

CAYUGA'S WATCHERS, INC.



ANNUAL REPORT
FY 2016

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Jem Atillasoy '18, *Vice President of Training*
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EXECUTIVE SUMMARY

Cayuga's Watchers is a student-run 501(c)(3) charitable organization designed to curb high-risk drinking and promote student safety. The organization recruits, trains, and hires students to anonymously attend student-organized social events at the expressed request of the host. Hosts includes fraternities, sororities, sports teams, acapella groups, and other student run organizations. While on duty, employees engage event-goers using non- confrontational bystander intervention techniques to mitigate the harms associated with high-risk drinking, including alcohol poisoning, sexual assault, and property damage. Cayuga's Watchers was initially established in 2012, and became fully operational during the 2013-14 academic year.



Most importantly, as an educational non-profit, we equip students with the knowledge and skills to mitigate alcohol-related risks. Our program has received strong support across all segments of the student community. Ultimately, we hope to change social norms associated with alcohol consumption by promoting peer social responsibility.

The demand for our services is escalating. Since 2014, Cayuga's Watchers has been requested to work at **305** events and has engaged in **1,473** interventions. We currently staff an average of **6-9** events a week and we hope to work more events in each successive year. The 2016-2017 academic year was Cayuga's Watchers strongest year to date. Cayuga's Watchers trained over **2,000** students, including athletic teams, academic classes, Multi- Cultural Greek letter Council organizations, and other student interest groups. Following a recent Panhellenic and Interfraternity Council mandate, we also trained all IFC and Panhellenic organizations.

During the 2016-17 fiscal year, Cayuga's Watchers employed approximately **224** students, who staffed **136** social events, during which they performed **878** interventions while on duty. During the first week of the fourth quarter of the year alone, commonly known as "wet week," Cayuga's Watchers performed **122** interventions, **12** of which involved deterring unwanted sexual advances.

Thank you for your time. We hope you enjoy our letter.

OPERATIONAL OVERVIEW

General Campus Trainings

Our hour-long general trainings are conducted by our training committee, which is staffed by undergraduate students. The general trainings cover a series of topics including: noticing over-intoxication, understanding tolerance, calling EMS, learning about the Good Samaritan Protocol, recognizing the different types of “risky” partygoers, and being an active bystander. Trainers deliver engaging presentations using PowerPoint slides, props, and personal stories. Trainers also answer questions and ask the student audience questions about their own experiences with bystander intervention. Our trainings are both educational and engaging, and we are able to maximize audience interest. During the training, we explain the professional services that Cayuga’s Watchers provides to the Cornell community and invite students to submit their application to be an employee of the organization.

Cayuga’s Watchers works closely with other organizations and professionals across the Cornell community to constantly scrutinize and perfect both our general and pre-employment training. Our Vice President of Training and President meet regularly with Cornell Health officials to garner their professional advice and suggestions. Additionally, we have close affiliation with student leaders from other organizations who work to mitigate risk on campus. