

POLAR SELTZER PILOT PROGRAM

23X REPORT

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Edited by the Polar Pilot Project Board and the SWC

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1. GOALS OF THE PROJECT

The seltzer water project has been implemented as a pilot during 23X to gauge the need for attractive non-alcoholic alternatives within events at Greek spaces. Before registered Alcohol Management Program (AMP) events, Greek spaces have been encouraged to email the Student Wellness Center (SWC) and request ten cases of Polar seltzer at no cost to the Greek space. These seltzers were then distributed at events in public spaces, primarily at the bar.

The goal of the project is to provide a viable alternative to alcohol at these events. We identified Polar Seltzers as an attractive option that students were more likely to drink over beer or other alcohol as opposed to water. We hope that making these seltzers readily available at Greek events will reduce general harm and binge-drinking, while creating more inclusive spaces.

This is not an unprecedented project. In the past, pizza and bottled water had been delivered to Greek spaces prior to AMP events. Now that most Greek spaces have or will soon have hydration stations installed, water deliveries will soon no longer be necessary.

With careful consideration of the most appropriate avenue for seltzer pick-up/delivery, more data on student responses and harm reduction, further feedback from Greek spaces, and a solid plan for the continued funding of the seltzer initiative, we hope to expand the seltzer program into a long-lasting harm-reduction method, ideally with the support from the Office of the President.

2. 23X TRIAL PERIOD

a. Summary

During the 23X term, there were a total of 118 AMP events, with 39 of them (~33%) receiving Polar seltzers. These 39 seltzer deliveries were spread over fifteen Greek spaces across campus. Participants included: Alpha Chi Alpha, Alpha Phi, Beta Alpha Omega, Bones Gate, Chi Delta, Chi Gamma Epsilon, Chi Heorot, Gamma Delta Chi, Kappa Delta, Kappa Delta Epsilon, Kappa Pi Kappa, Phi Delta Alpha, Psi Upsilon, Sigma Delta, Theta Delta Chi.

Pilot Project meetings have been enthusiastically attended by members of Greek spaces who have dedicated time and energy to the organization and execution of the project. Weekly meetings are attended by house officers every Monday during 23X from 3 - 4 pm.

The SWC has fully funded the pilot program during 23X and plans to continue to fund this project as far into the future as available funds will allow. Multiple other options for payment have been discussed: the Greek Leadership Council (GLC), the InterFraternity Council (IFC), as well as the Office of the President.

Responses gathered from each event at which seltzers were distributed throughout 23X are overwhelmingly in support of the program. Over 200 student attendee responses were gathered, and 11 responses from a separate poll created to gauge House Officer opinions.

b. Pilot Project Board Thoughts/Feedback

Pilot Project meetings have been attended by Risk Managers and Social Coordinators from multiple Greek spaces. Attendees have included: Stephen Droppa (Chi Gamma Epsilon), Connor Vogel (Chi Gamma Epsilon), Abigail Burgess (Kappa Delta Epsilon), Andre Bouzid (Bones Gate), Andrew Xu (Alpha Chi Alpha), Carmela Ribadeneira (Chi Delta), Constance Legrand (Kappa Delta Epsilon), Dylan Griffith (Beta Alpha Omega), Emily Aldous (Sigma Delta), Emma Ratchford (Alpha Phi), and Jessica Bargamian (unaffiliated). Meetings were facilitated by Maya Resnick (SWC Intern) and Brian Bowden (Student Wellness Center; Lead Counselor: BASICS & AMP; Interim Director).

