

## 2009 PRESIDENTIAL LEADERSHIP AWARD NOMINATION COVER SHEET

### ALL NOMINATION PACKETS MUST INCLUDE THE FOLLOWING\*:

- Letter of support from a community representative:  
Name: George Petropoulos      Title: Executive Director      Contact Information (email or phone):  
O.B.I.D.      412-621-5920
- Abstract highlighting the key components of the application
- Narrative (no more than 10 pages):
- \*Optional – Supporting Documentation (no more than 2 attachments)  
Please list and briefly describe the materials included:

### NOMINATOR INFORMATION

Institution/Organization: University of Pittsburgh (Pittsburgh, PA)

Name: Dr. Kathy Humphrey      Title: Vice Provost & Dean of Students

Address: 748 William Pitt Union, University of Pittsburgh, Pittsburgh, PA 15260

Email: [kathyh@pitt.edu](mailto:kathyh@pitt.edu)      Phone: 412-648-1006

### NOMINEE INFORMATION

Institution/Organization: University of Pittsburgh (Pittsburgh, PA)

Name: Mark A. Nordenberg      Title: Chancellor

Address: 107 Cathedral of Learning, Pittsburgh, PA 15260

Email:      Phone:

### NAME OF NOMINEE AS IT SHOULD APPEAR ON AWARD

**Chancellor Mark A. Nordenberg**

### CERTIFICATION STATEMENT AND SIGNATURE

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used for public outreach related to the Presidential Leadership Award."

Signature of nominating individual:      Date:  
**Kathy Humphrey, PhD**      **6-30-09**

Upon completion, please attach this sheet to the letter of support, abstract, narrative, and any supporting documentation. All nominations must be received by June 30, 2009. Please submit your completed nomination packets to [abram@outsidetheclassroom.com](mailto:abram@outsidetheclassroom.com) or mail application materials to:



Presidential Leadership Award  
c/o Outside The Classroom  
250 First Avenue, Suite 201  
Needham, MA 02494  
(T) 781-726-6677 x144

**Mark A. Nordenberg, Chancellor, University of Pittsburgh**

**Abstract**

Under the leadership of Chancellor Mark A. Nordenberg, the University of Pittsburgh has experienced significant progress addressing student alcohol misuse in recent years. Data collected indicate that high-risk (“binge”) drinking behaviors are on the decline, and students acknowledge a wide array of alternatives to participating in off campus events that include alcohol.

Chancellor Nordenberg’s support for the implementation of effective evidence-based practices as identified by the National Institute on Alcohol Abuse and Alcoholism is constant. Recent gains at the University of Pittsburgh have been fueled by Chancellor Nordenberg’s willingness to expand University efforts, including requiring alcohol education programming for new students, the creation of a new student recreation center to enhance late night programming, and an institutional commitment to evaluation and data collection on an ongoing basis. His support for these programs and initiatives has been instrumental in achieving notable positive results and has propelled the University of Pittsburgh forward in its quest to provide its students with the best collegiate experience in the world.

His advocacy and support, coupled with his handling of the high-profile disturbances that occurred in the wake of the Pittsburgh Steelers Super Bowl victory in February 2009, make him most deserving of the Presidential Leadership Award.

*Presidential Leadership Award:  
Chancellor Mark A. Nordenberg, University of Pittsburgh*

**NARRATIVE**

It is with great pleasure and enthusiasm that the Division of Student Affairs at the University of Pittsburgh nominates Chancellor Mark A. Nordenberg for the Outside the Classroom Presidential Leadership Award. As a result of Chancellor Nordenberg's leadership, support, and actions, the University has enjoyed significant progress implementing numerous strategies to address student alcohol misuse.

As an urban campus with more than 32,000 students, student life at the University of Pittsburgh is driven not just by what the institution offers, but by the life of the city of Pittsburgh. This includes highly successful professional sports teams, a vibrant arts community, and a sprawling urban landscape that places no clear boundaries on the geography of the campus itself. It is from these circumstances that many challenges arise related to student alcohol misuse.

**Constant Support**

The University of Pittsburgh employs and is committed to the utilization of Environmental Management Strategies to change the culture of drinking at the individual, population, and community level. Chancellor Nordenberg's pursuit of and support for this approach, and of programs and services that address issues related to high-risk and underage drinking, is constant.

