Sodexo Liquor License: Campus Opinion Survey
May 2011

Final Descriptive Results
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Melissa L. Freeman, Ph.D.
Adams State College
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References

Appendix A
Acknowledgements

There are several individuals I would like to take this opportunity to thank, as they were the reason this project was successfully completed. First, Bill Mansheim, Vice President for Administration & Government Relations and David Svaldi, President, were important to this project. Their understanding of the importance to gather campus community input prior to making future decisions was crucial.

Second, I would like to thank Adams State College’s senior leadership for participating in the pilot study, providing feedback, and helping to ensure validity and reliability of the survey instrument. These individuals—David Svaldi, Michael Mumper, Frank Novotny, Don Johnston, Bill Mansheim, Tracy Rogers, Tammy Lopez, Lori Laske, & Joel Korngut—provided valuable feedback.

Third, I would like to thank David Peasley for providing the email addresses, 900#s and general support necessary to field this survey. This project would not have been possible with David’s conscientiousness and professionalism.

Finally, I would like to thank my department chair, Kurt Keiser, for his continued support of my professional endeavors. Without Kurt’s leadership, the School of Business would not have the Survey Research Center, a valuable resource for both the campus and larger community.
Survey Overview

Description

Sodexo, the food service provider for Adams State College (ASC) would like to acquire a hotel/restaurant liquor license. This license, if acquired, would enable Sodexo to provide wine and beer at the new restaurant “Vistas” as well as to provide alcohol at special events/functions held at the Student Union Building (SUB). Because the liquor license would be on ASC’s campus, which is a “dry” campus, the senior leadership felt it crucial to solicit feedback from the ASC community about this topic. Toward this end, Bill Mansheim, Vice President of Finance and Governmental Relations contacted Dr. Melissa L. Freeman, Director of the Survey Research Center in the School of Business at Adams State College, to conduct a survey to better understand the ASC Community’s level of support.

Dr. Freeman worked collaboratively with Vice President Mansheim and President Svaldi to develop a survey instrument to be completed by faculty, staff, and students with a verifiable 900# (identification number) and who were age 21 or older as of April 1, 2011. The list of faculty, staff and students was provided by David Peasley, IT Professional in Computing Services. There were 30 items on the survey, which included an open-ended question for individuals to provide additional information or clarification of responses. A copy of the survey instrument is included as Appendix A.

Methodology

The survey was conducted via SurveyMonkey, a web based data collection software. According to Suskie (1996), there are several advantages to web based data collection. First and most importantly, it contributes to streamlined date processing which makes the data collection much faster than the traditional paper and pencil method. Second, it reduces the need for data
cleaning and editing. The biggest advantage of using web based data collection is that it eliminates the need for the data entry and database preparation that would be required for self-administered paper questionnaire. Web based data collection results in faster returns of higher quality data at lower costs.

Sample

The sample was drawn from a list of faculty, staff, and students at ASC who were 21 years of age or older as of April 1, 2011 (population n=2,364). The entire population received the survey link via email. In order for individuals to have their opinions included, they had to provide a verifiable 900#. No names were matched to the 900#. The numbers were only used to ensure a) eligibility to participate in the survey and b) no duplication.

The survey was fielded on April 4, 2011, with a follow up reminder on April 18, 2011, and was closed on April 25, 2011. There were 481 individuals who logged into the survey. Of these, 441 provided a verifiable 900#. Thus, the response rate was 19% (see Table 1).

Sampling Error

Sampling error is the possible difference between the study’s findings and the true results if valid responses were available from everyone in the population. Based on a mathematical formula (see Figure 1), a sample size of n=400 is a sufficient size to ensure +/- 5% margin of error for small populations (approximately 10,000). In other words, with a minimum sample size of n=400, the margin of error is 5% (Suskie, 1996). In social science research, as well as political polls, 5% is an acceptable margin of error. Thus, the sample size (n=441) is well within the margin of error.
Table 1

**Respondent Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible Respondents (Population)</td>
<td>2,364</td>
</tr>
<tr>
<td>Unverifiable 900#</td>
<td>34</td>
</tr>
<tr>
<td>Individuals who started survey twice, but only completed one. Duplicate survey was deleted</td>
<td>3</td>
</tr>
<tr>
<td>Number of surveys deleted due to duplication. Both surveys were completed with different answers.</td>
<td>2</td>
</tr>
<tr>
<td>Total in sample</td>
<td>441</td>
</tr>
</tbody>
</table>


Figure 1

\[
\sqrt{\frac{1}{n}} \times 100\% \quad \text{(where } n=\text{sample size)}
\]

**Limitations**

All research has limitations. Here, the population of interest was ASC faculty, staff, and students. There were a number of individuals who did not provide a *verifiable* 900# (n=39). Some did this deliberately; others it appeared had not entered their numbers correctly or had participated more than once. In any event, these cases were deleted from the database, thus potentially eliminating some information.
Results

Descriptive results for each question follow, including both graphical presentations—pie charts and bar charts—and SPSS tables. Missing data are excluded from the graphs. However, the SPSS tables provide column data which include missing cases. The valid percent column is the basis for the pie and bar charts. Additional comments, if any and as applicable, are included. All respondent comments are reported where appropriate.

Demographic Characteristics

Respondents were first asked a series of questions related to demographic characteristics. Demographic questions are used to ascertain representation in the sample and to tease out any peculiarities in the outcomes. The results follow.

1. What is your gender?

More than one-half of the respondents were female (57%), while males accounted for 43% of the respondents.

<table>
<thead>
<tr>
<th>What is your gender?</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>190</td>
<td>43.1</td>
<td>43.1</td>
<td>43.4</td>
</tr>
<tr>
<td>Female</td>
<td>248</td>
<td>56.2</td>
<td>56.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>438</td>
<td>99.3</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td>.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>441</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
One-half (50%) of respondents indicated that they were age 21-30, while the other one-half (50%) indicated that they were over age 30, which is considered non-traditional aged. Thus, the results of this survey are not skewed by “young” students who are often viewed as irresponsible when it comes to drinking behaviors.

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-30</td>
<td>221</td>
<td>50.1</td>
<td>50.2</td>
<td>50.2</td>
</tr>
<tr>
<td>31-40</td>
<td>75</td>
<td>17.0</td>
<td>17.0</td>
<td>67.3</td>
</tr>
<tr>
<td>40-50</td>
<td>62</td>
<td>14.1</td>
<td>14.1</td>
<td>81.4</td>
</tr>
<tr>
<td>51+</td>
<td>82</td>
<td>18.6</td>
<td>18.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>99.8</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>1</td>
<td>.2</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>441</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A majority of respondents indicated that they were Caucasian/white (72%). The second largest racial/ethnic group was Hispanic/Latino (22%), followed by African American (1.9%), Native American and Mixed (1.6%) and Asian (1.2%). A small percentage (0.2%) did not know.

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian</td>
<td>308</td>
<td>69.8</td>
<td>71.8</td>
<td>71.8</td>
</tr>
<tr>
<td>African American</td>
<td>8</td>
<td>1.8</td>
<td>1.9</td>
<td>73.7</td>
</tr>
<tr>
<td>Latino/Hispanic/Chicano</td>
<td>93</td>
<td>21.1</td>
<td>21.7</td>
<td>95.3</td>
</tr>
<tr>
<td>Native American</td>
<td>7</td>
<td>1.6</td>
<td>1.6</td>
<td>97.0</td>
</tr>
<tr>
<td>Asian</td>
<td>5</td>
<td>1.1</td>
<td>1.2</td>
<td>98.1</td>
</tr>
<tr>
<td>Unknown</td>
<td>1</td>
<td>.2</td>
<td>.2</td>
<td>98.4</td>
</tr>
<tr>
<td>Mixed</td>
<td>7</td>
<td>1.6</td>
<td>1.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>429</td>
<td>97.3</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>12</td>
<td>2.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>441</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Due to the topic of the survey—alcohol—it was important to understand how religion may have affected respondents’ attitudes. The largest percentage (38%) of respondents indicated that they had no religious preference. Catholic was the largest religious preference (30%), followed by Protestant (24%), Mormon (6%), Buddhist (1%) and Jewish and Muslim (0.2%).

**Table: Religious Preference**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>None</td>
<td>159</td>
<td>36.1</td>
<td>38.0</td>
</tr>
<tr>
<td></td>
<td>Catholic</td>
<td>125</td>
<td>28.3</td>
<td>29.9</td>
</tr>
<tr>
<td></td>
<td>Mormon</td>
<td>26</td>
<td>5.9</td>
<td>6.2</td>
</tr>
<tr>
<td></td>
<td>Protestant</td>
<td>100</td>
<td>22.7</td>
<td>23.9</td>
</tr>
<tr>
<td></td>
<td>Jewish</td>
<td>1</td>
<td>.2</td>
<td>.2</td>
</tr>
<tr>
<td></td>
<td>Buddhist</td>
<td>6</td>
<td>1.4</td>
<td>1.4</td>
</tr>
<tr>
<td></td>
<td>Muslim</td>
<td>1</td>
<td>.2</td>
<td>.2</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>418</td>
<td>94.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing System</td>
<td></td>
<td>23</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>441</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
When asked about their primary role at ASC, a majority of respondents identified themselves as Student (57%), followed by Staff (27%) and Faculty (16%). Overall, students account for 75% of the population, while faculty/staff account for 25%. Thus, proportionally, more faculty/staff responded to this survey than did eligible students, which in part explains the age distribution as well.

### What is your primary role at ASC?

When asked about their primary role at ASC, a majority of respondents identified themselves as Student (57%), followed by Staff (27%) and Faculty (16%). Overall, students account for 75% of the population, while faculty/staff account for 25%. Thus, proportionally, more faculty/staff responded to this survey than did eligible students, which in part explains the age distribution as well.

<table>
<thead>
<tr>
<th>Role</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty</td>
<td>71</td>
<td>16.1</td>
<td>16.1</td>
<td>16.1</td>
</tr>
<tr>
<td>Staff</td>
<td>120</td>
<td>27.2</td>
<td>27.3</td>
<td>43.4</td>
</tr>
<tr>
<td>Student</td>
<td>249</td>
<td>56.5</td>
<td>56.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>440</td>
<td>99.8</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td>1</td>
<td>.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>1</td>
<td>.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>441</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Respondents were next asked a series of questions regarding their perceptions about alcoholic beverages. This included questions about their own usage (historical and current) as well as their opinions about others’ usage of alcohol.

7. **Have you ever drunk alcohol?**

When questioned about whether or not they had ever drunk alcohol, a significant majority (96%) of respondents reported that they had drunk alcohol. Only 4% of respondents indicated that they had not ever drunk alcohol before.
Do you currently drink alcoholic beverages? Why or why not?

Next, respondents were questioned about their current alcohol usage. Still, a significant majority do currently drink alcohol (82%) versus those who do not (18%). When asked why or why not, a number of respondents stated reasons of a religious or personal nature. Others were not interested. A few listed health-related reasons such as nursing a child, currently pregnant,
inability due to medication s/he takes, or the simple fact that, “it is not good for you”. A few respondents decided to “quit”, while others indicated they did not like the taste or feeling that alcohol created. Others discussed a family history of alcoholism or the “ramifications” that drinking alcohol would create such as in families and society.

Societal related comments included, “36 days sober!!!”; “I’m intelligent”; “I firmly believe that alcohol consumption is responsible for a large proportion of our social ills”; “I hate alcohol and the negative “Jersey-Shore” behaviors it brings about”; and “not a suitable lifestyle”. Cost was also a factor for several individuals, “can’t afford” and “a waste of money” were identified as reasons for not drinking alcohol.