Discussion topics from these meetings have included:

- The creation of polls to best gauge seltzer water interest at Greek events
- Anecdotal notes as to what each member and their organization have experienced thus far in the pilot program
- Payment for the polar seltzer project, both in the short and long term

Response to the Polar Seltzer Pilot Project Program from board members on behalf of their respective organizations has been overwhelmingly positive. Each house has an interest in seeing the program continue and has also seen the seltzers actively used at many events. Many board members have personally witnessed event attendees choose seltzer over another alcoholic drink or along with alcoholic drinks and have heard affirmations toward the presence of seltzers from both house members and event attendees.

c. Board Concerns

A topic of much debate has been the payment for the seltzer program, particularly in regard to funding by a mandated policy for Greek spaces to provide seltzers at their events. In this theoretical plan, houses must buy and have seltzers available for each AMP registered event. Sentiment amongst board members on behalf of Greek spaces is a general refusal to pay for the seltzer program, whether that be out of the termly “slush” fund paid for by house social dues, or charged to Greek spaces at the end of the each month through the Accounts Receivable (AR) bill.

Some chapters’ executive boards have since voted on whether to fund the seltzer program themselves, and the motion has not passed. General sentiment towards the theoretical funding of the seltzer program by Greek spaces is that it would be an overstep of the regulatory ability of the college in dictating how money gathered from each student member of a Greek space is spent. Survey data presented later in this report indicates that the vast majority (80.4%) of students, both affiliated and unaffiliated, agree with this and believe that Greek organizations should not be responsible for funding the Polar project.

Despite concerns over the initiative’s payment, Greek organizations are strongly in support of the program as a whole. The program’s potential to increase Greek space inclusivity and reduce organizational risk are well-regarded benefits. Many of the survey responses shown later in this report echo this as well.

3. COSTS

a. Current Costs 23X

This summer, the Polar seltzer pilot program was funded entirely by the SWC using money from President Hanlon's Moving Dartmouth Forward initiative with the goal of reducing harmful drinking at campus events.

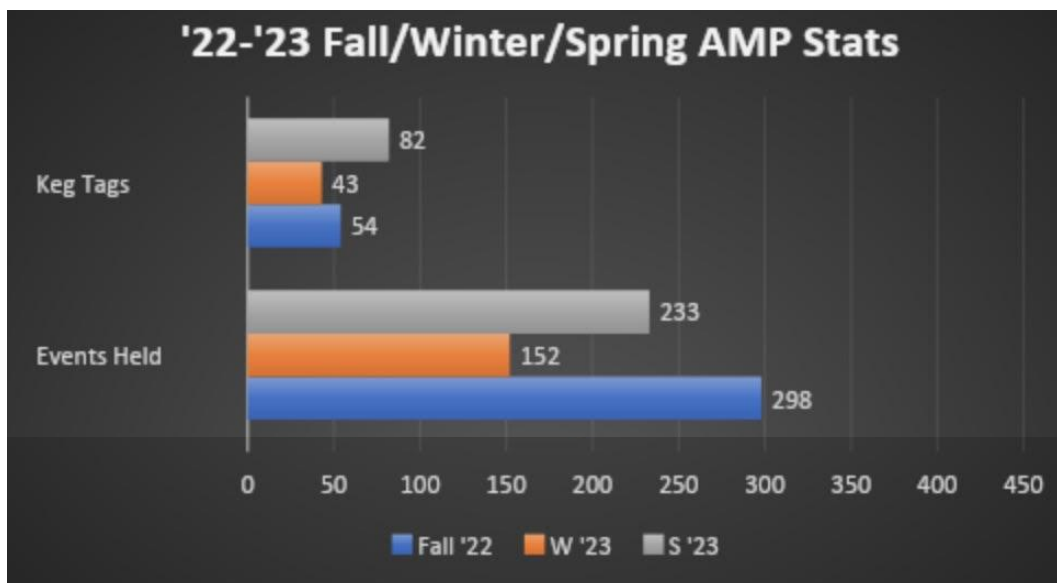
Here is a table of the costs of the Polar seltzers provided by the Student Wellness Center during 23X:

Chapter	# of Events	Cost per Event	Total Cost
Alpha Chi Alpha	3	\$158.98	\$456.36
Alpha Phi	2	\$75.00	\$221.80
Beta Alpha Omega	7	\$174.27	\$900.38
Bones Gate	2	\$160.45	\$245.45
Chi Delta	2	\$160.45	\$322.37
Chi Gamma Epsilon	7	\$160.45	\$643.12
Chi Heorot	3	\$161.43	\$470.15
Gamma Delta Chi	2	\$158.98	\$309.07
Kappa Delta	1	\$147.29	\$147.29
Kappa Delta Epsilon	4	\$160.45	\$528.83
Kappa Pi Kappa	1	\$160.45	\$160.45
Phi Delta Alpha	1	\$150.09	\$150.09
Psi Upsilon	2	\$158.98	\$319.92
Sigma Delta	1	\$160.45	\$160.45
Theta Delta Chi	1	\$158.98	\$158.98
TOTAL:	39	\$153.78 (average)	\$5,194.71

There were a total of 118 AMP events during 23X, and through the initiative the SWC sent Polar seltzers to 39 of them (approximately 33%).

b. Full Year Estimations

This section provides rough estimations of what funding the Polar seltzer project might require during a typical Fall, Winter, or Spring term. The data we used for these estimations is sourced from AMP registration data from 22F, 23W, and 23S. See below.



Extrapolating from the 33% of AMP events that the SWC sent seltzers to 23X, and our known average cost of \$153.78 per event, we can calculate roughly the expected cost of seltzer waters each term.

- Fall term, having 298 AMP events, would cost the an estimated \$15,275.48. ($298/3 * 153.78$)
- Winter term, having 152 AMP events, would cost the an estimated \$7,791.52. ($152/3 * 153.78$)
- Spring term, having 233 AMP events, would cost the an estimated \$11,943.58. ($233/3 * 153.78$)
- Summer term, using data from the pilot program, was a known cost of \$5,194.71.

These estimations translate to a cost of \$40,205.29 for all four terms.

What may also need to be considered is the roughly triple amount of students on campus during the fall, winter, and spring terms. While multiplying these numbers by three would seem an adequate solution, data from after-event polls shows that upwards of 50% of events had >6 of the 10 cases remaining. Therefore, we would suggest keeping the volumes of seltzer delivered constant, although an increase of 20-30% to the total number of seltzers delivered could be necessary moving forward.

There may be another possible increase in cost as the project becomes more popular. Increased popularity of the project, however, would be seen as a success, as attractive alternatives to alcohol would be made available to students at a larger proportion of AMP events.

c. Mitigation Of Costs / Vendors

Polar seltzers are the cheapest option amongst seltzers at all available vendors. Currently, W.B. Mason delivers seltzers to Greek spaces ahead of AMP events at exorbitant costs. The Pilot Board understands that the mitigation of these costs is key in funding the initiative. We have researched multiple vendors, weighing each's pros and cons in an effort to reduce costs.

VENDOR	PRICING All cases contain 12 oz cans	PICK-UP	DELIVERY
W.B. MASON	\$17.99 / 12-count case	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BJs	\$11.99 / 32-count case w/o Delivery fee	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
STINSON'S	\$5.00 / 12-count case \$13.99 / 32-count case	<input checked="" type="checkbox"/>	<input type="checkbox"/>

W.B. Mason excels in convenience in that they deliver to the doorstep of each Greek space, yet both BJ's and Stinson's are far more competitively priced.

Between BJ's and Stinson's, we believe Stinson's to be the best option. The board has connected with Jack Stinson, who has agreed to stock cases of Polar Seltzer in his coolers. Although BJ's is approximately \$0.04 cheaper per can, their location creates a host of other roadblocks.

If seltzers were to be picked up directly from BJ's, this requires either a college employee to drive and pick them up or for Greek spaces to organize trips to Lebanon ahead of each event. The delivery fee for each pick-up would vastly increase the per can price of seltzers as well, at which point the seltzers are not as cost efficient. If the college were to buy in bulk from BJ's to mitigate separate delivery costs, the creation of a cooled space in which to store the seltzers that is also readily available for students to pick-up prior to their events would be necessary.

