

Campus Community Coalition (CCC)



The Campus Community Coalition (CCC) was founded to promote and facilitate progressive communication, cooperation, and collaboration between students, neighbors, landlords, law enforcement and University administrators in order to address issues in our community. CCC began in 2006 with a grant from the Virginia ABC to reduce high-risk drinking, promote a safer off-campus environment, and improve community relations.

Constituencies

Student Leaders (14 students representing six Greek-letter organizations and all class years)

Neighbors (primarily near Windfall Hill, Pole Houses, Kappa Hill, and the Cabins)

Landlords

Lexington Police Department and Rockbridge County Sheriff's Office

Lexington City Council and Rockbridge Board of Supervisors

University Administration (co-advised by two directors in Student Affairs)

CCC Activities

- CCC hosts approximately four open forums each year to gather all the constituencies together to share progress, hear concerns, and answer questions.
- CCC has intentionally made an effort to recruit student leaders that represent key fraternities and sororities involved in the majority of off-campus events. The core of involved student leaders has grown significantly in the past year.
- CCC has organized a community picnic the past several years to allow new student residents and neighbors to meet each other early in the year in a positive situation. Attendance at picnics has averaged about 50 people and is typically half students and half neighbors.
- CCC is working to support the Traveller Safe Ride Program in their efforts to address crowds, noise, and trash that are common at Traveller stops.
- CCC is implementing an initiative this year to educate rising juniors about the responsibilities of living off-campus by visiting every fraternity and sorority during the month of March.
- CCC tries to mitigate any tension between local law enforcement and students.
- CCC advocates for late-night activities on campus that are appealing to draw students back to campus earlier in the evening. The midnight breakfast organized by Panhellenic for all sorority new members on the first night of new member education is an excellent example. Campus Activities is working to enhance the evening and weekend programming at Elrod Commons and the Campus Activities Pavilion.
- CCC enhanced their website (<http://www.wlu.edu/x51125.xml>) this year by adding pictures of the students on the leadership team, alcohol laws, tips on hosting a safe party, off-campus living resources, the contact list with maps, and an active blog. Banner ads linking to the CCC website are throughout the Campus Life website including a link on the VP for Student Affairs webpage.
- CCC designed door hangers with information about off-campus issues and put them on every first-year and sophomore room during orientation as well as off-campus houses.
- CCC periodically sends updates to an established distribution list of neighbors and students.
- CCC is beginning a series of regular articles in the Ring tum Phi (student newspaper) to ensure the proper message and sentiment about campus-community relations is promoted.

Noise

- CCC has worked with off-campus residents to use smaller speakers, less speakers, less than maximum volume, turn the speakers inward, turn down the bass earlier, and turn off the speakers consistent with the noise ordinance.
- CCC has compiled a contact list the past four years that includes the cell phone numbers of representatives from key off-campus properties and a map indicating where they reside. When neighbors have used the list they have often found it effective.
- Event hosts are encouraged to introduce themselves to their neighbors and make their neighbors aware in advance if they are planning an event. Amplified noise complaints have decreased significantly in the past three years.
- CCC has supported Interfraternity Council (IFC) in their effort to promote events on campus, smaller crowds, stronger event management, and students returning to campus earlier as measures to address crowd noise off-campus. More events were hosted on-campus Fall Term 2010 than the entire previous academic year. Events on campus are safer, more convenient, and cause less community frustration.

Trash

- CCC, through Adopt-a-Highway, is responsible for portions of Furrs Mill Road and Green House Road. CCC has done multiple roadside cleanups each of the past four years.
- CCC worked with landlords to create systems of trash being removed on a regular basis. Neighbors have been very appreciative of the landlord efforts and complaints about trash have nearly ceased to exist.
- CCC has worked with off-campus event hosts to ensure they have plenty of trashcans and a plan for putting them out, encouraging their use, checking them throughout the event, and preventing them from overflowing.
- CCC has partnered with Student Environmental Action League (SEAL) to do a display the past two years on campus raising student awareness of the trash created at off-campus events.
- CCC and SEAL continue to explore the possibility of recycling efforts for off-campus events.

Road Safety

- CCC Road Safety Task Force has worked with VDOT to install larger stop signs and new speed limit signs, as well as trimming trees and bushes.
- VDOT is planning to repave and restripe the road sides this summer (road is very narrow and existing topography prevents widening of the road in most places).
- VDOT is working with neighbors on parking and road marking to enhance safety.
- CCC is enhancing education on road safety for drivers, joggers, and pedestrians.
- VDOT continues to assess safety issues and consider additional recommendations.

Student Leadership

- CCC student leaders interact directly with community members to hear their concerns, connect them with student residents, and mediate conversations.
- CCC chairs transitioned in January to allow incoming chairs to be well trained while outgoing chairs serve as advisors.
- Appropriate low-risk party behaviors role modeled by upper-division students are essential to addressing ongoing issues at a deeper and more systemic level.
- Encouraging events to be on-campus as well as teaching and expecting good event management both on-campus and off-campus are essential roles of CCC student leadership.
- The goal is to have social events that are safe, fun, and respectful of the community.
- There is a middle ground where student parties and appreciative neighbors can co-exist.
- A University-wide bystander intervention initiative supported by CCC, says it best:
"No one has to do everything. Everyone has to do something."