Interestingly, a few respondents indicated school-related reasons as to why they do not drink alcohol, “I have no time but [to] study” and “I compete in track & field and I do not drink during season”; “Because I am a mother of two, I work full time, and I am a full time student... I don't have time for that”; “Does not mix with learning!” “Don’t feel the need, too expensive, on scholarship as a student-athlete”.

<table>
<thead>
<tr>
<th>Do you currently drink alcoholic beverages?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Valid</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Missing</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
9. Do you think others have the right to drink alcoholic beverages? Why or why not?

When asked whether or not they believed others had the right to drink alcohol 99% indicated that they believed others had the right to drink alcohol, while only 1% said others did not have the right to drink alcohol.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>434</td>
<td>98.4</td>
<td>99.1</td>
</tr>
<tr>
<td>No</td>
<td>4</td>
<td>.9</td>
<td>.9</td>
</tr>
<tr>
<td>Total</td>
<td>438</td>
<td>99.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>441</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
When asked why or why not they believed others have the right to drink alcohol, their responses were varied. They are listed below, verbatim, as entered by the respondent.

- This isn't a Y/N question for me--they have the "right" as long as it doesn't infringe on my "rights"
- Ever person is free to do what they want and consume what they want. However to much alcoholic beverages is dangerous and addictive.
- The right to drink is mine and mine alone.
- But, I think Too many people do not know when to say enough. It changes demeanor, often for the worst
- Campus has enough drinking going on already. Enforcement is the least important thing to this college.
- Depending on their age
- Not a right but a privilege
- This is not a good right to have but everyone has free will and must answer to their actions.
• Its thier choice
• So long as they can drink responsibly

*Attitude about Alcoholic Beverages on Campus*

The third section of the survey sought to understand respondents’ attitudes about alcoholic beverages on campus, specifically.

**10. Do you think it is important for college students to learn responsible drinking behaviors? Why or why not?**

When asked if individuals believed it was important for college students to learn responsible drinking behaviors, a vast majority (98%) indicated yes. Only 2% of respondents did not believe that it is important for college students to learn responsible drinking behaviors.

<table>
<thead>
<tr>
<th>Do you think it is important for college students to learn responsible drinking behaviors?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>------------------------------------</td>
</tr>
<tr>
<td>Valid</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Missing</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
When asked why or why not, respondents had the following to say (verbatim).

- That is the time in life where they will be legal to drink.
- There are consequences if you drink too much
- They need to learn and take responsibility upon their decision.
- Safety issues - especially date rape, etc.
- I agree that it is very important for people to be responsible drinkers
- A realistic behavior would be to learn they do not need to drink to enjoy life.
- The key is "responsible". A social drink is acceptable, getting drunk is not. Everyone needs to know the difference and act acceptably.
- Is such a thing possible?
- For the safety of themselves and others
- Everyone needs to know responsibility in all aspects of life
- It is important for college students to understand the consequences of irresponsible drinking behaviors.
• Misuse of alcohol has terrible consequences both for the drinker and for others.
• learn young when they are learning how to drink
• Very important because it could affect the rest of their lives if they learn irresponsible behavior and/or become alcoholics. Also, they could immediately fail in college if responsible drinking behaviors are not learned.
• Learn how to drink in moderation and proper social behavior when drinking.
• Moderation is a concept that is taught by example.
• should this be taught at home before the student is in college
• So that they learn that they need to be responsible for their actions at all times. No excuses.
• Because many students seem to lack good role models in drinking behavior.
• Responsibility in all behavior is a good thing.
• I think college is the perfect time to learn any number of responsible behaviors.
• Per Articles I have seen regarding college age drinking, students aren't always open to responsible drinking
• It is taking place regardless. If it's going to happen anyway, learn to drink responsibly
• Yes. Like any behavior, responsible behavior is learned.
• This is the most critical years of their lives that lay out the road ahead.
• every year there are a lot of students that are hospitalized and some deaths occure due to alcohol poisoning
• Because we don't teach responsibility as culture with subjects that are considered morally questionable. Instead we only give advice: "be responsible," "don't overdo it," etc. When do we actually teach what it means to be responsible or how to safely explore limitations?
• so they are responsible for themselves and the consequences
• Because drinking can lead to problems if it is not well managed.
• By college it is too late.
• They should already know by now - they aren't kids - they are young adults - it is time they are treated as such.
• It is definitely a part of society and can create many issues if not done responsibly. It's important for students to know their limitations and when to partake in such activity, if they do decide to party.
• If they don't drink, they don't need to. If they drink, the reason is obvious, and contained in the question.
• If you drink you need to be responsible
• What is "responsible"? Who's going to "teach" them? Faculty? Counselors?
• Are we going to teach them when we already send mixed messages about No Alcohol on campus, But have wine and beer bottles sitting in halls after a function. Fact of the matter is that where Alcohol the problems begin and I think we have alot of education through the years and still have alot of irresponsible people. Can we afford the liability issues.
• Irresponsible drinking behaviors leads to aggression, violence, and dangerous acts for both the student and others.
• Because they need to educate others and themselves for other drinking environments such as pro sporting events or even company dinners when they are employed
• the just say no era ended in uneducated ignorance that resulted in dangerous behaviors for sex and drug use.
• Because they can either kill someone or themselves or possibly seriously hurting another person.
• Because there is a difference between drinking and responsible drinking. Students sometimes drink to purposefully get drunk. Later on in life, they will need to know how to drink responsibly in social occasions and for health reasons.
• Because it is a serious drug that kills more people than the illegal drugs combined.
• I think if you are going to drink that you should do it responsibly. Not everyone is taught to know what that means
• Because a large number of students drink irresponsibly
• It is a normal adult responsibility
• Drinking can be a problem, but if somewhat regulated it would be fine.
• they will continue to encounter it throughout life
• Irresponsible drinking is bad. Also, I resent these leading questions.
• Absolutely, one should know their own limits.
• Because there is an epidemic of alcohol abuse among young people and alcohol ads are very manipulative.
• ALL citizens need to learn and contain responsible drinking behaviors....not just college students!
• to keep them safe!
• If we make students hide drinking, it becomes more of a big deal then it is. People of age should be allowed to drink wine or a beer in their home. Also, helping of age people to be more responsible can cut down the amount of people willing to buy alcohol for minors.
• To know their limits and to understand the negative effects it has on the body.
• because when they leave college, they are going to probably still drink and should know what's going to happen if they do it badly.
• I feel there is a difference between socially drinking and drinking to become drunk.
• This question assumes that college students should drink alcohol, which is a false assumption.
• Because it causes habits that can effect people for the rest of their lives.
• social drinking is better than binge drinking
• They are adults; they need to learn how to make responsible decisions as adults.
• because we need to be safe and not stupid
• helps with the intake, knowing how much to drink, what's in the drink and also know how to say no and help others
• They drink anyway and anyone who drinks needs to do it responsibly
• So many college students abuse alcohol.
• If one is going to drink, they need to be able to do so without being offensive to others when they are drunk.
• Important in maturing aspects
• because it creates less problems for the community, but when people are drunk they ignore responsibility.
• Responsibility can prevent accidents and other stupidities.
• So they can discern how to drink enough to get fucked up and still show up for an 8 am class
• To prevent harm to themselves and others both in terms of physical/mental and emotional health.
• without responsible
• I think everyone needs to have responsible drinking behaviors, and the college age is a great time to learn.
• No one should rely on their friends to take care of them because they drank so much they can't take care of themselves. Drinking should be a social, yet safe, privilege for responsible persons.
• many of them don't understand the consequences of over indulging
• I think they should learn how much is too much and how is right to drink at one time.
• Because they should learn that they don't have to get drunk every time they drink
• Real world skills, like having dinner with a boss and coworkers and they allow drinking
• Because it can lead to actions not normally (sober) done
• When students attend college it becomes like fantasy island and they go off the deep end and consume unsafe amounts of alcohol and drive hurting/ killing people. Alcohol use does not maximize freedom or any concept of justice rather diminishes it.
• It's part of the college experience.
• Yes that way they do not end up making mistakes that they will regret
• To allow students to learn to control their intake of alcoholic beverages, and to recognize when it is a problem.
• Because it will help them make better decisions when they leave college so they do not make major mistakes that could really affect their chosen career.
• Because many college are still at the age when they feel that the laws of physics and other natural laws don't apply to them, so it could be useful to have reminders around them at the place where they spend most of their time.
• Because it will help them learn self-control. Unfortunately I do not feel that professors encourage moderation when discussing consumption of alcohol with students.
- Because they will become alcoholics in life if they don't man up in college and learn how to be responsible drinkers.
- The people that have the worst alcoholic experiences are those who were ignorant to it and went over board.
- I believe that the legal drinking age should be 19, and this should not be a dry campus. If a student is responsible enough to vote and go to war, they should also be allowed to drink legally. Having the option to drink or not makes the student more responsible for their actions, and actually relieves alot of the social pressure to do so.
- it should already be known.
- irresponsible drinking and drinking in general doesn't do any of us anygood
- Deaths due to drinking - intoxication, drinking and drivin, rape ect
- yes, but I also think they should have that ability BEFORE THEY GET HERE
- Many students are exposed to alcohol through large parties. These environments promote alcohol abuse and prevent students from getting help when they are out of control.
- Too many college students drink irresponsibly and get themselves hurt or endanger others
- They should learn when and where is the proper time to drink and not to drink in excess or binge
- Now is an important time in college student's lives to learn to live as an adult, away from their parents. They need to develop good habits (Not drinking and driving) now in college while they are young.
- Without the proper education, students will not learn how alcohol can effect them and when put into a situation involving alcohol, they will not know the correct reponses.
- just like anyone else, college students need to be responsible for their actions
- College students drink alcohol.
- I believe learning a responsible behavior towards anything is important to becoming a mature adult
- Otherwise students don't learn there limit leading to dangerous circumstances.
- Drinking can be a nice social activity. However, learning responsible drinking behaviors can aid in making sure that drinking is not abused.
- It would interfear with studdies and social life if the person was not responsible.
• Whether or not college students and responsible drinking behaviors can coexist has yet to be seen...
• Because the transition from under-age, binge-drinking, to adult, responsible, social drinking is difficult but important.
• Because then maybe it would help to reduce misuse of alcohol-related accidents
• They need to learn where they are comfortable instead of going somewhere unfamiliar and abusing.
• If not, they become weekend party binge drinkers, thinking that since they can't do it any time that they must do it when they can.
• Not necessarily college students, but everyone. People need to be responsible for themselves including while sober and not.
• Ignorance is no excuse
• Because it can save your life or someone else's or it will prevent you from getting into trouble with the law
• If drinking behaviors get wild or out of control, this almost always has an adverse effect on study habits, grades, etc.
• I believe everyone should know responsible drinking behaviors
• Not many students understand how drinking affects them and others
• To understand what not to do while drunk
• Since alcohol has a great ability to greatly impair people in life function, college students need to learn to be responsible with its use.
• It is important for everyone to learn responsible drinking behaviours, not just college students.
• If over the age of 25
• Yes, irresponsible drinking behaviors can lead to addictions and criminal behaviour.
• I don't know
• Because a family member of mine was taken to the emergency room on his 21st birthday for alcohol poisoning. He had never had a drink before and did not learn responsibly.
• Irresponsible drinking can have many negative side effects
• Alcohol education prevents alcohol abuse.
• Being responsible while drinking or in any other activity is important.
• If they are no responsible then poor choices can be made while under the influence of alcohol which can possibly lead to unfortunate consequences.
• This is still a facility for learning not just a place to party
• Safe environment to learn awareness of alcohol.
• Its important to learn responsibility in all things we do
• Some students are experiencing independence for the first time - they need to understand responsibility.
• every body should be responsible about alcohol
• As a culture and nation we have an image of college as a place where one "must drink". This often leads to individuals abusing or becoming ill from use of alcohol. In order to prevent the practice of binging from continuing, I think we as ASC faculty and staff need to help students learn responsible drinking habits.
• It helps to promote positive social interactions
• We are all expoused to it, and liquor is a privilage. Therefore, safe behavior should be common knowledge.
• Because most students in college are away from their parents and guardians, without them rey decide to venture off by themselves and friends into alcohol experimentation and consumption, as a school it could help teach appropriate behavior when consuming alcohol responsibly.