Members of Greek spaces already visit Stinson's to pick up supplies such as Keystone and cups, with most Greek spaces visiting once per week. Mr. Stinson is willing to work with Dartmouth College, allowing each Greek space to pick up their allotment of seltzer while they pick up their other supplies. Mr. Stinson would send the invoices directly to the SWC.

d. Potential Full Year Estimations Given New Vendor

This section provides rough estimations of what funding the Polar seltzer project might look like given the use of the alternative source of seltzers that is Stinson's. Estimations are created using the previously referenced AMP Fall, Winter, and Spring term data. We expect each event moving forward to be provided approximately 8 cases, and will therefore use that number for the following estimations. These estimations will be calculated using the \$13.99 price of a 32-count pack from Stinson's. 8 of the 32-packs of seltzer constitute slightly over the 240 servings of seltzer we aim for at each event.

- Fall term, having 298 AMP events, would cost the an estimated \$11,117.39. $(298/3*8*13.99)$
- Winter term, having 152 AMP events, would cost the an estimated \$5,670.61. $(152/3*8*13.99)$
- Spring term, having 233 AMP events, would cost the an estimated \$8,692.45. $(233/3*8*13.99)$
- Summer term, with 39 seltzer AMP events, will cost an estimated \$4,364.88. $(39*8*13.99)$.

These estimations translate to a cost of \$29,845.33 for all four terms.

The same considerations as before still apply. That is, the roughly triple amount of students on campus during the fall, winter, and spring terms, as well as the potential increase in demand alongside the increase in seltzer popularity.

e. Invoicing

Invoices will be made during each Greek organization's polar seltzer pick-up from Stinson's. Invoices will include the Greek organization's name, a signature from the organization's representative, as well as all expected standard information. Stinson's will send invoices to the Brian Bowden and Christiana Fitzpatrick at the SWC. See example invoice below.

Stinson's Village Store

2 Allen St, Hanover, NH 03755

stinsonsvillage@gmail.com

(603) 643-6086

INVOICE



BILL TO

Brian Bowden and Christiana Fitzpatrick
 Student Wellness Center at Dartmouth College
 6025 N Main St, Hanover, NH 03755
 Brian.Bowden@dartmouth.edu
 Christiana.Fitzpatrick@dartmouth.edu

Invoice No: _____

Invoice Date: _____

Due Date: _____

DESCRIPTION	QTY (≤ 8)	UNIT PRICE	TOTAL
32-Pack Polar Seltzer	_____	\$13.99	

Balance Due: \$

Greek Organization:

Member Name:

Member Signature:

4. AVENUES FOR PROJECT FUNDING

a. Office of the President/SWC

Currently, this project is being financed through President Hanlon's "Moving Dartmouth Forward" initiative. The SWC uses funds from this initiative to reduce harmful drinking at AMP events. Funding through the SWC and President Hanlon's initiative is particularly efficient, as the SWC already both monitors AMP events and works to reduce harmful drinking. The pilot board unanimously agrees that this is the optimal path to fund a seltzer initiative moving forward.

We believe that it would be extremely beneficial for President Beilock to continue funding a seltzer program that would provide seltzers to AMP events and reduce harmful drinking at Dartmouth. This method of funding is also very convenient for Greek organizations and distribution because the SWC monitors AMP registered events, so they can allocate the proper amount of seltzers according to the amount of registered events. Presidential funding through the SWC would unite Dartmouth and its students in their joint commitment to making Dartmouth a safer place.

Furthermore, the SWC already has a framework in place for feedback and discussion on the seltzer initiative through the pilot board.

b. GLC/IFC/ISC

Another potential method for funding the seltzer project would be from Greek councils on campus, including the Greek Leadership Council (GLC), Interfraternity Council (IFC), and Intersorority Council (ISC). These councils already provide funding for events sponsored by Greek organizations, especially those that are non-AMP events. A possible benefit of this route would be closer communication between the initiative and Greek organizations.

Further conversations are required with the GLC on the topic of funding the seltzer initiative, but more likely than not, the GLC would also require further funding from the College to support this program. If further funding is required in either case, it may therefore be best to proceed with the program through the SWC. It's been indicated to us by the GLC that funding adjustments occur during the spring term, so if we were to pursue this funding route it may need to wait until this adjustment period.

c. Greek Chapters

In order for Greek Organizations to fund Polar seltzers for their events, they would need to raise dues for their members – whether the organizations pay using their slush fund or are billed by the College in their AR bill. This may work counter to one of the project's goals of making Greek spaces more accessible. Survey data, shown below, shows that the vast majority (80.4%) of students, both affiliated and unaffiliated, believe that "Greek spaces should not be in charge of funding Polars." Based on this data, we believe that this would not be an optimal way to fund the project, as this method of funding does not align with student interests.

5. STUDENT FEEDBACK

a. Survey Respondents

i. House Officers

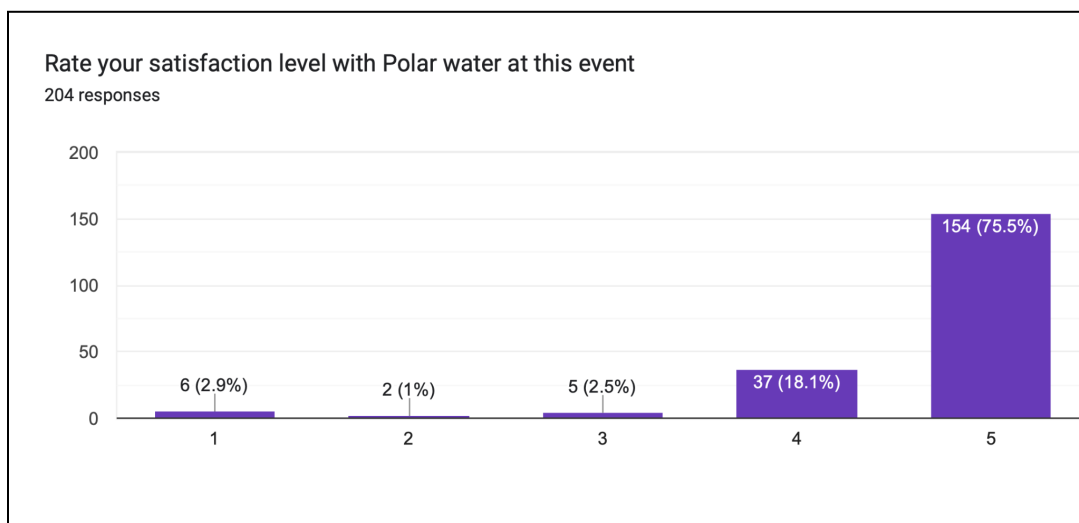
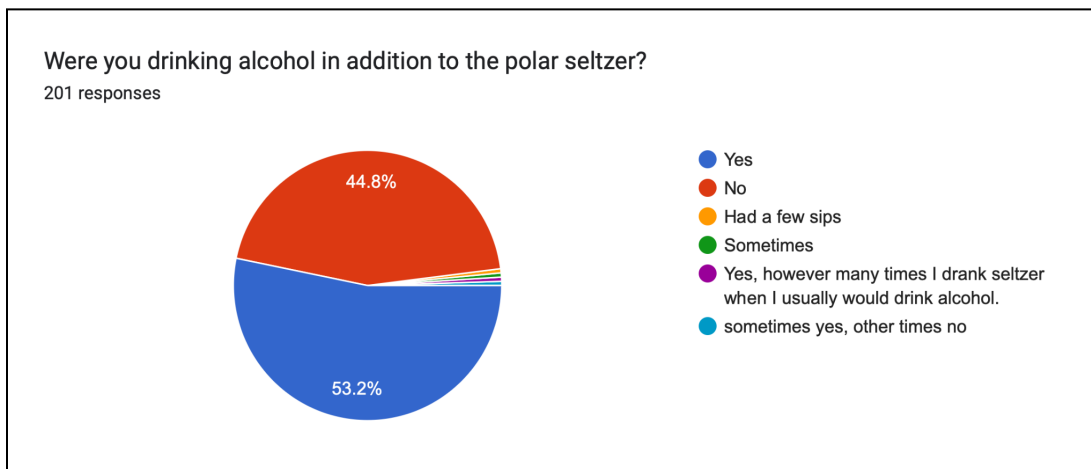
The SWC Polar Board sent a survey to officers of Greek organizations participating in the Polar seltzer pilot program to collect their feedback. Questions included items such as “Did your seltzers arrive on time,” and “Generally describe how the polar event went.”