Our chancellor's support has enabled us to expand our New Student Orientation Program to include a mandatory session designed to highlight the link between alcohol use and sexual assault. This program, developed internally and called "The Truth," has been the highest-rated program by students in each of the past two years. Additionally, all members of this year's incoming class of students will complete an on-line pre-matriculation alcohol education module prior to arriving for New Student Orientation, a first for University of Pittsburgh students. During his annual welcome address at Freshman Convocation,

Chancellor Nordenberg candidly challenges new students to evaluate the role that alcohol will play in their college experience and warns them not to compromise all the potential for success that exists within each student.

Chancellor Nordenberg is also committed to cultivating a campus culture that facilitates positive social interactions among students. The University has significantly increased the amount and variety of late-night weekend programming available to students, making 12-16 events per month available for students. Under Chancellor Nordenberg's leadership, the University revised its residence hall programming model to include late-night programs, expanded the role of the Alcohol Task Force to plan and facilitate late-night events, directed the student programming body to target late-night programming, and funded a Late Night Mini-Grant program for student organizations to plan and execute alcohol alternative events for their peers.

Additionally, the University recently celebrated the unveiling of a new leisure space on campus in the student union. Designed to provide multiple recreational and entertainment options for students as alternatives to high-risk drinking, this state-of-the-art lounge features a computer gaming center, pool tables, multiple high-definition televisions, a stage and sound system, fully equipped food and non-alcoholic drink options, and a commuter lounge.

Chancellor Nordenberg's enthusiastic support for the creation of the space was vital to its eventual completion. Use of the space by students, student organizations, and University departments has exceeded expectations. The Chancellor's significant support for the project was noted by the student body when



Chancellor Nordenberg opening "Nordy's Place"



they affectionately elected to name the new space after the Chancellor. The lounge is now called “Nordy’s Place.”

## **Getting Results**

The University of Pittsburgh is committed to a thorough and evidence-based assessment model to evaluate the effectiveness of its efforts. This comprehensive plan includes use of program evaluations, student feedback, knowledge measurement devices (pre and post testing), ongoing focus groups, and anecdotal evidence. As a central component to these efforts, the University has committed to implementing the American College Health Association’s National College Health Assessment (NCHA) once every two years. A widely used and highly regarded instrument, the NCHA evaluates student behaviors, attitudes, and beliefs on a variety of health-related issues, including alcohol use. According to data collected in the spring of 2009, the University of Pittsburgh has experienced the following during the past two years:

- A 12% decline in the number of students engaging in high-risk (“binge”) drinking.
- An 18% decline in high-risk drinking more than once a week on average (frequency).
- A 20% decline in students using alcohol 10 or more days per month.
- A 49% decrease in negative academic consequences related to use.
- A 36% decrease in driving after drinking any alcohol at all.
- A 61% increase in students who report receiving information from the University on alcohol.
- A 9% increase in students who identify themselves as non-drinkers.

Chancellor Nordenberg’s appointment of key personnel has played an integral role in these gains. The role of the University of Pittsburgh Alcohol Task Force has expanded and additional members have been added from among numerous University departments. Funding was identified to launch a peer health education program, which has been recognized for excellence by the University and BACCHUS less than two years after

inception, and to employ the use of an online pre-matriculation module for incoming students.

During Chancellor Nordenberg's tenure, the following has occurred:

- Improved enforcement of policy violations and the establishment of standardized sanction protocols
- Restructuring of Residence Life programming models and the creation of multiple faculty-linked Learning Communities
- Creation of a First Year Experience department linking Orientation, Residence Life, Student Health, Campus Safety, and faculty involvement
- The launch of the Outside the Classroom Curriculum (OCC) to encourage students' participation in a variety of programs and organizations throughout their Pitt experience
- Additional training for resident assistants and student orientation leaders on alcohol misuse
- Creation of the "Life Skills Expo," a wellness program developed collaboratively between the Department of Intercollegiate Athletics and the Office of Health Education and Promotion that addresses alcohol and sexual assault with student athletes
- Mandatory Drug and Alcohol Assessments at the University Counseling Center for students transported for intoxication
- Creation of an educational campaign to help students recognize and respond to alcohol emergencies

### **Taking Strong Action**

In early February the Pittsburgh Steelers won a record-setting sixth Super Bowl championship in one of history's more exciting championship games. Regrettably, the public celebration that occurred in the immediate aftermath of the victory included disturbances that lasted well into the early morning hours. While thousands of people took

to the streets and conducted themselves appropriately, a small segment of participants, which included University of Pittsburgh students, engaged in acts that put others at risk of physical harm, vandalized local businesses, and damaged University of Pittsburgh property. Fueled by the impairment and lack of judgment that so often accompanies alcohol misuse, the actions of a few were covered in the media at a local and national level, impacting the reputation of our student body, our neighborhoods, and our University.