11. Do you think ASC should play a role in teaching college students responsible drinking behaviors? Why or why not?

When asked if respondents believed that ASC should play a role in teaching college students responsible drinking behaviors, a majority (80%) believed that ASC should play a role in teaching college students responsible drinking behaviors. Only 20% indicated they did not believe it was ASC’s place or responsibility.
Do you think ASC should play a role in teaching college students responsible drinking behaviors?

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When asked why or why not, respondents gave the following answers (verbatim).

- It can be discussed in classes as to appropriate behavior.
- part of an overall education
- ASC can teach by having a controlled environment.
- Because the tradional age that comes to college is still learning how to control alcohol and still be responsible
- Yes, it is a good idea for ASC to assist in teaching students to be responsible drinkers.
- Not the school's responsibility
- They are not learning it anywhere else.
- Their parents should have taught them that years ago, at least by example. We don't get to try to teach them responsibility or accountability in any other aspect of their lives, so why with alcohol?
- Yes, if
- We don't need problems on campus related to alcohol. Why open the doors to possible problems.
- By carding and keeping the alcohol to the designated areas only.
- ASC should not place any more emphasis on "responsible drinking" than on "responsibility"
- Possibly as a student-led group with ASC's support as in other student groups, but I don't believe the college should have full responsibility, no.
- Actually my answer is "not necessarily." A lot goes into living a balanced wise life. Alcohol is only one small portion. ASC can't teach all necessary life skills and morals. It's good if we teach responsible drinking and it's also okay if we don't.
- We are a learning environment
- College students are young adults and are still very impressionable, so learning adult behaviors and responsibility in the college setting is appropriate, especially with drinking because obviously they have the freedom to drink with their peers and want to do so.
- Safety of students and campus community.
- This is the responsibility of the parents
- Better than teaching irresponsible drinking behaviors. To see adults able to enjoy a glass of beer or wine with a meal or at a function and not have to get drunk is a good thing.
- if a student is lacking in responsible drinking skills, yes, teach these skills as this knowledge contexts to many avenues in life
- I suppose it's part of a well-rounded education. Perhaps students wouldn't have an opportunity to get this type of education elsewhere. The school ought to have some kind of control in place for what it provides, whether academic or alcohol.
- See above.
• Hopefully, to reduce binge drinking
• We are not the parents of these adults.
• Even if it is just a matter of exposing them to the consequences of irresponsible drinking behaviors.
• ASC plays an important role in the education of students both in and out of the classroom. Lectures are not the only way to accomplish this.
• I don't think the college should be serving alcohol, but they should try to teach responsible drinking because students are using it regardless and have access to it at numerous locations
• prime time for students to be starting to drink and are away from home
• Taking in to consideration that most excessive drinking is done during college years, it only makes sense to educate
• Responsibility should be taught be the parents, not a teaching facility
• I don't see a problem with it.
• ASC does have a responsiblity to encourage responsible drinking behaviors, but should not be encouraging drinking in general
• No. The teaching needs to be done elsewhere. I believe that we can support those ideals, but teaching them needs to come from family, friends, and other community members. Without community by in, our efforts will seem heavy hand.
• if not here, then where?
• I think if we are over 21 we have the right to do anything that is legal. If the person who is drinking is out of control and is apart of the ASC family, then yes, they out to be taught how to control their drinking.
• ASC is a school of higher education, not social manipulation. The entire arguement is one of deception.
• Parents should be teaching this.
• If they somehow missed all the lessons taught up to this point about appropriate drinking then it is probably not likely to do any good.
• if it isn't taught at home it has to be taught somewhere at least at school it could be taught properly, and correctly
• Adams State College, as a successful institution should continue to increase its reputation by offering students opportunities to learn about responsible ways to drink (e.g. responsible drinking, designated drivers, date rape, public safety contacts, programs that offer designated drivers, etc.)
• ASC should assume SOME role in shaping any group of behaviors that are manifestly out of control among significant numbers of students.
• I said yes, because the school is part of a lot of people teaching students responsible behaviors!
• see answer to 4.2 Should we teach them responsible drug use while we're at it?
• Ther are to many staff and faculty and this is not only here, that are not responsible with there drinking ,some are responsible but most are not. There is still Alcoholic Beverages on campus as this is taking place and we do not allow but what steps have we takin to teach the studends to be responsible thus far that have worked?? For that matter what have other colleges done that have worked??
• Education is never a bad thing. I feel there should be strict rules enforced concerning irresponsible drinking.
• If students are able to drink without punishment than it will reduce the amount of binge drinking.
• No matter what you say or do kids now days will do what they want. You can tell college students anything now days, but its going to take there own like lesson to learn!
• ASC should play a role, albeit a small one as personal responsibility should be a greater factor
• Teaching responsible behaviors is a learning competency in my department and is reinforced by learning outcomes.
• Because students should understand the consequences
• Students already do drink. If they learn how to drink responsibly then the problems with alcohol might go down
• This is a formative time in their lives. They need to see modeled behavior of healthy social drinking versus binge drinking.
• College students are exposed to alchohol, and many students come into contact with alchohol for the first time in their college years. Its important to educate students about
responsible alcohol use, as well as the dangers associated with overuse of alcohol and binge drinking.

- Because students are either going to participate in the behavior of drinking or at the very least be exposed to it and having the knowledge about the topic can ultimately be useful.
- I think we already do to an extent. There is information in the counseling and career center. I do not think that allowing students to purchase alcohol on campus will be effective in teaching responsible drinking.
- I believe this could help set reasonable expectations for our students
- Because students need to learn responsible drinking behaviors.
- If ASC serves it they have to play a role
- I believe coming to college is one of the things in life that needs to happen as well as responsibility.
- They will continue to encounter it throughout life
- Kids are stupid and their first drinking experiences need someone there to guide them.
- ASC has more than just an academic interest in its students. Many ASC students drink, and do so irresponsibly. There is a need for greater education on responsible drinking, and ASC is in the best place to provide it to its students.
- If liquor is served at events, students should have some positive guidelines.
- Because faculty are strong role models If it is available or promoted ON CAMPUS, then YES ASC has a RESPONSIBILITY to teach responsible behavior.
- Most undergraduat college students are not of legal drinking age!
- It is the student's personal responsibility to develop good drinking habits, not the school's.
- Who else will?
- By the time most students get to college, chances are they have already been drunk. It should be up to the parents.
- Teach how to drink and how to know when to stop!
- I don't think that it is the colleges responsibility to teach this to the students, but I think that the college shouldn't interfere with the choices of its students that are of age.
- It's like teaching "responsible marijuana behaviors," only alcohol is a much more dangerous drug.
• I does not seem like a role for the college to have to play.

• allowing students to drink alcohol will give them responsibility, better to allow them to learn then to leave them unprepared.

• Colleges are responsible for teaching more than just the basics. You learn how to be an active member in a community and how to make adult decisions. These are important lessons that you learn while in college so Adams State needs to step up and help students learn how to be responsible.

• because it is an important part of becoming an adult

• I think both students and S&F should help and share info, so if a student has questions or something bad happen they can feel okay about going somewhere on campus.

• This should really come with age and knowledge, but maybe this should be done at freshman orientation, just so they are aware of the consequences.

• It is a college of higher education not a rehab!

• Education of total person when students live on campus

• Many families don't do this job and many students are exposed to alcohol once they are on campus

• Due to the dry campus, students feel the need to drink excessively and I believe that providing a place on campus where students can consume alcohol under supervision would aid in teaching responsible drinking habits.

• Besides possibly having negative effects on grades, college responsibilities are to provide academic learning.

• No, It should not be the responsibility of ASC to show how students to drink responsibly. In doing this you will be promoting the drinking of alcohol on campus, which could lead to more negative problems than beneficial.

• if you get into college, you have the responsibility to modify your drinking habits to your own content

• If you provide it, it must be responsibly monitored. Part of this responsibility is being able to emphasize the importance of personal health.

• If they want to serve it, they should be held responsible to teach about it.

• lifelong learning, healthy choices, adult responsibilities, links to college success
• ASC should simply work with students to encourage an environment where unreasonable drinking is socially unacceptable, and only offer support not make classes or anything required.
• By selling alcohol on campus? That's your plan? Maybe through awareness projects and education.
• I believe it is the responsibility of the students parents to teach their children responsible behavior of any kind.
• It is everyone's responsibility to teach responsible behaviors and college can have an influence on students.
• Most people learn "how to drink" at college. Most often, they are learning through personal experience. If we can be taught without having to "learn from our mistakes," young drinkers will be more responsible.
• It is would be good to inform students about drinking
• because they are adults
• If alcohol is allowed people may realize they can have social drinks instead of party wasted drinks.
• Yes, since the college is considered home to a lot of students
• Too many crazy drunk people contaminate campus and hurt themselves and others doing dumb things
• Yes! it is important people drink because its a normal human function but the substance they ingest not not always familiar what is a safe amount? When is it not safe to drive? Violent crimes increase with alcohol use.
• Many students don't know there limit.
• No students will care they will do what they want
• To allow students to learn to control their intake of alcoholic beverages, and to recognize when it is a problem.
• I don't know. With a dry campus, people sneek it in, with a wet campus, people will go crazy for the first year or so.
• Because the students spend so much of their time on campus engaging in social activities
• Alcoholism in underage students, high school included, is increasing. If one does not learn when they are young they may not learn until there is something to regret.

• I think having responsibility and drinking programs in the counseling and/or on campus living areas is a good idea.

• The way you would teach them would be too subjective and biased. Unless you are fair with us instead of the christian way of shoving stuff down our throat then I don't believe that you should control or limit our use of alcohol.

• High schools do not get the point across and many parents are too distant from their children to give good advice.

• There adults. They know the consequences.

• Drinking of alcohol is a popular and legal social behavior in our society over the age 21, and will not be abolished by preventing college students from drinking. If they learn to drink responsibly in college, they are less likely to be involved in drunk driving accidents, violent crimes involving alcohol, and alcoholism.

• It should already be known.

• My taxes should not be used to teach students how to drink. That is the parents job not ours.

• Yes, in the sense that you can bust them for misbehaviors.. but no you shouldn't be in their business.

• Peers promote bad social behaviors that often destroy college careers.

• Whether ASC likes it or not there is tons of underage drinking on campus even in the dorms, and they should educate the students regardless if the campus is dry.

• They should have learned this from parents and teachers in junior and high schools.

• Some students are not mature and still need some guidance from an authoritative figure.

• Whether it is recognised and allowed or not, college students will drink and they will get drunk. Education and experience will allow students to explore within a safe environment without the negative side effects of trial and error by themselves, which can lead to dire consequences.

• We need to be role models and help the student to understand limits.

