



## **Social Norms on College/University Campuses**

**April 17, 2007**

- 8:30AM Registration and Student Posters
- 9:00AM Welcome: Dr. Ada Beth Cutler,  
Dean of the College of Education and Human Services
- 9:15AM Introduction: Marie Cascarano,  
Program Director of Wellness Education
- 10:00AM **MSU Social Norms Project Concurrent Workshops:**
- Social Norms Poster development and Peer Advocacy training *M. Cascarano & T. Purdy*
  - Technology and Research Initiatives at MSU *B. Marshall*
  - Student research selected topics *Student Researchers*
- 11:00AM Student Poster Presentation
- 11:30AM **Lunch and Keynote Speaker: H. Wesley Perkins, PhD**  
Professor of Sociology and Chair of the Department of Anthropology and Sociology, Hobart and William Smith Colleges  
“Social Norms and College Student Drinking: Current Issues and New Horizons for Research and the Prevention of Alcohol Misuse”
- 2:00PM Notes from the Field
- BAC and Clickers, evaluating student perceptions and behaviors. *David Craig, Hobart and William Smith College, New York*
  - E-Chug – application of an electronic prevention program. *Joseph Hadge: The College of New Jersey*
  - Effective use of BAC cards to reduce alcohol consumption. *Luis G. Manzo, PhD: Polytechnic University Brooklyn, New York*
- 3:00PM Closing Remarks  
Brenda Marshall, Director, MSU Social Norms Project 2006-07