and prepare for probable or potential obstacles.

1. In what ways do you believe your alcohol prevention initiative is positioned to achieve sustainability?

2. What are the probable or potential obstacles to sustainability?

- It seemed to create more awareness of alcohol prevention. Hiram College became a pilot college for Alcohol 360 a program for alcohol prevention that the campus plans to utilize with all students
- Funding

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