

POLAR SELTZER PROGRAM

23F REPORT

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Edited by the Polar Project Board and the SWC

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1. GOALS OF THE PROJECT

In response to the President's institutional goal of supporting wellbeing, this project specifically aims to reduce risk associated with the misuse of alcohol by promoting healthy alternatives within our inclusive communities during higher risk events.¹ The seltzer water project was implemented as a pilot during Summer '23 (23X) and continued in Fall '23F (23F) to gauge the need for attractive non-alcoholic alternatives within events at Greek spaces. Along with registering Alcohol Management Program (AMP) events, Greek spaces have been encouraged to pick up up to 8 cases of Polar seltzers per event at Stinson's Village Store. These seltzers were then distributed at events in public spaces, primarily at the bar.

The goal of the project is to provide a viable, attractive alternative to alcohol at AMP events. Attractive non-alcoholic beverages were not available at AMP events prior to this program. We identified Polar Seltzers as an attractive option that students were more likely to drink over beer or other alcohol as opposed to water and expanded the program to include Liquid Death seltzers at certain events this fall. Our hope is that making these non-alcoholic seltzers readily available at AMP registered 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. Additionally, most Greek spaces have or will soon have hydration stations installed, making water more readily available.

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. We are grateful for the support for the project from the Office of the President and the Dean of the College throughout 23F, and we plan to continue the project for the foreseeable future. In 23F, Brian Bowden, Connor Vogel, Maya Resnick, and Jess Bargamian met with Dean Brown, and he expressed his, and the College's, support for the project continuing in the future.

¹ Dartmouth College (2023, October 13). *Dartmouth's Strategic Plan For Student Mental Health and Well-Being. Commitment to Care. Tactic 2A.2. Reduce the role of alcohol in Dartmouth's social setting.* p.48. Action 2A.2.4. Retrieved January 13, 2024, from <https://mentalhealth.dartmouth.edu/>

2. PROGRAM DURING 23F

a. Summary

During the 23F term, there were a total of 161 AMP events hosted by Greek organizations, with 66 of them (~41%) receiving Polar seltzers. This is a conservative estimate since leftover seltzers from an event were likely used for subsequent events, but this use of the Polars is not accounted for in these numbers. Even with our conservative estimation, this is an improvement from 23X, where roughly 33% of events had Polars. These seltzer pickups were spread over 16 Greek spaces across campus. Participants included: Alpha Chi Alpha, Alpha Theta, Beta Alpha Omega, Chi Delta, Chi Gamma Epsilon, Chi Heorot, Epsilon Kappa Theta, Gamma Delta Chi, Kappa Delta Epsilon, Kappa Pi Kappa, Phi Delta Alpha, Psi Upsilon, Sigma Delta, Sigma Nu, Theta Delta Chi, and Zeta Psi. This term, participation also expanded to other student organizations and events outside of the Greek system, including The Dartmouth Outing Club (DOC) and Microbrews. On several occasions this fall, the board had Stinson's deliver cases of Polar water to some organizations. This new method of supplying seltzers allowed us to reach organizations that host AMP events but were not reliably picking up seltzers themselves at Stinson's.

Organizations were notified about the Polar initiative with several emails, discussions about the program in AMP 1-on-1 meetings with Brian Bowden, and encouragement by Stinson's staff to pick up seltzers when organizations picked up beer at Stinson's. Despite our best efforts to reach 100% participation among Greek organizations, some organizations still did not participate in the program. Greek organizations that did not pick up seltzers at least once in 23F include Alpha Phi, Alpha Xi Delta, Bones Gate, Kappa Delta, Kappa Kappa Gamma, Phi Tau, and The Tabard.

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 23F from 3 - 4 pm.

Responses gathered from each event at which seltzers were distributed throughout 23F are overwhelmingly in support of the program, and over 380 student attendee responses were gathered. The Greek officer survey that existed in 23X was ended since the feedback from officers was collected in a focus group style during the weekly meetings.

b. Pilot Project Board Thoughts/Feedback

Pilot Project meetings have been attended by officers, mainly Risk Managers and Social Chairs, from multiple Greek spaces. The most frequent attendees include Connor Vogel (Chi Gamma Epsilon), Stephen Droppa (Chi Gamma Epsilon), Maya Resnick (Chi Delta), Elizabeth Barker (Chi Delta), Siddharth Hathi (Phi Delta Alpha), Isabella Macioce (Sigma Delta), Jessica Bargamian (unaffiliated), and Hunter Binney (Theta Delta Chi/Micro Brews). Meetings were facilitated by Connor Vogel (SWC Intern), 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 and analysis of poll data
- Anecdotal notes as to what each member and their organization have experienced thus far in the Polar program
- Ideas about how to expand participation to organizations that do not currently participate
- Thoughts as to how this program can best cater to the needs of Dartmouth students and organizations
- Any potential ways to optimize the Polar program to make it most efficient for student organizations

Response to the Polar Seltzer Pilot Project Program from board members on behalf of their respective organizations has been overwhelmingly positive. Each organization 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 organization members and event attendees.

3. COSTS AND FUNDING

a. Current Costs 23F

This fall, the Polar seltzer program was funded entirely by the Office of the President and the Dean of the College with the goal of reducing harmful drinking at campus events. Dean Brown expressed that College funding for the program would continue for the foreseeable future since the College believes the program is making a positive impact on campus and they would like to see it continue and expand.

Organizations are permitted to receive up to 8 cases of seltzer per event. The board does not expect each event to use 8 cases of Polar, but this number is to ensure that organizations always have some seltzer in their house and are not running out of seltzer at events.

Here is a table of the costs of the Polar and Liquid Death seltzers funded by the College to student organizations during 23F:

Chapter	# of Polar Events (Total # Cases Picked Up in 23F)	# of Liquid Death Events (Total # Cases Picked Up)	Average Cost per Event	Total Cost
Alpha Chi Alpha	1 (8)	0	\$161.92	\$161.92
Alpha Theta	2 (12)	0	\$127.96	\$255.92
Beta Alpha Omega	3 (24)	0	\$127.96	\$383.88
Chi Delta	6 (38)	1 (2)	\$86.24	\$603.71
Chi Gamma Epsilon	12 (93)	0	\$112.16	\$1,345.88
Chi Heorot	3 (30)	0	\$130.63	\$391.90
Epsilon Kappa Theta	1 (2)	0	\$27.98	\$27.98
Gamma Delta Chi	4 (30)	0	\$104.97	\$419.88
Kappa Delta Epsilon	2 (16)	0	\$135.04	\$270.08
Kappa Pi Kappa	3 (7)	0	\$37.31	\$111.92
Phi Delta Alpha	7 (45)	1 (3)	\$91.08	\$728.64
Psi Upsilon	6 (44)	0	\$102.61	\$615.65
Sigma Delta	4 (34)	0	\$118.94	\$475.75
Sigma Nu	1 (8)	0	\$111.92	\$111.92
Theta Delta Chi	5 (35)	1 (4)	\$111.45	\$668.67
Zeta Psi	2 (12)	0	\$99.98	\$199.96
DOC	1 (2)	0	\$27.98	\$27.98
Microbrews	3 (18)	2 (6)	\$88.96	\$355.84
TOTAL:	66 (468)	5 (15)	\$93.00	\$7,041.48

Data gathered from invoices sent by Stinson's to the College.

Note: The number of Polar events estimation is likely conservative since officers rarely reported going through 8 cases of Polar at an event. Leftover Polars were likely used for future events, so it is very likely that more events had Polars than this estimation

accounts for. Additionally, Alpha Chi, Beta, and Sig Nu would have likely picked up more cases of seltzer this term if they were not suspended. All three of these organizations were active participants in the program during 23X and in 23F before they were suspended.

There were a total of 161 AMP events during 23F, and the initiative provided Polar seltzers to 66 of them (approximately 41%). This is a slightly lower number of AMP events than other terms, likely due to the suspension of several Greek organizations who would have otherwise hosted AMP events. Because this fall was a standard term at Dartmouth, we can expect the Polar program to cost around \$7,000 per term.

b. Mitigation Of Costs / Vendors

Polar seltzers are the cheapest option amongst seltzers at all available vendors. Because the Polar project board understands that the mitigation of these costs is key in funding the initiative, we researched multiple vendors, weighing each's pros and cons in an effort to reduce costs. This cost analysis, which was done at the end of 23X, yielded the following results:

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 Stinsons delivers the seltzer waters for an additional \$1.00 per case	<input checked="" type="checkbox"/>	<input checked="" 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. Additionally, Stinson's offers a delivery option that was occasionally used in 23F.

Because of the factors considered here, the Polar project board decided to change how organizations received seltzers. In 23X, organizations received seltzer deliveries from W.B. Mason, but this fall organizations picked up their seltzers from Stinson's. Stinsons delivered cases of Polar seltzers, and the board utilized this option on several occasions. The board requested seltzer deliveries to organizations hosting AMP events during Homecoming weekend, and we expect the precedent of delivering seltzers during each big weekend (Homecoming, Winter Carnival, and Green Key) to continue. This is when the board believes the highest risk alcohol consumption likely occurs, so we want to provide seltzers for all organizations during these weekends. The board also delivered to some Greek organizations that regularly host AMP events but do not usually pick up seltzers.

c. Invoicing

Invoices are made during each Greek organization's polar seltzer pick-up from Stinson's. Invoices included the Greek organization's name, a signature from the organization's representative, as well as all expected standard information. Stinson's sent invoices to 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