In a statement published immediately after the celebration, Chancellor Nordenberg condemned these acts as “indefensible.” He articulated a commitment to cooperate fully with local law enforcement in the investigation and prosecution of those responsible for crimes and stated unequivocally that the University’s Office of Student Conduct would fully address all violations of the Student Code of Conduct. Perhaps most importantly, he framed his response in the context of *The Pitt Promise*, a commitment to mutual respect, civility, self-restraint, concern for others, and academic integrity that all incoming students verbalize and accept upon entering the University.

After communicating directly with the campus community, Chancellor Nordenberg assembled personnel from the University and surrounding community to design and enact strategies to ensure that this type of disturbance would not occur again. This foresight proved invaluable later in the year when the University’s men’s basketball team was contending for a berth in the NCAA Tournament Final Four. A University task force, that included several student leaders, developed a plan to prevent destructive celebratory behavior, as well as a public awareness campaign that featured direct communication to the student body from University leadership, a series of ads in the campus newspaper, and posters to educate students on the potential impacts of their decisions. The aftermath of Pitt victories in the NCAA tournament resulted in no serious violations, disturbances, or arrests and the efforts detailed here were widely credited with preventing such occurrences. This approach was again utilized amid rumors of widespread planning for end-of-term street parties in neighborhoods surrounding campus, and also during the Pittsburgh Penguins Stanley Cup victory, and achieved similar results.

Under Chancellor Nordenberg's leadership, the University of Pittsburgh has clearly made positive strides in addressing a variety of issues related to student alcohol misuse. While much work remains, Chancellor Nordenberg's ongoing commitment to take action steps to address these issues is constant and deserving of recognition as the recipient of the Presidential Leadership Award.



# University of Pittsburgh

*Division of Student Affairs*

738 William Pitt Union  
Pittsburgh, Pennsylvania 15260  
412-648-1006

June 29, 2009

Presidential Leadership Award  
c/o Outside the Classroom  
250 First Avenue, Suite 201  
Needham, MA 02494

Dear Selection Committee:

It is a pleasure for me to recommend University of Pittsburgh Chancellor Mark A. Nordenberg for the Outside the Classroom Presidential Leadership Award. Having reviewed the evaluation criteria for the award, I can unequivocally state that our chancellor meets and exceeds the standards you seek from a community leader who is committed to addressing the issues associated with alcohol use and misuse by college students.

Chancellor Nordenberg has made a personal investment in the lives of our students by establishing several programs at Pitt that not only educate students about the dangers of the misuse of alcohol, but also provide attractive alternatives for students to enjoy the collegiate experience without alcohol. In addition to allocating resources that are necessary for pre-matriculation and on-going educational programs, he consistently communicates clear messages about expectations regarding the use of alcohol, and he has established committees and task forces to assist in the efforts. Chancellor Nordenberg plays an active role in new student orientation when he delivers a candid message about the dangers of the misuse of alcohol and challenges students to evaluate the role it will play in their lives.

The chancellor is extremely supportive of all of the efforts that have been made to educate our students about alcohol, including the establishment of Pitt's PantherWELL peer health education program that features student-to-student programming. These collective efforts led to a 61-percent increase in students who reported receiving information from the University on alcohol. An Alcohol Task Force has been established during the chancellor's tenure with representatives from many academic and non-academic units, and he was highly supportive of the group's recommendation to add additional late-night programming on-campus as an alternative to night clubs and bars. The student body at Pitt voted to name the new student recreation area "Nurdy's Place" when the chancellor approved funding for this new venue, which serves as an alternative locations that serve alcohol.

The community also appreciates having a man committed to their welfare. When the Pittsburgh Steelers won the Super Bowl in February and inappropriate "celebrations" around campus and the community became destructive, due in large part to consumption of alcohol, Chancellor Nordenberg went beyond issuing a strong public statement that said this type of behavior was "indefensible." He flat out assured the community that this type of behavior would not be tolerated, and established another task force specifically to address celebrations. The group developed prevention techniques and launched two successful public awareness campaigns to encourage students to celebrate responsibly as Pitt's men's basketball team advanced to the Elite Eight of the NCAA tournament.