• ASC should teach students more than what is learned in a classroom.
• it is not the college's responsibility to teach drinking behaviors
• ASC is a higher education institution and that includes life skills outside the classroom like being a responsible person.
• Many people try drinking sooner or later. I would compare it to sex education. The more you know and the more prepared you are, the better chance you have of making informed decisions.
• It’s not our job, that moral compass comes from elsewhere
• People should figure it out for themselves.
• I think students at this school have a hard enough time with academic success, this would just contribute to decreasing their chances of success.
• Because drinking is a pervasive behavior in our society, and we shouldn't ignore it.
• Because their parents should have taught them right from wrong already, but it never happened.
• It's a safe environment for students to drink in. It would be more effective instead of students sneaking in alcohol and drinking too much.
• A college is not for KegStanding 101. As a non drinker I don't want to be required to take another b.s. class called "how to know if you're not sober anymore"
• At this age they need to be responsible for their own actions
• For the level of drinking that this liquor license is proposing, I don't think the college needs to be involved. This is a personal matter, rather than one that should be taught by the school.
• we came here to learn teach all you can.
• students could always use more understanding of drinking and its responsibly
• Students are going to do what they're gonna do; they learn better by their own mistakes.
• Nobody's listening to ASC staff about drinking
• I feel like family has a bigger influence. Additionally, current alcohol policies from the school are ignored so I don't see why students would listen to ASC teaching responsible behavior either.
• Offering advice on responsible drinking may help to improve safety while drinking.
  Good topics might be loss of control during excessive drinking (so always have a 'buddy' system) and drink driving.
• if it is a supervised event, it could potentially help students learn limits before driving, etc, as opposed to bars, etc
• For many students, college is their first opportunity to drink alcoholic beverages. ASC can provide resources to help students to make wise choices about their drinking behaviors.
• It is important to provide education about drinkin, many students do have any education as to what is good and bad about alchol
• I don't know
• The students here are still maturing and are now away from their care givers. some one needs to teach them how to drink responsibly if they are going to drink.
• Students are supposed to learn everything else here, why not responsible drinking behavior?
• Students know the biggest part of it already.
• First, to prevent the needless death of a college-aged student, due to alcohol overdose. To prevent sexual assault-70% of sexual assaults involving college-aged students involve alcohol. Not all college students make adult decisions regarding drugs and alcohol. I believe it is the college's responsibility to provide education about regarding leading a healthy lifestyle and making healthy choices. Students in in upper and lower school receive drug, alcohol, and sex education. Because they are not at the college age and it isn't as accessible, there is a disconnect with the information they are receiving. College-aged students need drug/alcohol, etc training catered specifically to their age group/population.
• This lesson needs to be learned if someone is going to drink alcohol.
• parents should teach their kids about the dangers of drugs and alcohol as well as the responsibilities that come with the privilege
• Students are attending college at an age where alcohol is accessible and used socially. College is not only meant to educate academically but also life skills.
• It is not the school's responsibility. If one is drinking they should be held responsible for any actions they may participate in and the reprocussions there of.
• Only in the way of enforcing laws and acceptable behaviors when alcohol is involved
• See answer above.
• It would improve the community if people that drink learn to drink responsibly
• As a housing professional, I believe strongly in encouraging the growth of students outside of the classroom. One of the biggest issues residents face on campus is whether or not to embrace the idea of college as a place to try and experience alcohol. I feel it is a necessity to disseminate information about alcohol, connect students to resources and if they chose to drink teach them how to drink safely and appropriately as it relates to housing policy.
• College age students and peoples are more directly impacted by the negatives of drinking
• Yes. Students are here to learn. The college should give opportunites to learn responsible behaviors.

Questions 12 through 15 asked respondents to indicate their level of agreement with several statements. These statements had to do with whether or not respondents believed that allowing Sodexo to acquire a liquor license would negatively or positively impact both undergraduate and graduate recruiting.

12. Allowing Sodexo to acquire a liquor license will negatively impact undergraduate recruiting.

Respondents do not believe that allowing Sodexo to acquire a liquor license will negatively impact undergraduate recruiting. A majority (82%) either Strongly Disagreed or Disagreed with that statement (39% and 43%, respectively). Only 10% indicated that a liquor license would negatively impact undergraduate recruiting, while 8% indicated they either did not know or had no opinion.
### Allowing Sodexo to acquire a liquor license will negatively impact undergraduate recruiting

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A slight majority (54%) of respondents either Strongly Agreed (21%) or Agreed (33%) with that allowing a liquor license will positively impact undergraduate recruiting. One-quarter (26%) Strongly Disagreed (9%) or Disagreed (17%) that a liquor license would positively impact undergraduate recruiting. And, 20% indicated they either did not know or had no opinion.
Respondents did not believe that a liquor license would have a *negative* impact on graduate recruiting (84%). Only 7% indicated there would be a negative impact (4% Strongly Agreed and 3% Agreed) and, 9% indicated that they did not know or had no opinion.
Allowing Sodexo to acquire a liquor license will negatively impact graduate recruiting

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Allowing Sodexo to acquire a liquor license will positively impact graduate recruiting

Slightly more respondents indicated that there would be a positive impact on graduate recruiting than believed to be true for undergraduate recruiting. Here, 59% indicated that allowing Sodexo to acquire a liquor license would positively impact graduate recruiting (22% Strongly Agreed and 37% Agreed). Nearly one-quarter (23%) either Strongly Disagreed or
Disagreed with this statement (9% and 14%, respectively). And, 17% of respondents indicated they did not know or had no opinion.

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<td>59</td>
<td>13.4</td>
<td>14.2</td>
</tr>
<tr>
<td></td>
<td>Agree</td>
<td>154</td>
<td>34.9</td>
<td>37.1</td>
</tr>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>93</td>
<td>21.1</td>
<td>22.4</td>
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<tr>
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<td>Don't Know/No Opinion</td>
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<tr>
<td>Total</td>
<td>415</td>
<td>94.1</td>
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<tr>
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<td>System</td>
<td>26</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>441</td>
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</tr>
</tbody>
</table>

When asked whether or not serving alcohol would increase business at the restaurant, an overwhelming majority indicated Yes (92%), whereas 8% indicated No.

16. Do you think serving alcohol would increase business at the restaurant? Why or why not?
Do you think serving alcohol would increase business at the restaurant?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
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<td>8.5</td>
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<tr>
<td>Total</td>
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<tr>
<td>Total</td>
<td></td>
<td>441</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

When asked why or why not, many respondents felt that people like to drink a glass of wine or beer with a meal, “it’s the way of this world”. One respondent noted that “people will go elsewhere sometimes because they can’t have alcohol here.” Others viewed this through a business lens, noting the “better profit margin” that alcohol would bring to the restaurant. As one respondent stated, “If given the choice, some will enjoy an adult beverage with their meal, thereby increasing sales/business” and “Statistics support this and alcohol increases the bill for those ordering it.”
Other respondents thought about the clientele at the restaurant his/her response: “The restaurant will be frequented by alumni and other professionals who are accustomed to enjoying alcohol with their meals” and “I believe it would in general without creating a stigma as a "bar," and it would allow a complete dining experience in a responsible setting for adults and students of age. It could make an additional eating option for parents bringing, picking-up, or visiting their students. It would also allow for controlled consumption in only that setting during games. And it might provide a safer option for of-age students than going out into the public to have a drink with friends--where they can sometimes get caught up in less-than-optimal situations with people from the community at large. It would keep many of them within walking distance of "home" and prevent having to drive.”

While some noted that this may be the way of the world, they also “don’t like that fact”. One suggested that, “Once the newness wears off back to business as usual”; while some felt the restaurant would not need alcohol to be successful: “If the food is good, alcohol is not a drawing factor” and “I think people will eat at the restaurant more for the convenience. Not because they do or don't offer alcohol”; and “If the food is excellent and the service is exceptional, the availability of alcohol should have little effect.” Other respondents believe that, “Drunkenness should not be encouraged in people whose brains are still developing” and “Alcohol always increases business but so does nude dancers what image do we want to give off.” Others recognizing the business model still had opposition to the liquor license: “Money making isn't what should be considered dry campus is the best for all involved” and “It could possibly decrease because families might not eat there if alcohol is served.”
When asked whether or not having the option to serve alcohol at the SUB would increase catering event, 83% indicated it would, while 17% indicated it would not.

**Do you think having the option to serve alcohol in the SUB would increase catering events?**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
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<td>340</td>
<td>77.1</td>
<td>83.1</td>
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<td>69</td>
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<tr>
<td>Total</td>
<td></td>
<td>441</td>
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<td></td>
</tr>
</tbody>
</table>

Those respondents who supported it stated that “Yes, more variety of events could be held there” and “It would be more appealing for outside groups - family reunions, wedding
receptions, etc.” One individual commented that “Even some college events go off campus simply to have the alcohol.”

Those who oppose the liquor license indicated “Sodexo should not be serving liquor on campus”; “I don't think alcohol is all that important when considering the Sodexo's extortion w/ regard to food prices”; “I doubt we'd see a decrease in the number of events due to alcohol” and “The option of alcohol will not make a difference, when catering people look more at the price they have to pay.”

One respondent was not certain whether or not a liquor license would increase catering events, but did have this to say “I don't know if it would increase events, but it would make the experience a fuller one and it might keep things on campus instead of "farming" them out. Currently, formal campus-oriented public, adult events (such as Hall of Fame banquets) are sometimes hosted (costing additional $) off campus to allow wine and beer to be served. This is prohibitive and unnecessary. The events that have been hosted on campus with temporary liquor service have been well-attended, tasteful, professional, enjoyable, and well-received. Since often these are fundraising events, there is a direct positive impact on college dollars and programs. Additionally, successful events promote positive community relations and a good feeling about what Adams State is doing.”

18. Do you think serving alcohol would attract more of the community to our campus? Why or why not?

When asked if serving alcohol would attract more of the community to our campus, 79% indicated it would and 21% indicated it would not.
Do you think serving alcohol would attract more of the community to our campus?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
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<td>86</td>
<td>19.5</td>
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<td>410</td>
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<tr>
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<tr>
<td>Total</td>
<td></td>
<td>441</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Those who felt there would be more of an interest by the community thought so because it would provide more of a choice and those individuals would possibly go elsewhere because of no alcohol. As one respondent indicated, “YES. The community would be more attracted to sporting events as well as the Vistas as an option for dining” and “It offers just one more place for the community to visit and actually have more involvement in campus life.”

On the flip side, however, one respondent indicated that not having alcohol would be good because “They would have more of a choice rather than going to a restaurant that serves alcohol.” While a second respondent felt that “not serving alcohol is attractive.” Finally, one
respondent stated that, “ASC has done a great job at welcoming community members to the campus, through collaboration with several different programs on campus. This has been done effectively without providing alcohol at these events.”

Questions 19-28 asked respondents to indicate their level of agreement with the following statements. These statements had to do with respondents’ personal preferences with regard to alcohol with dinner, alcohol at catered events, and whether or not Sodexo should be allowed to acquire a liquor license.

19. I prefer to drink alcohol with dinner.

Overall, only slightly more respondents indicated a preference to drink alcohol with dinner than not. More than one-third (42%) Strongly Agreed (8%) or Agreed (34%). One-third (33%) indicated Neutral and one-quarter (25%) Strongly Disagreed (13%) or Disagreed (12%) that they preferred to drink alcohol with dinner.