Invoice No: _____

Student Wellness Center at Dartmouth College _____

6025 N Main St, Hanover, NH 03755

Invoice Date: _____

Brian.Bowden@dartmouth.edu

Christiana.Fitzpatrick@dartmouth.edu

Due Date: _____

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

Balance Due: \$

Greek Organization:

Member Name:

Member Signature:

4. STUDENT FEEDBACK

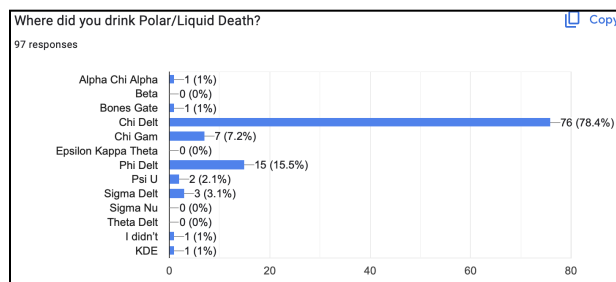
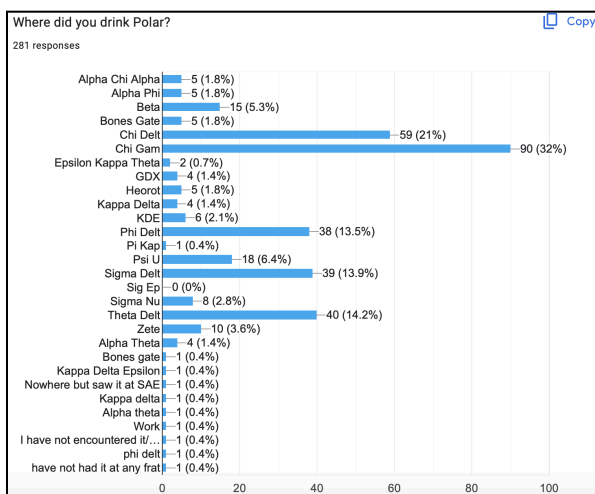
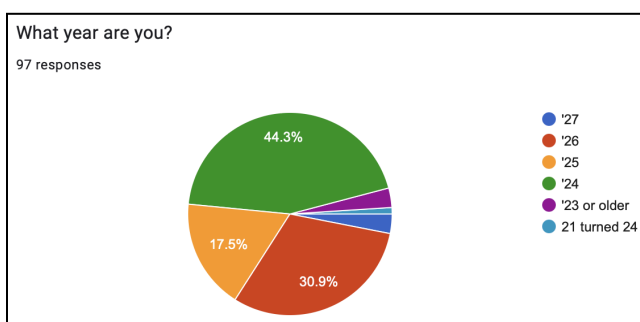
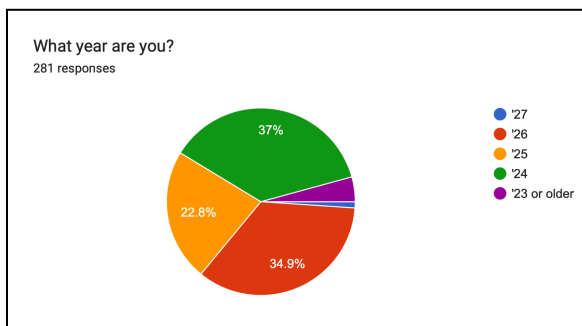
a. Survey Responses