ii. Attendees

The SWC Polar Board sent out a second survey for the attendees of these events. These surveys were sent out to attendees by event planners, posted at the bar as QR codes and sent to the campus events listserv by the SWC. We had a total of 211 student responses. Selected questions and responses from these surveys are listed below.

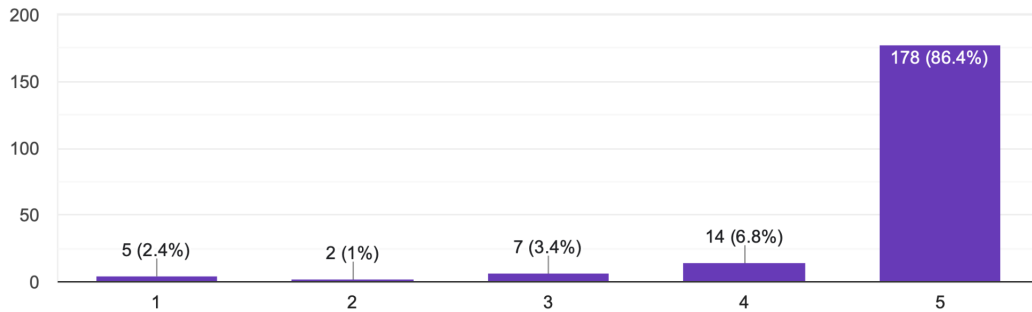
b. Survey Data

i. Graphical Responses



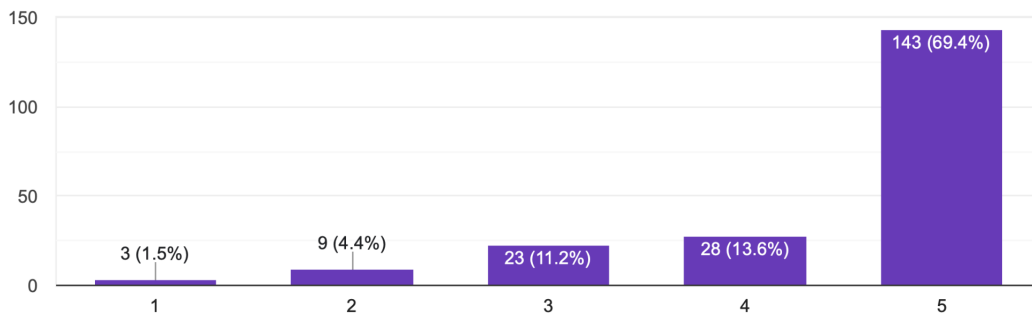
How much do you agree with the following statement: I would be interested in seeing Polar Seltzers at future events.

206 responses



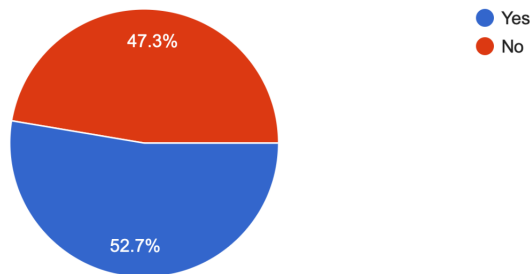
How much do you agree with the following statement: I would be interested in seeing other non-alcoholic beverage options at future events.