<table>
<thead>
<tr>
<th>I prefer to drink alcohol with dinner</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>56</td>
<td>12.7</td>
<td>13.4</td>
<td>13.4</td>
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<tr>
<td>Disagree</td>
<td>48</td>
<td>10.9</td>
<td>11.5</td>
<td>24.9</td>
</tr>
<tr>
<td>Neutral</td>
<td>139</td>
<td>31.5</td>
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<td>58.3</td>
</tr>
<tr>
<td>Agree</td>
<td>140</td>
<td>31.7</td>
<td>33.6</td>
<td>91.8</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>34</td>
<td>7.7</td>
<td>8.2</td>
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<tr>
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<tr>
<td>Total</td>
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</tbody>
</table>
A much larger percentage (62%) of respondents either Strongly Agreed (16%) or Agreed (46%) that they preferred to drink alcohol at social events. One-fifth (20%) indicated their neutrality, while 18% either Strongly Disagreed (11%) or Disagreed (7%).
Interestingly, while a larger percentage indicated their preference to have alcohol with dinner, a smaller percentage indicated that availability of alcohol determines where they eat dinner. Only 22% either Strongly Agreed (4%) or Agreed (18%). Almost one-third (30%) indicated they were neutral. And almost a majority (48%) Strongly Disagreed (27%) or Disagreed (21%) that availability of alcohol determines where they choose to eat dinner. This finding suggests that while availability of alcohol at the restaurant would likely increase business, the lack of it would not necessarily decrease business.
22. **Availability of alcohol determines where I choose to cater an event.**

When individuals are deciding where to cater an event, 43% indicated that availability of alcohol was an important factor (11% Strongly Agreed and 32% Agreed). Just over one-quarter (26%) of individuals were neutral and nearly one-third (31%) did not feel that availability of
alcohol was important to choosing a catering venue (19% Strongly Disagreed and 13% Disagreed).

### Availability of alcohol determines where I choose to cater an event

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
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<tr>
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<td>18.6</td>
<td>18.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>53</td>
<td>12.0</td>
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<tr>
<td>Neutral</td>
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<tr>
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<td>413</td>
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</tr>
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</tr>
<tr>
<td>Total</td>
<td>441</td>
<td>100.0</td>
<td></td>
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</tr>
</tbody>
</table>

**Availability of alcohol determines where I choose to cater an event**

![Bar chart showing the distribution of responses](chart.png)
An overwhelming majority (81%) indicated that availability of alcohol would increase business at the restaurant (29% Strongly Agreed; 52% Agreed). Nine percent indicated their neutrality, 4% Strongly Disagreed and 5% Disagreed with this statement.

### Availability of alcohol will increase business at the restaurant

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>17</td>
<td>3.9</td>
<td>4.1</td>
</tr>
<tr>
<td>Disagree</td>
<td>22</td>
<td>5.0</td>
<td>5.3</td>
</tr>
<tr>
<td>Neutral</td>
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<td>9.2</td>
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<tr>
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<td>216</td>
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<td>52.2</td>
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<tr>
<td>Strongly Agree</td>
<td>121</td>
<td>27.4</td>
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<tr>
<td>Total</td>
<td>414</td>
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<td>System</td>
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<td>6.1</td>
</tr>
<tr>
<td>Total</td>
<td>441</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
A majority of respondents (72%) either Strongly Agreed (25%) or Agreed (48%) that availability of alcohol would increase catering business at the SUB. While 14% indicated Neutral, only 9% Disagreed, and 5% Strongly Disagreed that availability of alcohol would increase catering business at the SUB.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
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</tr>
<tr>
<td>Strongly Disagree</td>
<td>20</td>
<td>4.5</td>
<td>4.8</td>
<td>4.8</td>
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<tr>
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<td>38</td>
<td>8.6</td>
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<td>27.6</td>
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<tr>
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<tr>
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<td>6.3</td>
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<tr>
<td>Total</td>
<td>441</td>
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</tr>
</tbody>
</table>

24. **Availability of alcohol will increase catering business at the SUB.**

![Bar chart showing the distribution of responses to the statement](chart.png)
25. Sodexo should be able to obtain a limited use liquor license.

When asked whether or not Sodexo should be able to obtain a limited use liquor license, without any distinction between the restaurant or the SUB, 31% of respondents Strongly Agreed and 44% Agreed. Only 5% Disagreed and 12% Strongly Disagreed, while 8% remained Neutral. Thus, 75% of respondents support Sodexo’s obtaining a liquor license.

<table>
<thead>
<tr>
<th>Sodexo should be able to obtain a limited use liquor license</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Valid</strong></td>
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<tr>
<td>-----------</td>
</tr>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Percent</td>
</tr>
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<tr>
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<tr>
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</table>

Sodexo should be able to obtain a limited use liquor license

![Bar chart showing the percentage of respondents for each response option: Strongly Disagree 12%, Disagree 5%, Neutral 8%, Agree 44%, Strongly Agree 31%.]
A majority (77%) of respondents indicated that they either Strongly Agreed (36%) or Agreed (41%) that Sodexo should be able to obtain a liquor license for the new restaurant located in the stadium. While only 6% remained Neutral, 16% of respondents did indicate that they either Strongly Disagreed (13%) or Disagreed (4%) with the liquor license.

Sodexo should be able to obtain a limited use liquor license for the new restaurant located in the stadium

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>52</td>
<td>11.8</td>
<td>12.5</td>
<td>12.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>17</td>
<td>3.9</td>
<td>4.1</td>
<td>16.6</td>
</tr>
<tr>
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<td>6.3</td>
<td>22.8</td>
</tr>
<tr>
<td>Agree</td>
<td>172</td>
<td>39.0</td>
<td>41.3</td>
<td>64.2</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>149</td>
<td>33.8</td>
<td>35.8</td>
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<tr>
<td>Total</td>
<td>416</td>
<td>94.3</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
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<tr>
<td>System</td>
<td>25</td>
<td>5.7</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>441</td>
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</tbody>
</table>
A majority of respondents indicated their level of agreement (75%) with Sodexo obtaining a liquor license for special events in the SUB (Strongly Agreed 31% and Agreed 44%). While only 6% remained Neutral, 16% indicated their level of disagreement (Strongly Disagreed 12% and Disagreed 5%).

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
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</tr>
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<td>11.9</td>
</tr>
<tr>
<td>Disagree</td>
<td>22</td>
<td>5.0</td>
<td>5.3</td>
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<tr>
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<td>182</td>
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<tr>
<td>Strongly Agree</td>
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<td>93.7</td>
<td>100.0</td>
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<tr>
<td>Missing</td>
<td>28</td>
<td>6.3</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>441</td>
<td>100.0</td>
<td></td>
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</tbody>
</table>
Less than one-quarter (21%) of respondents indicated that a lack of a liquor license at the restaurant would encourage them to eat dinner elsewhere (Strongly Agreed 9% and Agreed 12%). One-third (33%) of respondents were Neutral on this item. And, just fewer than one-half (47%) indicated their disagreement with the statement that if Sodexo is unable to obtain a liquor license, I will eat dinner elsewhere (Strongly Disagreed 25% and Disagreed 22%).

If Sodexo is unable to obtain a liquor license I will eat dinner elsewhere

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
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<tbody>
<tr>
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<tr>
<td>Strongly Disagree</td>
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<tr>
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<td>48</td>
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28. If Sodexo is unable to obtain a liquor license, I will cater my events elsewhere.

Similarly, if Sodexo is unable to obtain a liquor license, 26% of respondents Strongly Agreed (10%) or Agreed (16%) that they would cater their events elsewhere. A little more than one-third (36%) were Neutral on this issue. And, a little more than one-third (39%) Strongly Disagreed (22%) or Disagreed (17%) with this statement.
Additional comments related to questions 21-28 above are listed below (verbatim).

- I prefer that the college not have events with alcohol. There are plenty of other venues. Although it may limit revenues for the college, it is a dry campus and we need to stick to that.
- This was brought up before, why is it being brought up again.
- I would choose to have an event where alcohol is not served.
- I've drank once in the last seven years. Liquor has never been of importance to me, though I have friends that won't go to a restaurant if they can't drink.
- Profit and popularity are not a good reason for allowing alcohol. And those are the only reasons we're considering it.
- So, although there would be more revenue, there will be more issues. It's always a balance. and with that balance, the college should be well prepared to educate and be very restrictive about violators.
- I believe a limited use liquor license can only be a positive action for the college. Keep the revenue generated on campus.
• I think that the restaurant should look at getting a liquor license, although the practice of checking ID's need to be followed. Not to sure about the SUB though I feel that there is more likelihood that a minor may be served.

• Please don't allow Sodexo to get a liquor license, it will make the campus a more dangerous place for students by leading to more violence and sex crimes - look up the research if you don't believe this.

• You may want to consider adding Plachy Hall as well because of the possibility of bringing in MMA, Tough Man competitions, etc. to the campus. The venue is there however, I've heard promoters mention that they go with other places because of the no alcohol rule.

• I would feel better about the restaurant having liquor if it were not in the same building as the residence hall.

• I feel that this survey is bias toward the use of alcohol and doesn't consider any of the negative problems that come along with it's use

• One thing to consider about the stadium is that sporting events across our country/culture serve alcohol. It is the norm. I am not saying that we have to follow the majority, but the majority sets expectations, and those predetermined expectations should be weighed carefully in this decision.

• This should not be an "ends justify the means" debate.

• Whether or not a restaurant serves alcohol does make a difference on where I eat. I do not choose to dine at bars.

• Are we really so desperate to obtain business at our college that we will stoop to any level of questionable behavior to obtain it. Hooters has proven a great business model - why don't we go for that? Forget morals, values, and integrity - lets go after the all powerful dollar!

• Alcohol does not determine my eating habits, but many people I know it is a huge factor. I strongly people we need to serve alcohol on campus. It would make a big difference.

• I do feel like people have the right to choose to drink or not. I do also know people that have come here to get away from the party college scene.

• At Denver University, we had school socials every Thursday and it was fine. People had one beer and went to class. Treat people like adults and they will act that way.
• Any changes in the dry campus policy are necessary and timely to teach responsible consumption of alcohol. These changes should be paired with supportive initiatives to ensure students do not engage in dangerous behaviors. Additionally, such a policy will undoubtedly increase attendance at campus events and thereby increase the feeling of inclusion and cohesion within the campus community.

• There are many benefits to having a dry campus overall (in residence halls, class and office buildings, and public spaces), but having a limited use liquor license does not negate these; it enhances them. Having a limited use liquor license is the best of both worlds because it is a responsible situation. As an adult who attends many events on this campus, I like to go out afterward on occasion, and while I usually do NOT drink alcohol, some of the people I go with will occasionally have a drink. I think they should have the option. I also think we should have a place where our own 21+ student population can drink responsibly. A large percentage of our students are of age to drink and keeping them on campus allows us to offer them a safe situation to do so. I would rather have them here where we know that they are in a monitored situation than elsewhere where anything can happen.

• If liquor dictates then the importance of the event must not be substantial enough to entice participation.

• Sodexo needs to expand its catering and serving capabilities and generate more revenue. In order to accomplish that, they need to incorporate the ability to sell alcohol.

• It would be irresponsible for ASC to have liquor on campus. Alcohol drinking is associated with problems and is the leading precipitating factor in violent behavior.

• I think serving alcohol on campus will filter out students who want to be here verses the students who don't care.

• I think that alcohol if used maturely is fine, and we should be allowed to chose if we want to drink or not. Not the school choosing if we can or not.

• I would not cater through Sodexo due to their high prices and bad service. Alcohol would not make a difference.