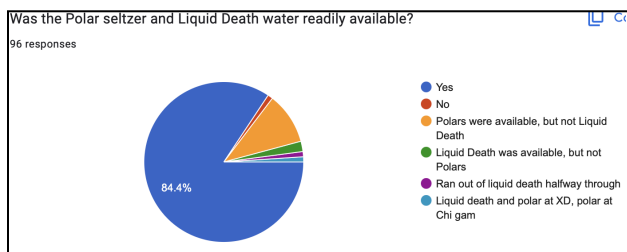
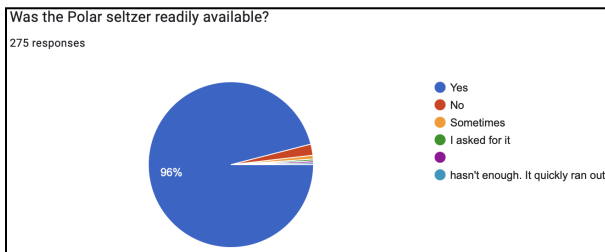
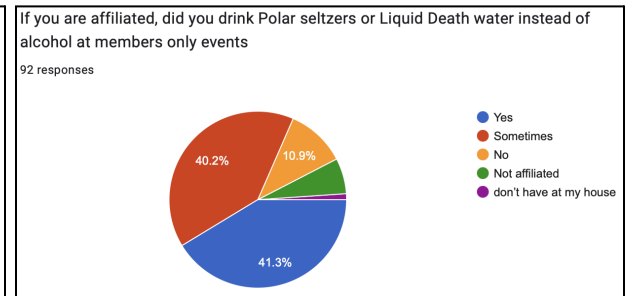
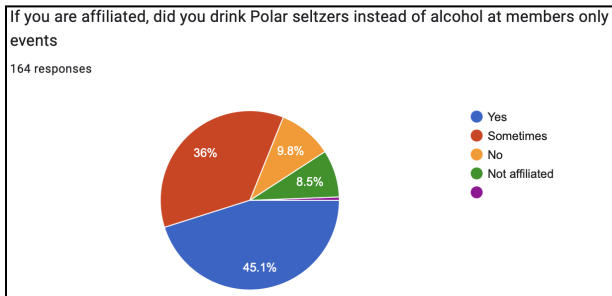
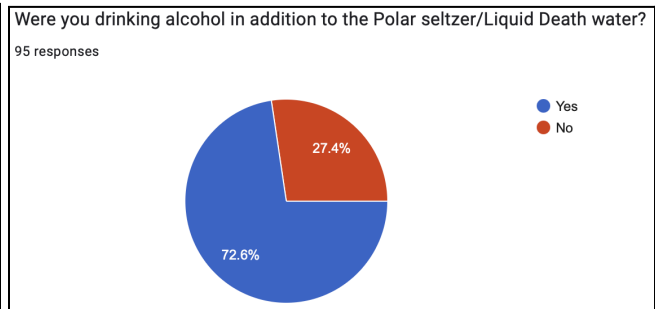
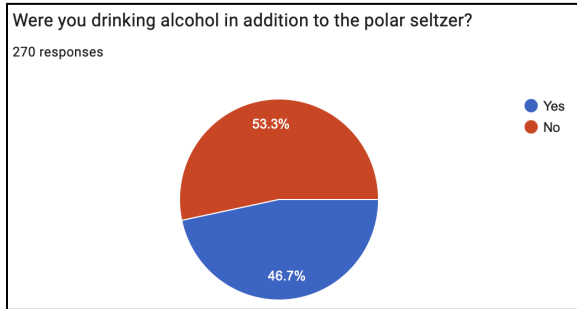
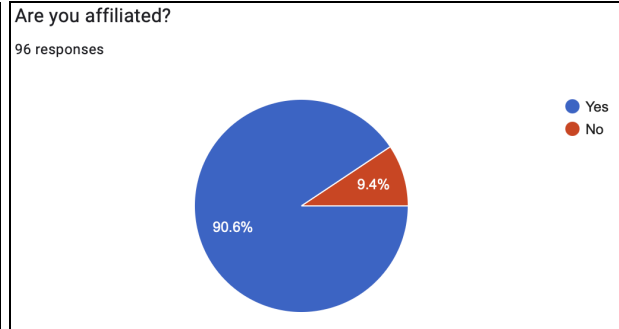
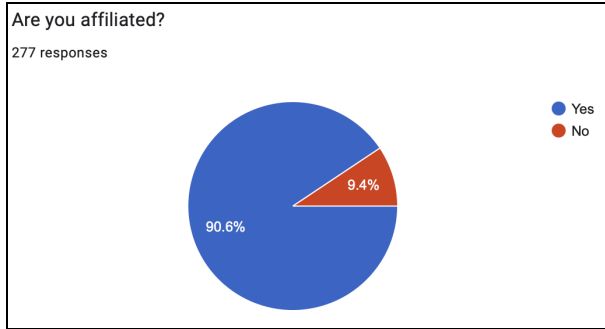
The SWC Polar Board sent out a survey for the attendees of Polar events. These surveys were sent out to attendees by event planners, posted at the bar as QR codes and sent to the campus events listserv by the SWC. The board also sent out a second survey to attendees of events that had Liquid Death seltzers to gather feedback on the Liquid Death pilot events. We had a total of 281 student responses on the Polar survey and 97 responses on the survey for events with both Polar and Liquid Death. Selected questions and responses from these surveys are listed below. In the data questions section, responses from the Polar-only survey on the left and responses from the combined Liquid Death and Polar survey on the right. In the Feedback Questions section, responses from both surveys are shown without distinction.