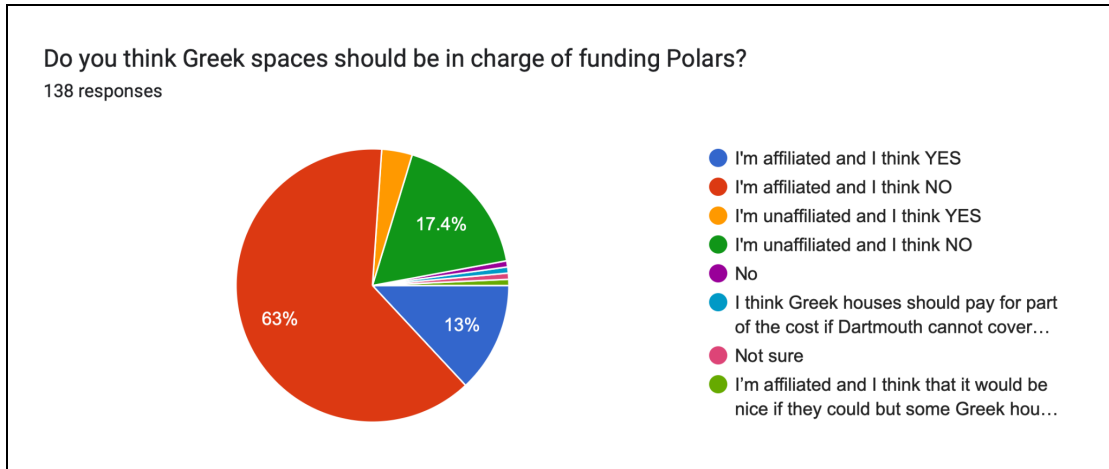
206 responses



Do you agree with the following statement: it should be mandated to have a non-alcoholic option (besides water) at Greek alcoholic events.

169 responses





Summary of Graphical Response Feedback

Based on this data, Dartmouth students are very satisfied with the program and would like to see Polar seltzers at future events, with slightly over half of all respondents believing that the College should mandate that Greek organizations serve attractive non-alcoholic beverages at their events. Additionally, around half of all respondents exclusively drank the Polar seltzers, while the other half of respondents drank Polars in addition to alcoholic beverages. Finally, the vast majority of respondents were opposed to Greek organizations funding the Polar seltzers out of their own budgets.

ii. Narrative Feedback

“Other feedback you may have on the event or suggestions for future greek events in general”

- “I love the seltzers! Please keep them coming. They are the perfect alternative to drinking.”
- “The seltzer waters were a massive hit and I would love to see them at future events. It was really cool to see that it was college sponsored and I would love to see it continued.”
- “I loved having it because it is a drink to hold and sip without being alcohol. Often I just want a drink to hold and don’t want to drink alcohol but do out of convenience/boredom/it’s the only option”
- “Think it’s a great alternative for non drinkers who still want to partake in Dartmouth social scene! And also great way for water intake when too drunk. Go SWC thank u for working to facilitate a safer community instead of just taking it completely away from students”
- “If greek spaces are responsible for funding Polars, I don't think they would be as committed to making sure they're available. I really think it's in the college's best interest to fund them.”
- “I LOVE THE SELTZERS”
- “I think that having seltzers at Greek Spaces at all times has been a positive impact on my health.”
- “I am a big fan of the seltzers. I have had them on several "on" nights when I didn't want to drink but still wanted to feel included by going on and having a drink in my hands. I know several of my friends who also wanted to be sober for the night would have the seltzers as well.”
- “EQUALLY APPEALING NON-ALCOHOLIC BEVERAGES ARE AWESOME AND NEED TO BE EVERYWHERE!!! THIS IS MY FAVORITE THING EVER. I AM A HEAVY DRINKER AND I WILL DIE ON THIS CROSS — WE NEED OPTIONS FOR PEOPLE WHO DON’T WANT TO (SOMETIMES IM NOT IN THE MOOD...) THANK YOU GUYS FOR STARTING THIS PROGRAM I HOPE IT WILL CONTINUE”
- “I think at all open to campus events there should be at least one non alcoholic beverage option. This could potentially be paid for by GLC/ISC/IFC. At regular on nights I would love for there to be non alcoholic beverages, but this could get expensive (perhaps this cost could be paid by Greek houses).”
- “I am not on campus so have not seen this, but I LOVE this idea. “Water pong” is hard because the water in frat basements often isn’t clean so having an option in frats that is nonalcoholic and safe to drink sounds wonderful. I hope this is still happening when I’m back on campus in the fall!”