• I think that Sodexo acquiring ANY kind of liquor license is a very very very BAD thing. I will DISCONTINUE what already limited contact I have if this happens.
• Who gives a damn about whether we have to serve alcohol or if it will be consumed, I think people just prefer to have the option to drink if they want.
• Many other campuses around the state have adopted a similar policy and it has only befitted the students and popularity of the schools.
• This is a "dry" campus, where alcohol is not allowed.
• Keep Adams State College a Dry Campus except at special events
• Maybe alcohol will improve the quality of some of their food, and that could be incentive for people to eat there. However I think they will continue to get business either way.
• I have seen other places go elsewhere...
• Sodexo sucks. They are way too expensive. By allowing people to purchase alcohol on campus will cause more problems for the school.
• Sodexo sucks. Its expensive for catering and the food is 70% grease. I also love how this is a liquor license. So does that mean that there is only liquor and no beer?!
• I likely won't eat at the restaurant and very rarely eat any food prepared by sodexo. My reasons being that the food is very rarely the quality I expect for the prices they charge.
• I don't usually cater. I would be more likely to consider the campus restaurant if they served beer.
• I do not currently stay on the campus, or in the town of Alamosa, but if I did I do believe that I would eat in the restaurant more if alcohol was served.
• Just because I'm at an age to drink and like to have a drink with my meal does not mean I want to be able to drink on campus. We have many places to drink here in Alamosa.
• Make Adams a wet campus. People drink at school and you can not prevent it. I my opinion do not try to stop the unpreventable. If this in anyway comes back to selectively serving alcohol at football games or other sporting event, myself among others will be upset. I would prefer non-selective alcohol use on campus.
• If the food is good enough and the price is right there will be plenty of people that love the restaurant and go back over and over. If it's only ok food and over priced for what you get and there's no alcohol what's the point of going there?
• It's not just the alcohol availability, the food needs to be good too. THAT, more than anything else, will determine where I eat.
• This is not a creative and it is a desperate recruiting method. Since ASC primarily serves latino or lower income students namely from the valley this school is reinforcing perceptions of a more prejudicial society and predisposition's of students.

• Alcohol is apart of the cultures that make up this country. Telling students that they can't be apart of that cultural trait just because they're on campus makes them feel forced to hid it or go else where to get the cultural behavior in their lives. This college should allow for a safe environment for students to learn how to drink and how not to get sent to detox.

• This will give students who are of age that live on campus to have easy and close access to drink alcohol and will be much safer then having them find rides or drive

• I think that Sodexo should be able to serve Liquor in the new Restaurant, if they enforce the drinking age with complete vigilance. The Restaurant will be a place people will be choosing to go. Choosing being the key word, the attendance of the restaurant is a choice and not vital to student success. They will be going to the new restaurant to get food and to eat and drink. The Sub is a different matter completely. The SUB is a building for all students' educational needs. It is not an optional place where students can avoid going. It is the heart of the school with such essentials as the mail room, computer lab, dinning hall, and food court. Students that are under age or that are offended by the idea of liquor on campus can not avoid it in the SUB building. This is where a large portion of our under age students and students that don’t like the idea of liquor consumption eat, drink, study, and relax. We should not be having liquor around the SUB building under any circumstance. The SUB is an educational building for all students before it is a place to cater events.

• I'm not typical, I'm aware of that, but being unable to process alcohol I just don't drink, others do

• I don't think it is morally correct for drinking to be illegal on campus/in dorms/apartments, but then allow them on campus sometimes for special events. It is eiter a dry campus (which I approve) or a wet campus all the time. No wish-washy gray areas.

• The stadium should definatly obtain a liquor licsense

• We are a college campus with adults, not young children. Albeit young men and women, but being responsible starts somewhere.
• More explanation should have been put into the definition of "limited license"

• Seriously, Adams State college is the only college (I've done my research) in the state of Colorado that is still a dry campus. Adults attended the school so therefore they should be able to drink when they want and it should be able to take place on campus!!!!!!

• It should be about more than just profit from alcohol. What are the costs to the community of alcohol use and who pays those costs. Certainly not Sodexo!

• I don't really like the taste of alcoholic beverages, so its availability doesn't entice me.

• Because I personally do not generally drink alcohol with food, I would not change where I eat dinner based on whether the restaurant can serve alcohol. However, if I am catering an event then I have my guest's needs to consider as well, so would probably seek another venue.

• I don't have enough information to accurately give my opinion on most of this. I also don't know exactly what the 'set up' would be, if local law enforcement is willing to participate in check points/etc to reduce d&d, what local statistics are currently, etc.

• We do not have an issue attracting students to our campus, and if we did, should we want students who care that much about the liquor license? Would they be attending our institution for the right reasons? I have concerns that we are losing sight of our priorities and our the priorities of higher education in general.

• Selling a variety of products increases profit. Example: Walmart.

• The questions appear biased in favor of serving liquor in the stadium and SUB

• I think Sodexo should have an unlimited license.

• Whether or not someone should have the right to drink has nothing to do with whether it should be a Sodexo. Having the right is different than promoting it.

• I think if Sodexo acquires a liquor license, it will send the wrong message to students and increase problems at the residence halls.
The majority of respondents (85%) do not oppose Sodexo acquiring a liquor license.

Fifteen percent of respondents do oppose Sodexo acquiring the liquor license.

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The reasons given for opposing Sodexo acquiring a liquor license are No Need (37%); Usage Objections (29%); Other—listed below (21%); Abhorrence of Alcohol (9%) and Religious Objections (4%). Others included the following (verbatim).
• I've seen how people act when they have been drinking, and I'm disgusted by their behavior. People have the right to choose to use alcohol, but they don't get to choose how it affects them. ASC Police Department will be considerably busier if alcohol is made available on campus, in my opinion.
• We serve at-risk, under-served students, why add this to their list of obstacles to avoid if alcohol is a problem from their past.
• Special usage at the SUB is okay; at the restaurant I say no - it would deter me from taking my young family there.
• We expect students to honor our being a dry campus and then we turn around and don't take it seriously ourselves. It shouldn't be the college's role to encourage drinking (especially not with the motive being profit).
• I am not in favor of encouraging drinking on campus of any type. It is readily available other locations
• Alcohol should be kept away from campus. As indicated above, there are enough places to indulge in alcohol in town.
• i feel we already have enough problems with on a dry campus. if we allow sales on campus there will be a lot more problems with fights, sexual assaults, and damage to the facilities
• Other than profit, there is not one good argument for introducing alcohol to the ASC campus. The college should be motivated by ideals higher than profit.
• It is not necessary - the college can show that standing up for its principles (dry campus) that it has integrity and honor within its walls
• drunks are disruptive of others enjoyment and ASC drunks do not need to drink on campus
• Actually several of the above apply to my opposition
• they are not going to pay the police on this campus the over time to deal with people after they leave to dorms, nor custodians to clean up the extra messes.
• This is suppose to be an education institute not a learn how to drink alcoholic beverages. Although student will find liquor at other places.
• It is not good for the campus image; it is not good for the students; it communicates a desire for profit above the well-being of students and the campus' reputation
• this is a dry campus and getting a liquor license is an invitation for trouble - do i drink, yes, but i don't need to drink a game or function to have fun
• Alcohol is already a problem on campus, we don't need to promote it even more. Underage drinking at Adams is bad enough already.

• ASC has a policy of being a "dry" campus.

• I think there are enough outlets for liquor aquaziton and we don't need Alcohol on campus it will increase incidents of drunken problems and need more security and enforcement due to alcohol induced problems and janitorial work also.

• I do not support Sodexo

• easily obtained alcohol means drunker students which will result in even more student vandalism to our college than we have now.

• I like the fact we are a dry campus.

• Instead of making this a "moist or partially wet' campus, just allow of age alcohol consumption on campus.

• School is an environment to learn not a place of business to encourage drunkards and promote a tool which increases violent crimes.

• I think that it will encourage drunkenness at the school and will have a negative affect on the quality of students and education at the school.

• this college would be better not to be a "party school"

• Abhorrence of alcohol, religious objections (no liqour in excess), and usage objections

• The school is being hypocritical regarding its dry campus policy. It should not be sacrificed so that Sudexo can increase it's sales.

• Alcohol is available several blocks from the campus. We don't need it on the campus.

• I object to serving alcohol in the SUB; serving alcohol in the stadium is OK with me.

• I think it is a good thing for the campus to be alcohol free

• I think that if consider ourselves a dry campus, that we need to stick to that. I do not support a liquor license for the restaurant mainly because it is connected to a residence hall. I think that having a liquor license is going to be a head for all parties involved. Claiming that the restaurant will monitor each individual who is consuming alcohol is a big claim. Yes, a restaurant setting is not necessarily the atmosphere in which students will want to get very intoxicated, but I think that is a real possibility. I think that if the school were to provide a space for our students to do that, will go against the mission of the college.
• Providing alcohol inherently encourages its consumption. Alcohol has a very strong tendency to lead to trouble.

**Why do you oppose Sodexo acquiring a liquor license?**

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30. **Is there anything you would like to add for our information?**

Finally, one open-ended question allowed individuals to provide any additional thoughts.

Those individuals who provided unnecessary or attacking commentary had their responses
deleted. It is not the intent of any survey to provide opportunities for individuals to be unprofessional or mean. Only comments related to the topic at hand are listed below (verbatim).

- My concern is driving after drinking - it will be important to monitor the use of alcohol for individuals.
- Our message as a college should be "You can have a good dinner or event without alcohol.
- Sodexo's food needs to improve before I will eat at their restaurant, regardless of liquor license.
- It concerns me that the liquor license and a alcohol permit are in the same sentence with recruiting. Is that really going to be added as a recruiting tool??
- This survey feels very biased in favor of Sodexo obtaining a liquor license. However, in the final analysis, I truly do not see any "need" for yet another alcohol serving business in town, particularly with ASC claiming to be a "dry" campus. While I expect that specific individuals have chosen to eat elsewhere, due to the lack of alcohol on campus, I do not believe that it is sufficient to warrant a license. Further, I do not believe that it will affect the catering side of Sodexho's business significantly - nor do I believe that the degree of profitability of Sodexho is important to the well-being of the college as a whole.
- Even small amounts of alcohol lead to added noise and uninhibited speech and behaviors. Even at the faculty/staff Christmas party, people get loud, sometimes silly, and sometimes say things they shouldn't. People may not be over the legal limit for driving, but some of the faculty/staff drive home less safely than they would have otherwise. I don't think it's the college's role to encourage drinking! We're not talking about allowing a liquor license to teach responsible drinking. We're talking about a liquor license simply because of financial profit.
- I think teaching the young adults that a person can go to an event and have a good time w/o using some foreign substance. I am NOT opposed to other drinking. But on a college campus, it is a competition and then you have to deal with violators who will cause the school to be fined and be more expensive..
• Difficult issue because of those students under 21 not being able to drink . . . it was 18 years old for me for beer at least when I was that age in the 70s, even though I really didn't drink at that point in my life (lucky for my parents!).
• ASC needs to pursue any and all avenues for the recruitment, retention and growth of our student body. The college also needs to reach out to the community.
• I prefer to eat where the Food is Constantly Great not based on if I can have a beer with my meal
• Good Luck
• A dry campus is a happy campus :)
• Well, I suppose one could argue that having a place to drink on campus might reduce drinking and driving-related incidents. On the other hand, we may have to increase security as having a place on campus to drink might correlate with an increase in vandalism or more disruptions. One could argue pretty much either way!
• Should the sail of alcohol prove to be a mistake, the college could choose to discontinue sales.
• lets consintrate on improving employees saleries not getting them drunk
• Alcoholism is really high in this area and I think having liquor available on campus makes students think it is OK to drink under all circumstances. Alcohol seems to be tied to having a good time in our society and I think saying we need it on campus to increase the catering opportunities is not right. We are here to educate students, not be caterers. I know students have the right to make decisions, but some of them are away from home for the first time and they don't always use good judgement when it comes to alcohol. Sadly, some students have already established their drinking habits before they get to college. I don't think most college age students are very open to hearing about the hazards of alcohol and binge drinking at this point in their lives. The deaths at CU & CSU were all over the news media, and I'm sure most students just think that won't ever happen to them, no matter how much time we spend trying to educate them about it.
• If Sodexo gets a liquor license, my friends and i would deff go to all sporting events that are home games!! Especially the football games!!! Those are the best!!!
• There are plenty of places to obtain alcohol. Please do not make our campus one of them.
- It amazes me that this is even being considered. ASC is so desperate to be "popular" (and profitable) that it seems they will stoop to any level to obtain superficial success - I was proud to call myself a Grizzly - now I have to wonder.