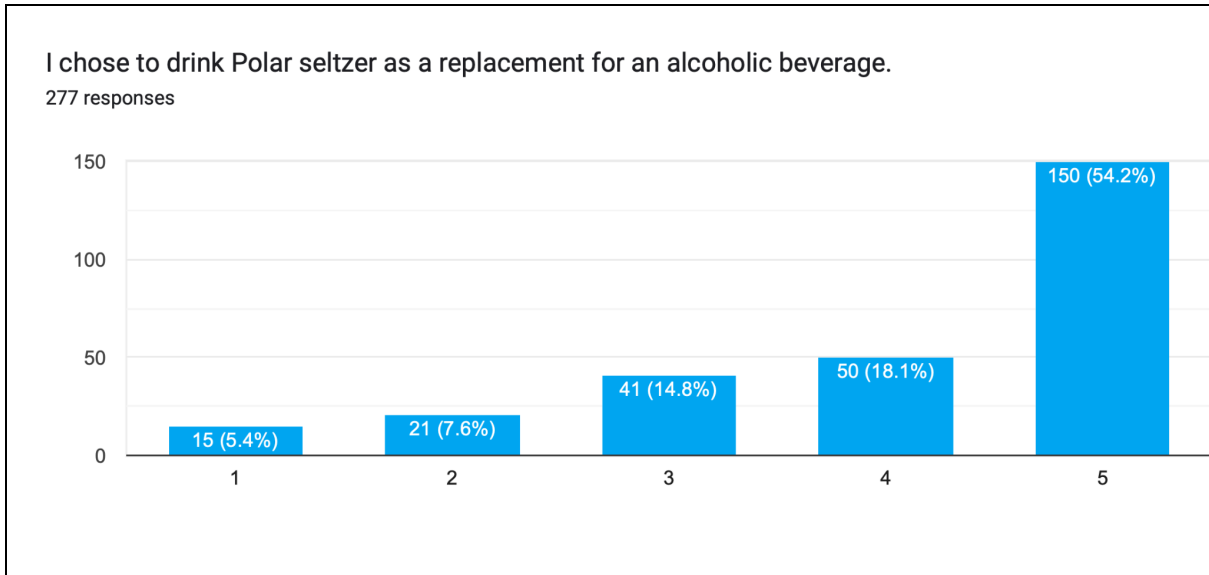
b. Survey Results

i. Graphical Responses

1. Data Questions

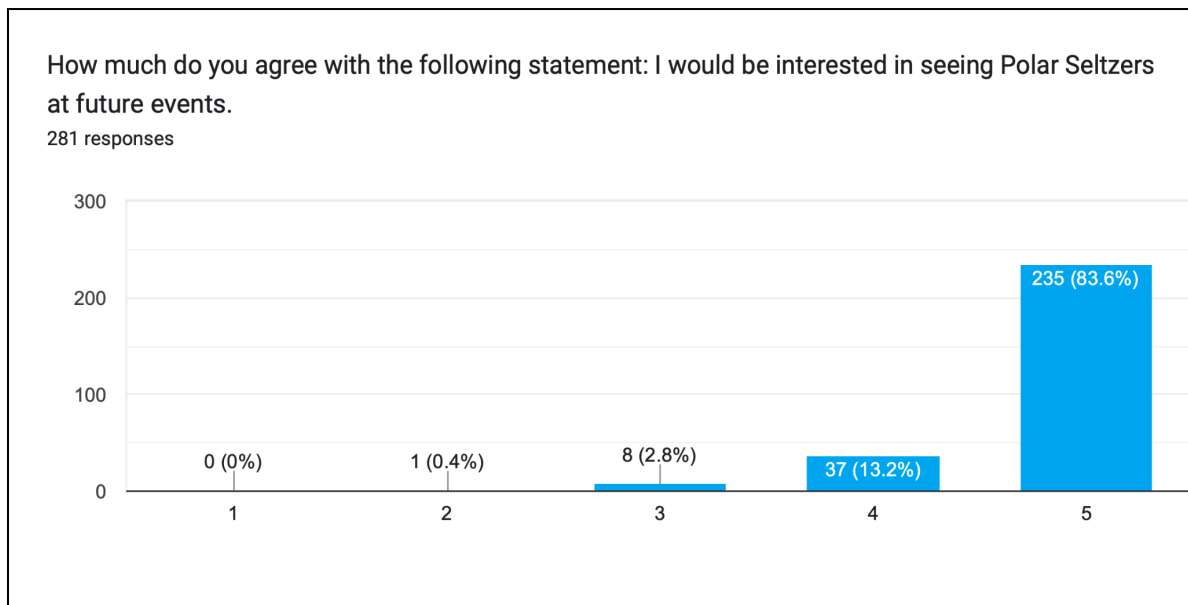




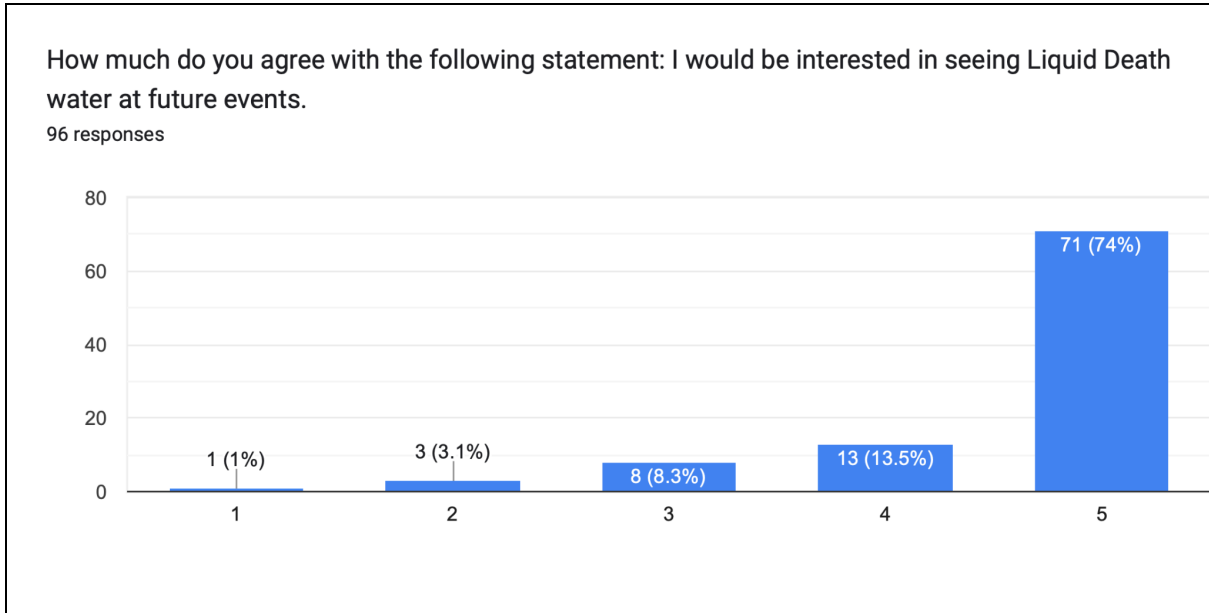


Note: 1 represents strongly disagree; 5 represents strongly agree

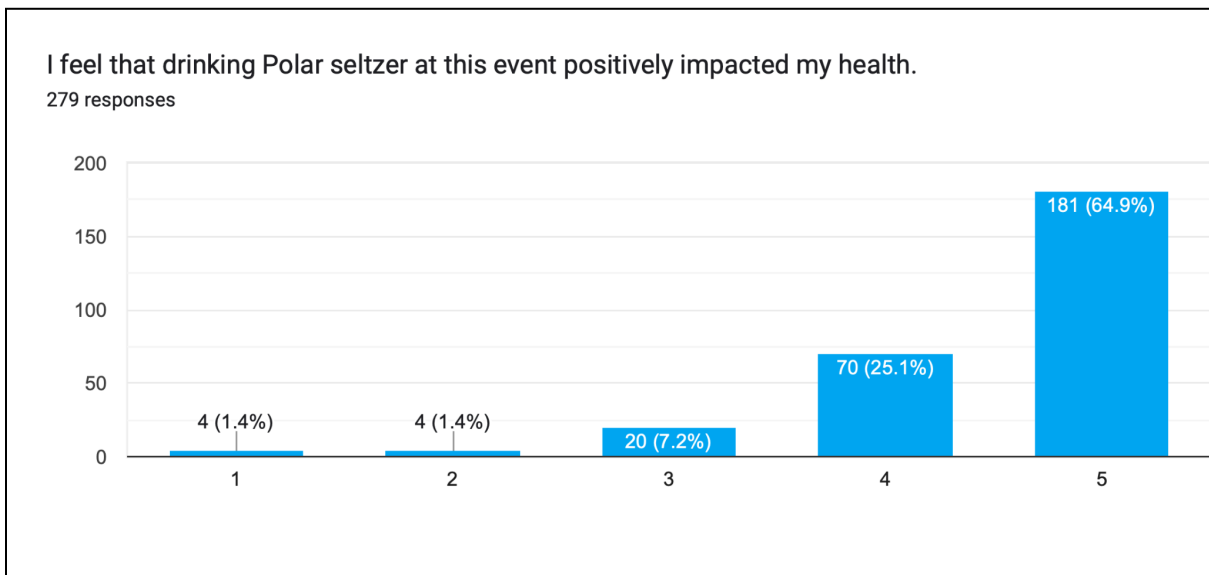
2. Feedback Questions



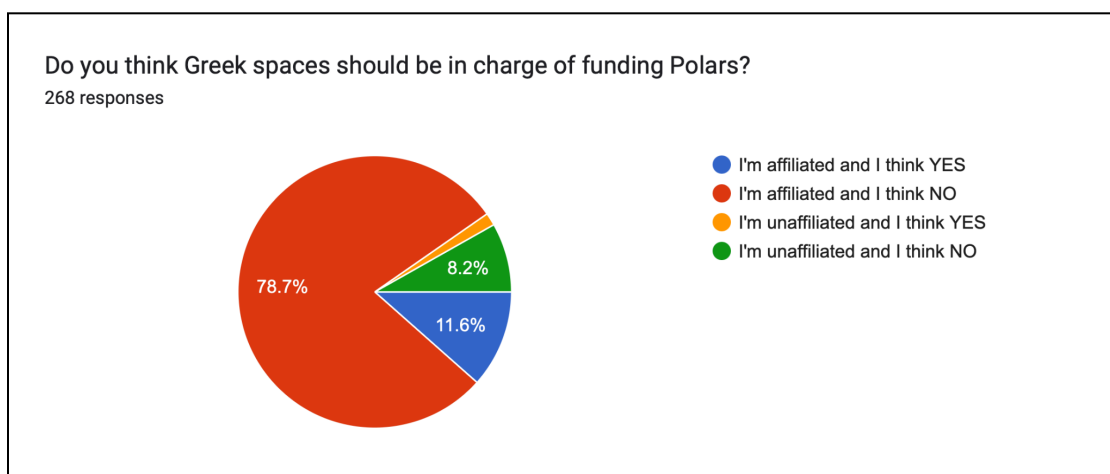
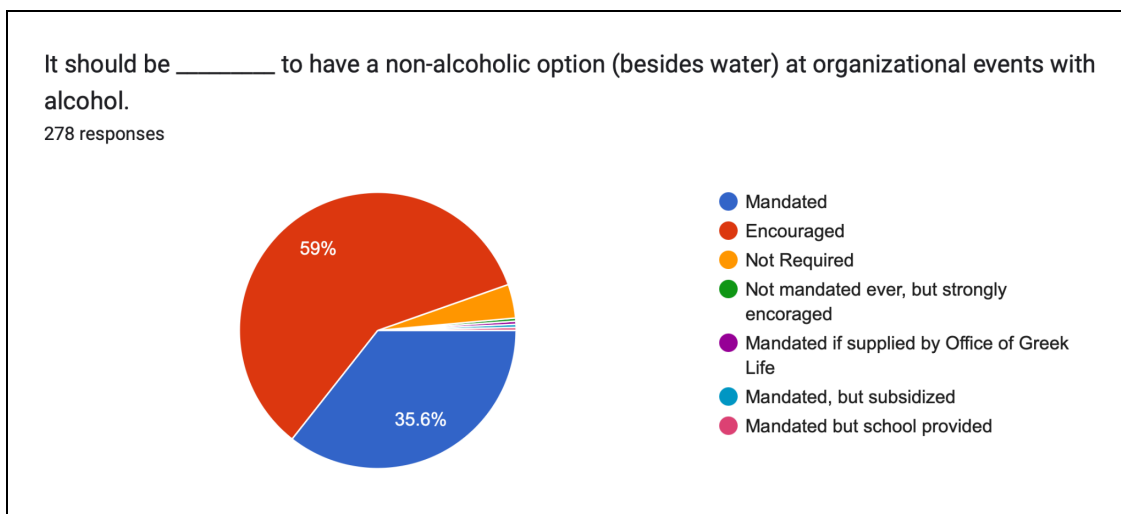
Note: 1 represents strongly disagree; 5 represents strongly agree



Note: 1 represents strongly disagree; 5 represents strongly agree



Note: 1 represents strongly disagree; 5 represents strongly agree



Summary of Graphical Response Data and Feedback

a. Data

Polar consumption was generally evenly split across class years who were eligible to attend AMP events hosted by Greek organizations. The lower number of responses from '25s is likely a result of many juniors being off or abroad during their junior fall. The lack of responses from '27s is due to their ineligibility to attend AMP events at Greek organizations for the majority of the term. Students most often drank Polars at Chi Gam, Chi Delt, Theta Delt, Sigma Delt, Phi Delt, Psi U, and Beta. Students only drank Liquid Death at Chi Delt and Phi Delt since these were the two organizations piloting Liquid Death this term. The majority of survey respondents are affiliated, and this reflects the relative ease of distributing the survey to members of organizations hosting Polar events compared to campus at large. Around half of respondents drank Polar instead of alcohol, and the other half drank Polar in addition to alcohol. Both of those behaviors are healthier and create a more inclusive atmosphere compared to the events without seltzers. Seltzers are frequently consumed at members only events in addition to open to campus events, and the seltzers are almost always readily available at open to campus events.

b. Feedback

Based on this data, which is consistent with survey responses received in 23X, Dartmouth students are very satisfied with the program and would like to see Polar seltzers at future events. The Liquid Death pilot also generated positive feedback, so one of the board's objectives during 24W is to expand Liquid Death to more events. Students also felt that drinking Polar at AMP events positively impacted their health. Students generally believe it should be encouraged, but not mandated, to serve attractive alternatives to alcohol, like the seltzers, at AMP events, but there is a significant share of students that believe it should be mandated. The vast majority of students believe Greek organizations should not be responsible for funding the seltzers. Students also indicated that they would be interested in seeing other types of non-alcoholic beverages at AMP events, such as other brands of seltzers, soda, diet soda, and non-alcoholic beer.