I believe our chancellor's consistent, supportive approach to combating alcohol issues has improved the environment on our campus. His initiatives have helped change the way our students think and behave as the statistics clearly demonstrate. He is a worthy candidate for the Presidential Leadership Award and I thank you for your fullest consideration.

Sincerely,

Kathy Humphrey  
Vice Provost and Dean of Students

June 25, 2009

235 Atwood Street  
Pittsburgh, PA 15213  
Phone 412.683.6243  
Fax 412.621.5920  
[www.onlyinoakland.org](http://www.onlyinoakland.org)

Presidential Leadership Award  
c/o Outside the Classroom  
250 First Avenue, Suite 201  
Needham, Massachusetts 02494

Dear Selection Committee:

On behalf of the Oakland Business Improvement District (OBID), I am proud to support the nomination of Mr. Mark A. Nordenberg, Chancellor of the University of Pittsburgh, for the Outside the Classroom Presidential Leadership Award.

Chancellor Nordenberg has exhibited great leadership in his efforts towards alcohol prevention by discouraging the use of alcohol on the campuses of the University of Pittsburgh, as well as, in the Oakland neighborhood area that surrounds the main campus, home to many university students. Listed below are actions taken by Chancellor Nordenberg that fulfill the criteria expected of the nominee. Chancellor Nordenberg has:

- Framed discussions about alcohol in a context that administrators, faculty, students, alumni and University trustees care about- academic excellence;
- Routinely collected data on the extent of the alcohol problem on campus;
- Demonstrated a commitment to alcohol prevention by budgeting sufficient resources to address the issue;
- Appointed a task force of senior administrators, faculty and students to address alcohol issues in the community. The OBID, along with The Pennsylvania Liquor Control Board (PLCB), participated in The Task Force-we held workshops for Oakland bar owners and servers in using the programs developed by the PLCB; The Task Force meets every month during the school year;
- Participated in state, regional and national associations to build support for changes in public policy, working for new laws and regulations that will affect the community as a whole by attending state and regional and national conferences. The state and regional conferences were sponsored by, and in some cases facilitated by, the PLCB;
- Supported the establishment of student wellness groups and other student organizations that will help move student norms away from binge drinking by developing a viable student wellness program complete with counseling services, access to state of the art recreational facilities and targeted educational programming;
- Created new recreational and entertainment venues for the university student population at the Petersen Events Center and at Nordy's place in the Student Union as alternatives to bars that serve alcohol; Chancellor Nordenberg developed alcohol residence halls and coffee houses and "mocktail" parties for students who do not use alcohol and developed social marketing campaigns throughout the year cautioning students about the perils of alcohol use.

Lastly, we applaud the leadership displayed by Chancellor Nordenberg in response to the 2009 Super Bowl XLIII celebrations in Oakland where there was considerable property damage in the community, business district as well as on campus. Chancellor Nordenberg issued a letter to the University Community immediately following Superbowl Sunday. In his letter, he stressed that if any University of Pittsburgh students were arrested that they would be processed through the Student Judicial System and the penalties would range from a reprimand, restitution, community service, suspension to expulsion. Chancellor Nordenberg also directed the Office of Student

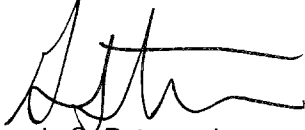
Affairs to develop a plan working with the community and City of Pittsburgh Public Safety and appropriate administrators within the University to handle these types of events in the future. The result was that the Semplefest neighborhood party and the Pittsburgh Penguins 2009 Stanley Cup celebrations did not rise to the level of violence or property destruction.

235 Atwood Street  
Pittsburgh, PA 15213  
Phone 412.683.6243  
Fax 412.621.5920

The OBID is confident that Chancellor Mark A. Nordenberg is deserving of the Presidential Leadership Award and we encourage the Selection Committee to support his nomination.

[www.onlyinoakland.org](http://www.onlyinoakland.org)

Sincerely,



Georgia S. Petropoulos  
Executive Director

Encl.



University of Pittsburgh

Chancellor  
Mark A. Nordenberg

## UNIVERSITY UPDATE

### Super Bowl "Celebrations"

February 3, 2009

Each August, the University formally launches the new academic year at our annual Freshman Convocation. As one important part of that ceremony, newly enrolled undergraduates rise and collectively commit to “The Pitt Promise.” They are led, from the podium, by the elected President of the Student Government Board and by a wide range of other student leaders, who appear on the Petersen Events Center’s big screen. This is their pledge.