- I feel it is a great idea. I hope Sodexo can acquire the license good look

- Why is serving alcohol even needed for people to enjoy a dinner or event?

- When promoting this type of change, who ultimately benefits? Are students (21+) helped in their academic endeavors? Are parents more likely to encourage/support their children attending ASC? Are faculty prouder of their institution? What, in the end, are the pros of having yet another local source for the number one cause of vehicle deaths for ages 15-20?

- We don't have the money now for hiring extra custodial staff with what we have now. We send our police officers home due to we can't afford the over time now, Who pay's for all of this when it triples of what it is now. Who really make the money Sodexo or the College most time the Bar/Restraurant's make money and every one else is left with the cleanup cost. Can we afford this all the time? Its not as if they don't already pull permits when really needed and it help maintain control on the campus ???

- The serving of alcohol on campus could negatively impact the college's image is not properly regulated. One accident involving students attending an "event" would give the college a bad image. Going to college is for education not partying.

- Make it a wet campus in friday and saturday for 21 and older! Make students have a valid College ID with a state I.D. to buy drink, unless a public event is taking place!

- There are only 3 college campuses with restaurants or pubs that sell alcohol. Adding ASC to that list will help generate a few more students. Having the bar on campus will also allow those living near campus to have a place to drink that wouldn't require driving.

- It makes financial sense. Vistas alone will be a great addition to this campus and a tremendous enhancement to game-day situations, but it could also be a good place for colleagues to enjoy time together after a long week. I think a limited use liquor license would be welcomed there. Alcohol would broaden the range of people who patronize this restaurant. More sales = more revenue. And I think allowing alcohol for catered events would entice a wider range of clients to choose Adams State to hire for catered events--including wedding/anniversary receptions and banquets. More events = more revenue.
• I have seen this work at other colleges/universities and feel that if it is run responsibly, it would be fine. I think all servers should have mandatory training about the legal ramifications of serving to intoxicated persons or to those underage.

• There is nothing wrong with serving liquor in eating establishments and for events on a college campus. Just remember that responsibility is a big part of such a decision and can make or break an organization or institution.

• I think that if Sodexo gets the liquor license it would keep a lot of the students away from the bars and this would also teach them to drink responsibly. I'm 37 and I only drink once in a great while and don't need to go out to have fun. I also live in family housing and alcohol of any kind is not allowed on campus. I would like to be able to have a beer once in awhile if I would like, but I must follow the rules of the campus and I do not drink on campus. I always wait to drink when I'm off campus and this would be nice if the family housing was able to have alcohol, if they are old enough and are responsible about it.

• It will be the quality of the food that largely determines the success of the restaurant. The presence or lack thereof of the liquor license will not likely have a major effect either way on much of anything.

• Simple fact- "Alcohol sales will massively increase the revenue for Adams State". In my opinion this campus should not be a dry campus at all! Allowing alcohol at events as well as selling it will increase attendance and revenue for the college. However, there will be an increased need for security and campus police to moderate and control the alcohol. If Adams States wants to move progressively into the future and generate more money as well as increase attendance it must begin to realize that alcohol will be heavily involved in college life regardless of whether Adams State is a "dry campus" or not. The fact is that this campus is not even close to dry, and alcohol consumption on campus is VERY widespread. If Adams State wants to better control the situation they should increase security and policing of alcohol consumption, but also should HIGHLY consider selling alcohol in order to generate revenue for future campus projects, campus expansion, professor salaries, staff, etc. If Adams does not consider selling alcohol all the time, not limited to special events, it is ignoring a simple way to make large amounts of money for the college. This survey will not do this situation justice. This school should do some
serious research into professional and division I collegiate athletics in the United States in order to better understand how alcohol sales can benefit Adams State as a whole. The money generated will allow Adams State to improve facilities, academic programs, increase attendance, and many other things. However, I realize that my opinion on this matter will not even be considered. The administration at this school is narrow minded and stubborn. The marginal attendance increase ASC saw with some minor campus improvements can be exponentially multiplied if ASC would cash in on the sales of alcohol.

- I am a social scientist, specializing in the study of social problems especially experienced by young people. Research shows that liquor on campus is a bad idea - for the reasons I cited above. My "opinions," listed above, are based on fact.
- Having alcohol in the restaurant and/or SUB will make it harder to keep alcohol out of the dorms. Students will take this as an invitation to drink, whether they are of legal age or not.
- I think this is a great idea!
- It will be nice to have a beer with dinner or while enjoying the game at the new stadium. I think it may be an attraction for some of our students for certain events. This may be true for the community as well, but I don't think it is make it or break it kind of deal.
- The campus is filled with underage students. Having a dry campus should not be a sometimes issue. This is a safe place for learning. If parents see alcohol is available on campus even on a limited basis, they may not be inclined to let their student reside here.
- This would only promote more drinking for underage students. It's already happening every week on campus. RAs simply turn their heads to this problem. Making this a wet campus simply isn't the solution. It'd get more money, but lose the character we want to build in the students here at Adams.
- Be sure to monitor how often students buy alcoholic beverages. Maybe putting a limit on how many drinks a student can buy in a month would be a good consideration.
- I hope that when making this choice, you think of our rights as americans, to make our own choices.
- Only, again, if Sodexo DOES succeed in acquiring a liquor license?, I will be HIGHLY disappointed with both Sodexo AND Adams State College, and will completely STOP
any and all food/beverages purchases and recommend any and all of my acquaintances to do likewise.

- Only adults will be able to purchase the alcohol if they so choose, give them the option to do so, those who object don't have to fucking buy it.
- I think it would be good for the college to get its liquor license back. This is not high school. We are all adults here.
- I did not come to school to be subjected to others' usage of strong drugs such as alcohol, and appreciate the ASC policy of a "dry" campus. This change would negatively impact the quiet safety we students now have on campus.
- I think that all restaurant employees and others serving alcohol must be trained to determine whether someone is intoxicated and should not be served.
- Question: should there be a time of day that liquor is sold? if we have drinks in the sub or restaurant are we going to be able to drink in the middle of the day? Also who would be serving? would we need to hire outside or ASC? Could student sell alcohol at events?
- KEEP ADAMS STATE COLLEGE A DRY CAMPUS PERIOD
- I think it will bring more revenue to the school and a better attendance rate for sports activities and other events held on campus.
- My experiences indicate that when a liquor license is given for use by a young adult population (or any age for that matter), no actual alcohol education ever takes place. The idea that the school would ever teach "responsible drinking" is far fetched.
- Spirits bring in more revenue. If the this campus were to allow alcohol at some events and in the new restaurant, we would be able to see more money coming in. It has to be limited and restrained though. The new restaurant cannot turn into a bar to get all liquored. It can serve as a nice place to have a good meal with a glass of wine or a beer.
- This survey is really bias towards tha favor of obtaining alcohol permits on campus. More important questions should be asked. Also under age students should have no say in this survey since they are not of age. Sodexo, if obtaining the alcohol permit, will not have to deal with the assholes who get drunk. Other people on campus such as RAs, RDs, CSAs, Cops, teachers will have to deal w/ what Sodexo doesn't. I personally believe that Sodexo should quit with pestoring the uppers with obtaining an alcohol permit.
• I think that if Sodexo does get a license for alcohol that they will treat it just like every other store does and card people as it is ordered. I also hope that they take all the necessary provisions to keeping the beverages out of underage hands to the best of their abilities.

• I would like to see a company other than sodexo Running the restaurant in the new Rex complex, preferably local. It would not only generate and do more to support the local economy, but likely be of higher quality. If this were the case I would be in support of a liquor license.

• If Sodexo does obtain the license, we need to do a much better job of educating students about responsible alcohol use. Right now, we have programs, but the attitude is basically "out of sight, out of mind." We pretend that because we are officially a dry campus, that students aren't drinking, even though they are. If we sanction alcohol use on our campus, we need to regulate it better and educate the students in a more comprehensive way.

• No. Good luck =)

• What will happen if students who are over 21, who live in the dorms, are caught on campus intoxicated? I was 21 and lived in the dorms and recall not be allowed to be on campus under the influence, although I may very easily be mistaken.

• I don't oppose the license, but if you try to spin this like we're trying to teach students responsible drinking behaviors you're going to look like an idiot. We made the campus a dry campus for a reason.

• It is about time this issue comes up again. I have been for Adams obtaining a liquor license for a few years now.

• I think that Adams State has always been so proud to be a dry campus. Why with the new building should we change to a wet campus just because it might bring in more business. I think we should stay a dry campus.

• As stated before, a "dry campus" does not prevent alcohol consumption. I view this act of selling alcohol at Sodexo restaurants just as a manor of sell alcohol for the football games and other sporting events held within the new stadium. Creating another exception too sports and sporting events will make more and more people dislike sports. If you all just allow alcohol through campus there is no difference created. I vote wet campus not wet events.
• If alcohol becomes available, there needs to be variety. Some people cannot do straight beer (which is a good thing b/c less alcohol means less of a chance of getting 'tipsy') and things like mai thais or strawberry daquiris are a good thing to have available.

• This is a good idea as long as it is monitored. Underage drinking is already prevalent in this town as well as many other college towns. A 21yr old could purchase a drink for a friend who is under 21. A drunk at a sporting event is bad anway. I prefer to not be sitting next to the guy spilling his beer every first down or 3-pointer. But from a business standpoint this works.

• I believe that if the school allows drinking I will no longer attend. The negative behaviors of drunk people are more harmful than good. Will this campus be safe any more, will the roads around campus be safe anymore? The last thing we need is to have more drunk drivers on the road. It is not virtuous for a school to promote or encourage this by allowing any drinking facilities on campus. Society is like a baby everywhere they need to go there has to be a bottle ready.

• Drinking on Campus prevents DUI's and saves lives. Students already drink on campus often, it's just hidden. I believe if it's open it will not be abused any more than it is.

• The drinks can be limited to one drink bought per person. All people have to show up with ID in order to get their drink.

• I strongly think that if you look at other cultures and how they deal with the young starting to drink you'll find that they handle drinking in a much more adult fashion and most of their young don't go off to become alcoholics. I think its important that you allow for all aspects of learning even if that's an aspect not taught in a class but taught more open and socially.

• I think that I would be great to have alcohol here on campus at the restaurant because the students who are of age and live on campus really have no where to go drink besides at chillis or wherever else. Its close and convenient. More than half the people here on campus drink anyways so I think its a good idea

• make it happen.

• We are in 2011 and I think people that oppose to this are doing so with bias because of their religion or because of their sociological views. It will keep our students safe here on campus and keep us out of DUI's which if surveyed most students over 21 will say
they've had a DUI because of having to go to other bars. I believe that we shouldn't be
baby sat and let us make responsible decisions. It's all about growing up and if we have
everything forced into us then it's not teaching responsibility. Therefore I believe alcohol
should be served on campus.