ii. Narrative Feedback

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

- “I love the idea of adding the seltzers”
- “Seltzers are such a great alternative. Amazing idea.”
- “I think it’s really nice that there is an alternative to alcohol. This summer I tried to drink less and it is really nice to have something to hold/ something to put in a cup. I think it’s also great for ppl who have had too much to drink and they don’t know the difference and it ends up hydrating them. I don’t like the idea of a Greek house paying for the seltzers bc I don’t know if there would be a way to hold Greek houses accountable to providing them at each event. If money from dues is in a pool, the buyer who is the social would probably favor buying alcohol. When it’s from the college you know there will be enough.”
- “Definitely continue the project, it's awesome to have non-alcoholic options besides water”
- “I have really liked having it as an option!”
- “The water is a huge addition. Food wouldn't be bad.”
- “The college should keep funding polar seltzers”
- “Mandating that frats pay for the polars will turn something everyone likes into something everyone doesn’t.”
- “Dartmouth should pay for it because greek orgs wouldn’t”

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”

- “SO AWESOME”
- “Super helpful. Imo a great resource”
- “Love it <3”
- “The presence of alternative, fun drinks to play pong with in our basement has had a resounding impact on the health of members. People are more likely to stop drinking alcohol earlier or opt to not use alcohol altogether because there is an easy alternative.”
- “Big proponent! keep it up!”
- “Literally so happy to see this, was feeling tired and didn’t want to drink but loved being able to hold something in my hand and sip on it”
- “Love it!”
- “I’m dry by order of my doctor, and having polar seltzers makes a world of difference. No one is outright making me feel unwelcome, but its much easier to play pong with them than to run to a nearby sink. It also really helps interactions at tails where everyone is just wandering around with a drink in hand and without the polar seltzers I’m just kinda left standing. I used to bring a Nalgene with me to events, but that’s pretty unwieldy.”
- “I think that this is an amazing project. As long as the school continues to provide water it is an extremely beneficial program for members and visitors of the house.”
- “HUGE FAN!! Please keep it up, it’s so nice to have safe drinking water!”
- “Sparkling water kinda tastes like white claws hence seltzers are a great alternative. Also it’s sometimes hard to find water on the spot, so sometimes we have to resort to keystone.”
- “I actually really love the Polar Seltzer program, I have been trying not to drink as much this term and it’s been really nice to be able to hold something when I don’t want to drink alcohol. I feel like sometimes I end up drinking alcohol just to hold something and not feel awk so to be able to hold seltzer has been really nice. and no one ever even like comments on me holding/ drinking seltzer rather than alcohol”
- “This has been huge! I have many friends who have embraced this and it has allowed non-drinkers to feel more comfortable and included at parties and in Greek spaces. Personally I’ve drank polar seltzers on nights I’m not drinking, in between drinks, and during pong. It has really been embraced at the Greek spaces I frequent and I think it has helped create healthier and safer drinking habits.”

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.

5. CONCLUSIONS

In general, the Polar program was a major success this fall. 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 rest of the 2023-2024 academic year and perhaps gather more specific harm reduction data. The board will utilize more student surveys toward this end while constantly working to refine survey questions to ensure that we are getting comprehensive and relevant feedback. Overall, the coordinators of the Polar project were satisfied with picking up the seltzers at Stinson's. All steps of this process were smooth, and The board is elated to hear that President Beilock has agreed to fund the seltzers through the 2023-2024 academic year, yet an agreement for continued funding must still be reached. The board also hopes to continue the 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.

a. Moving Forward

The coordinators of the Polar project are always looking for ways to expand and improve the program. The board has identified several goals and objectives for the project moving forward, and we are always open to more suggestions from students and the College. One of our main priorities is to:

- increase participation among Greek organizations who do not currently participate or who participate in a limited capacity. Additionally, because of the successful pilots in Microbrews and the DOC, we hope to expand the program beyond Greek organizations.
- Our goal is for the seltzers to be present at every event on campus that also serves alcohol.
- We have also considered the implementation of the Polar project at dry events.
 - While that is not the purpose of this project, and it would be a decision for the President and the Dean of the College, having a healthy, hydrating beverage option at all events would benefit Dartmouth students. Events in this category could include house community events, sporting events, and academic events like speakers and discussions.
- We plan to have Polar delivery service to organizations that regularly participate in the weekly Polar meetings and contribute to its assessment.
- We aim to expand the Liquid Death pilot program throughout 24W. We want to provide each organization that regularly participates in the Board meetings one Liquid Death event per term.
 - We recently contacted Liquid Death to explore partnership opportunities with Dartmouth and AMP.