Feedback Summary

This section for additional feedback drew an overwhelmingly positive response regarding the seltzers. Students believe that the Polar program increases inclusion by allowing people who do not choose to drink alcohol to have an attractive beverage option at Greek events. Event attendees appreciated the opportunity to have a non-alcoholic beverage option that could be sipped in a can similarly to beer. Respondents also commented that the seltzers contribute to student health and well-being by having an alternative to alcohol readily available at Greek events for people to drink both in addition to and instead of alcoholic beverages.

“Space to share any other comments/concerns/questions”

- “POLAR IS AWESOME!!! As a leader of KDE, we would not be able to fund polar water at events, but we would definitely use it. It would make sisters feel included and less inclined to drink!”
- “I really like this idea because I’m an athlete and when we’re in season and dry it’s nice to have a non-alcoholic option so I can still go out and be social without feeling weird about not drinking”
- “I think if the college puts the burden on Greek spaces to fund non-alcoholic drinks, they will go away. I know my Greek space has talked about providing these drinks in the past, but the biggest barrier was how expensive they can be. While I think the seltzers have been really awesome in working against drinking culture, mandating and / or not funding the seltzers would mean that Greek spaces would take shortcuts to fund alternative drinks. I know many houses already struggle with their budget, and adding a required expense would just mean worse, harder to get, and fewer seltzers in Greek spaces.”
- “My quality of life/physical health has gotten much better since having polar seltzers as an alternative to alcohol. I feel much more energetic and am happier with the way I look. I think it is easy to get into a pattern of drinking and the polar seltzers act as a way to drink something without it harming your health”
- “If the school provides funds for Greek spaces to supply non alcoholic beverages that would be awesome”
- “Since being a part of a greek organization at Dartmouth, the seltzer program is the best administrative implementation to greek life I have experienced”
- “It was honestly really great. I do drink alcohol but seeing the non-alcoholic drinks out and available was really enticing (I grabbed one). It was super convenient and definitely decreased risk on an evening of big drinking”
- “The seltzers were a huge success. They help me drink only when I want to drink. Most frat basements don’t have access to clean water you would want to drink. And, the water they do have is hard to access (think walk cups into a bathroom and then carry them filled up back to the table - inconvenient!). While this may seem like a slight inconvenience, it is enough that I and other people I’ve talked to end up just pouring beer into the cups instead because it’s right there. The problem then is I feel slightly pressured to not waste the beer so I end up drinking even if I didn’t want to.”

Feedback Summary

These additional comments are extremely supportive of the Polar seltzer program. The seltzers were beneficial to many different types of Dartmouth students who attend Greek events, including those who drink alcohol, those who do not, and athletes who are in season. Students feel that the program gives them more choice over whether they drink alcohol when going to Greek spaces. Before the Polar program, students felt more pressure to drink alcohol, but now that there is another attractive option readily available, students can have more agency over their choice of drink. Respondents agree with the board’s sentiment that Greek organizations should not be required to pay for the seltzers, as this would likely result in a lack of seltzers at events, since cost is the greatest barrier to Greek organizations in providing seltzers at events.

6. CONCLUSIONS

In general, the trial was a major success. Anecdotal evidence from board members and collected survey data both indicate that the seltzers are a popular alternative to alcohol at AMP events. Moving forward, we would like to see cost and popularity data throughout the '23/'24 school year and perhaps gather more specific harm reduction data. The board will utilize more student and Greek organization officer surveys toward this end. We are also curious to see the effect Stinson's will have on seltzer popularity and distribution. The board is elated to hear that President Beilock has agreed to fund the seltzers through the '23 fall term, yet an agreement for continued funding must still be reached. Also included in the board's hopes for the '23/'24 academic year will be an open line of communication between the board, Office of the President, and the Dean of the College, which will help us realize a clearer goal of where to progress from here.