- I think the way the community will view liquor on campus as not family friendly. I think
it will deter many students from coming here because it's unsafe and unhealthy. Alcohol
on campus should not be the encouragement for students to come here and for events to
be held here, the environment and the education available should be the driving force.
- it would increase revenue in the vista if they did have a liquor license.
- I have found this survey to be a little one sided and parts of it even off topic. Its obvious
to me and others I have talked to believe that the survey is pro liquor license. Some of the
questions seem like either way you answer you are getting a yes to the liquor license
being a good idea. An example of this is Question 4. Do you think serving alcohol would
increase business at the restaurant? Of course it would increase the business at the
restaurant. It would draw in a new set of people that might otherwise go to other places
off campus. It is obvious that this is a question meant to show that business will increase
if this goes through. Is that really the question of the survey? We have a dry campus right
now, which is how we advertise the college to incoming students. Question 4 is about
how to draw people to the restaurant, not about whether allowing Sodexo to get a liquor
license a good idea for the students of Adams State College.
- I feel that the only reason Sodexo wants a liquor license is to generate more income. Is
Sodexo willing to assume liability for the actions of people who get drunk there.
- this may or may not help anything, the students drink anyway.. yes on campus, so maybe
a more mature attitude, rather then them "hiding it" is in need
- Allowing alcohol to be served at games could increase attendance at the games.
- I think this will be a great tool in recruiting new students to come here and it will increase
the people who attend sporting events at the new stadium.
- if the college was going to allow a liquor license on campus then they should have let
Coors fund building a new stadium
- If we are a dry campus, we should be a DRY campus, no exceptions
• It is unreasonable to consider ASC as a dry campus. It is an outdated idea and should be retired. Anyone can walk around this campus and see empty alcohol containers. I think it is better to be open & reasonable about the actual alcohol use by students on this campus. If the school is losing funding, then add ways to increase revenue. The campus community will be responsible for teaching undergrads & others about the responsible use of alcohol. To pretend this place is a dry campus is a joke.

• I do want to point out the oddity of allowing 21+ students to drink alcohol in the stadium restaurant, but not in their own room on campus (which may be all of 50 feet away). I think this is rather absurd.

• Make sure that their are stick guide lines on when liquor is offered and who has access to it. Also that people wanting liquor have to show ID no matter if they have been their before.

• A wet campus would be nice cause it would make are games more fun.

• I think it is a good idea to obtain a liquor license.

• Please give it your all and try hard! GO, FIGHT, WIN!! The future alcohol licences!!

• if you get a liquor licence make sure to get wine from the abby it is a winery in canyon city

• i feel as though there is a lot of alcohol abuse already on campus and this would feed into it

• I don't see the harm in allowing alcohol on campus. If the main concern is that it will reach the hands of minors, it's a naive viewpoint; minors will get alcohol one way or another. Allowing a liquor license on campus simply provides access to those who are of legal age and would like to drink. No harm done.

• It would make me really happy to be able to drink alcoholic beverages at the restaurant in the stadium.

• This is a very bad Idea and it may even cause me to transfer to a different college.

• I do not drink.

• Students will drink alcohol, whether ASC acquires a liquor license or not. Obtaining a liquor license will provide a safer environment for the students to drink alcohol, and excessive alcohol consumption can be monitored by the college this way. Thus, students will be less likely to drink excessively and get in to dangerous/injurious situations. ASC
can ensure that students are of age, and that no underage drinking occurs on campus. Those who are by law allowed to drink can go elsewhere to drink alcohol, so providing a safe college environment for them to do that would be preferable to them drinking outside of this environment. In outside environments, there can be many problems: date rape drug, drink driving and violence.

- It seems to me that serving liquor on campus, for non-student events and possibly graduation events will improve our stature as an institution. Many private institutions serve alcoholic beverages, especially for fundraising events, and it seems to help "loosen the purse strings".

- Attendance at football games would likely increase due to the availability of alcoholic beverages in the restaurant

- we are adults

- I think that there needs to be increased and specific funding for alcohol education if a liquor license is approved.

- A BAR/ALCOHOL AVAILABLE ON CAMPUS TO STUDENTS WOULD ELIMINATE THE NEED FOR A RIDE HOME AFTER DRINKING.

- I object to serving alcohol in the SUB; serving alcohol in the stadium is OK with me. Your survey unfairly lumps together these two options.

- I think there needs to be a mechanism in place for control of people who would drink to excess and cause problems.

- Allowing Sudexo will bring more business to ASC. The focus needs to be on responsible drinking.

- Where or who is Sudexo?

- I don't think a liquor license is necessary by any stretch of the imagination, but I do think that there could be some benefits. In the event that a liquor license is obtained, I would like to see an emphasis made on keeping all choices offered local, such as offering beers exclusively that have been brewed in Colorado. I think it would be a great way to preach and practice the idea of buying local and supporting the local economy.

- I think this survey was pretty poorly assembled.

- I support Sudexo's acquisition of a liquor license and also support ASC remaining a dry campus. It is clear that a campus that does not permit alcohol, has less instances of
violence, assault, and vandalism. However, most of our students who live on campus are under 21. Therefore the dry campus policy doesn't effect more than 25% of our students. Those who have attained the age of 21 and chose to drink may move off campus. I also am in favor of keeping our campus dry because of how it makes our discipline process simple. There is no need to take IDs, find out who was drinking, find out who the alcohol belong to etc. If you have alcohol it is a violation. It is less hassle on my staff and the students. It makes for a much easier work environment and better communities within our residence halls. However, I believe that if ASC is to allow Sodexo to acquire a liquor license we need to address other areas of the alcohol policy. I live here on campus and must abide by and adhere to the "dry campus" regulations. I am a full time professional who does not have the option to live off campus. I think that is ridiculous to hold me to the standards of the students and then go ahead of research the acquisition of liquor license for Sodexo. Why should alcohol be okay if it brings in revenue but no okay for members of the ASC staff? It leaves a bad taste in my mouth and makes me feel unsupported. If I use alcohol and commit any of the typical negative actions on campus or anywhere I should be fired. As a professional, I know how to use alcohol appropriately. I cannot rationalize how it is inappropriate for me to have a beer after work or some wine with dinner. If I were to be allow to have alcohol I believe that there should be some regulations to prevent misuse. Also, as a live in professional I am known by many residents who live in and outside of my area. If I go to a restaurant for dinner or a bar to watch a game my choice of drink is undoubtedly noted. This fact has caused issues with the perception of ASC housing professionals. Allowing us to consume alcohol in our own homes would remove a lot of the problems with student and residents seeing us drink. I have heard concerns that it would be too difficult to bring alcohol onto campus with out the residents knowing. I find this simply not to be true. I can say with confidence that every week residents bring alcohol onto campus that the housing staff is unaware of. If you are smart and low key there is no way to catch everyone without being overly intrusive. As a professional here I would say that myself and all of my co workers could act in such a way to have alcohol in our apartments without students finding out. I really hope that if Sodexo is granted a liquor licenses the alcohol policy
for live on professionals is changed as well. I think it would be better for all parties if that were to happen

- I also work in the Emergency Department and your (our) students do not need ANY encouragement to consume alcohol.
References

Appendix A

Survey Instrument
Dear ASC Community Member:

You have been identified as a person who is a member of the ASC community and are 21 years of age or older. The School of Business Survey Research Center at Adams State College has been asked to seek your input about your level of support regarding Sodexo—the food service contractor—acquiring a hotel and restaurant liquor license for limited usage. The license would allow Sodexo to serve liquor in the new restaurant in the stadium called “Vistas” as well as in the Student Union Building (SUB) for special events (e.g., alumni events, banquets, etc). The outcome of this research will better inform Sodexo and Adams State College about what the ASC community’s level of support for Sodexo to acquire a hotel and restaurant liquor license.

This survey should take approximately 10 minutes. We appreciate your willingness to complete this short survey. We do require that all respondents provide their 900 number. This is to ensure a) eligibility to participate and b) elimination of potential duplication. The 900 number will not be tied to any names.

There is no risk to you for participating, as all responses are strictly confidential and your participation is completely voluntary. Confidentiality will be STRICTLY enforced.

Participation in the survey indicates your consent to participate in this project.

For any additional information, please contact:

Dr. Melissa L. Freeman  
Assistant Professor, School of Business  
Director, Survey Research Center  
Adams State College  
242 Business Building  
Alamosa, CO 81101  
(719) 587-7934  
mfreeman@adams.edu

For information about human subjects protection or IRB, please contact

Dr. Brent King  
Associate Professor, Psychology  
IRB Chair  
Adams State College  
337 ES Building  
Alamosa, CO 81101  
(719) 587-7010  
brentking@adams.edu
Section 1: Demographic Information

What is your 900#? _______________________ Required for participation

What is your gender
___ male
___ female

What is your age range
___ 21-30
___ 31-40
___ 41-50
___ 51+

What is your race/ethnicity
___ Caucasian
___ African American
___ Latino/Hispanic/Chicano
___ Native American
___ Asian
___ Other

What is your religious preference
___ Catholic
___ Mormon
___ Protestant
___ Jewish
___ None
___ Other _______________________

What is your primary role at ASC
___ student
___ faculty
___ staff

Section 2: Attitude about Alcoholic Beverages

Have you ever drunk alcoholic beverages
___ yes
___ no

Do you currently drink alcoholic beverages
___ yes
___ no, Why not _______________________

Do you think others have the right to drink alcoholic beverages
Section 3: Attitude about Alcohol on Campus

Do you think it is important for college students to learn responsible drinking behaviors?

___Yes
___No
Why? __________________________________________________________

Do you think that the ASC should play a role in teaching students responsible drinking behaviors?

___Yes
___No
Why? __________________________________________________________

Please indicate your level of agreement with the following (Likert scale 1-5 with 1-Strongly Disagree to 4 Strongly Agree and 5 is no opinion).

Do you think Sodexo’s acquiring a liquor license will negatively impact recruiting undergraduate students?

Do you think Sodexo’s acquiring a liquor license will negatively impact recruiting graduate students?

Do you think Sodexo’s acquiring a liquor license will positively impact recruiting undergraduate students?

Do you think Sodexo’s acquiring a liquor license will positively impact recruiting graduate students?

Do you think serving alcohol would increase business at the restaurant?

___Yes
___No
Why? __________________________________________________________

Do you think having the option to serve alcohol in the SUB would increase catering events?

___Yes
___No
Why? __________________________________________________________
Do you think serving alcohol would attract more of the community to our campus?

___Yes
___No
Why?_____________________________________________________________

Please indicate your level of agreement with the following statements (Likert scale 1-5 with 1=strongly disagree and 5=strongly agree):

1. I prefer to drink alcohol with dinner
2. I prefer to drink alcohol at social events
3. Availability of alcohol determines where I choose to eat dinner
4. Availability of alcohol determines where I choose to cater an event
5. Availability of alcohol will increase business at the restaurant
6. Availability of alcohol will increase catering business at the SUB
7. Sodexo should be able to obtain a limited use liquor license
8. Sodexo should be able to obtain a limited use liquor license for the new restaurant located in the stadium
9. Sodexo should be able to obtain a limited use liquor license for special events in the SUB
10. If Sodexo is unable to obtain a liquor license I will eat dinner elsewhere
11. If Sodexo is unable to obtain a liquor license I will cater my events elsewhere

If you oppose Sodexo acquiring a liquor license please indicate why. (choose one)

___No need
___abhorrence of alcohol
___religious objections
___usage objections
___Other___________________________________

Anything you would like to add for our information:____________________________________