*The Pitt Promise: A Commitment to Civility*

*The University of Pittsburgh is committed to the advancement of learning and service to society. This is best accomplished in an atmosphere of mutual respect and civility, self-restraint, concern for others, and academic integrity. By choosing to join this community, I accept the obligation to live by these common values and commit myself to the following principles:*

*As a Pitt Student:*

*I will embrace the concept of a civil community which abhors violence, theft, and the exploitation of others;*

*I will commit myself to the pursuit of knowledge with personal integrity and academic honesty;*

*I will respect the sanctity of the learning environment and avoid disruptive and deceitful behavior toward other members of the campus community;*

*I will support a culture of diversity by respecting the rights of those who differ from myself;*

*I will contribute to the development of a caring community where compassion for others and freedom of thought and expression are valued;*

*I will honor, challenge, and contribute to the scholarly heritage left by those who preceded me and work to leave this a better place for those who follow.*

*By endorsing these common principles, I accept a moral obligation to behave in ways that*

*contribute to a civil campus environment and resolve to support this behavior in others. This commitment to civility is my promise to the University of Pittsburgh and its community of scholars.*

The values embodied in this promise help define the culture of our community, and the fact that Pitt students almost always live up to their promise is a source of true institutional pride. However, this expressed commitment to civility was publicly violated by a segment of the many thousands of people who took to the streets of Oakland on Sunday night to celebrate the Steelers' Super Bowl victory. Regrettably, that group of offenders included Pitt students.

There were, of course, good reasons to celebrate the Steelers' historic triumph. For a record-setting sixth time, our hometown team brought the world championship of professional football back to Pittsburgh and did so through a victory in one of the Super Bowl's most exciting championship games. At Pitt, we not only share the general sense of regional pride triggered by the Steelers' win but are more closely linked by the bonds that come from sharing Heinz Field, as our game-day home, and the UPMC Sports Performance Complex, as our principal training facility. Even more directly relevant is the special satisfaction that comes from witnessing the successes of a team whose ownership and management have consistently reflected the values and principles that have made it the most widely respected franchise in all of professional sports.

For large numbers of people to celebrate this very significant win, then, was entirely predictable and might even have become a positive addition to a festive occasion. But for some within the group to distort a process of public celebration through acts that put others at risk of physical harm, that included the deliberate destruction of the property of others, that extended to attacks on local businesses that serve the members of our community on a daily basis, and that involved vandalism to facilities serving our educational mission and adding to the aesthetics and functionality of this campus is indefensible.

Because the disturbances lasted well into the early morning hours and involved so many people and because the large law enforcement presence in Oakland was drawn from different departments, our own police officers still are working to secure complete information regarding Sunday night's arrests. It also seems likely that additional arrests will be made as a result of the post-disturbance review of videotape and still camera photos that now is under way.

The University, of course, will cooperate fully with ongoing efforts to investigate and prosecute those who are charged with crimes, whether or not they are Pitt students. The process of filing charges under the Student Code of Conduct against students who have been charged with crimes already has begun. Charges may also be filed against those who have violated our Student Code, whether or not they face criminal charges. Our judicial procedures provide for the fair and expeditious disposition of Student Code of Conduct charges, with available sanctions including permanent dismissal from the University.

As I have said publicly on many past occasions, the quality of Pitt students – measured by the strength of their character, as well as by their academic abilities – has been a source of special pride for those who care about our University. Unfortunately, good reputations can be lost far more quickly than they can be built, and the destructive actions of a relatively small group, whose conduct last Sunday evening crossed the lines defining acceptable behavior, have diminished the reputation

of our entire student body and of our University.

As noted above and has been widely reported, this same group put others at risk of serious physical harm, deliberately destroyed University property and the property of others, and damaged relationships that are important to Pitt. Moving forward, we intend to deal, quickly and aggressively, with those who violated either the governing criminal laws or our own Student Code of Conduct, rebuild relationships with our neighbors, and work with student leaders to ensure that this type of disturbance is not repeated on any of our campuses ever again.

Revised 2/19/09 | Copyright © 2004– 08 University of Pittsburgh

we are all part of the zoo,



but don't be an animal.

During the NCAA tournament, use your smarts when you celebrate, and remember—students can face fines, disciplinary probation, and suspension for up to a year for violations to the student code of conduct. No monkeying around. **Celebrate responsibly.**



University of Pittsburgh