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Furman University

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IMC students win national competition

SHORTLY BEFORE THEY GRADUATED this spring, three members of Furman's Class of 2011 won the National Collegiate Effie Competition for their work in developing a public service announcement campaign to help Heineken USA promote its relationship with Taxi Magic, a smart phone application that allows consumers to book, track and pay for taxi service.

The Effie Awards are administered by Effie Worldwide and recognize the most effective advertising efforts in the United States each year.

Honored for their project were Stacey Bragg, an accounting and business administration major from Belcamp, Md.; Amanda Quinton, a business administration and music major from Thomasville, Ga.; and Sara Sanders, a business administration major from Byron, Ga. They received a \$3,000 prize for creating a campaign that, according to Heineken, was designed to encourage "consumers to learn, understand, download and use the Taxi Magic app as an innovative option to avoid drinking and driving."

The Furman group and the other student finalists (from Iowa State University) traveled to New York City May 3 to present their campaign to Heineken USA executives.



The Effie Collegiate Competition was an integral part of business professor Robert Underwood's Integrated Marketing Communications class. Students worked for almost three months on the strategic development of either the Heineken/Taxi Magic App campaign or an integrated brand campaign for MINI and the introduction of its new vehicle, the Countryman.

For the MINI campaign, three groups from Underwood's class made it to the top six.

Revised alcohol policy results in no significant changes

ONE YEAR AFTER FURMAN approved a policy revision that allows students age 21 or older who live in North Village to possess alcohol in their apartments, a study of student consumption habits and incident reports shows virtually no changes in the campus culture.

"We have done a lot of work to educate our students about the dangers of alcohol," says Connie Carson, vice president for student life, whose office administered the survey. "Alcohol use among our students remains comparatively low, and there have been no changes from a campus cultural standpoint as a result of the revised policy."

According to the study, 73 percent of Furman students reported consuming alcohol during the past year, compared with the national average of 84.2 percent. Sixteen percent of Furman students said they had missed a class because of drinking, compared to 30 percent nationally.

The revised policy, adopted in April of 2010, followed two earlier revisions, one in 2003 that permitted alcohol to be served at the golf course, alumni house, Timmons Arena and Younts Conference Center, and the other in 2008 that allowed of-age students living in The Vinings (which Furman owns) on Duncan Chapel Road to possess alcohol in their apartments.

The latest revision, authored by a committee of trustees, students, administrators, faculty and alumni and approved by the trustees after extensive study and research, mandates an online alcohol education course for freshmen, prohibits bulk quantities of alcohol from being served, and provides strict penalties for those who commit infractions. It subjects anyone caught playing drinking games or displaying alcohol paraphernalia to steep fines and educational intervention.

Carson says the revised policy makes the university's rules more consistent while

maintaining a controlled, closely monitored environment. The results for 2010–11, the first year of the policy: no significant changes in alcohol-related injuries, underage drinking or citations for public intoxication.

Furman's disciplinary sanctions are strict compared to those at most colleges. Underage students found in possession of alcohol face an initial \$100 fine, written warning, alcohol education and parental notification. The fine for providing alcohol to anyone under 21 is \$300, as it is for hosting a party where bulk alcohol is served.

Alcohol continues to be prohibited in South Housing and Lakeside Housing, where most first- and second-year students live.

— JOHN ROBERTS

For more about Furman's alcohol and substance abuse policies, visit www.furman.edu, click on "Student Life," and follow the links.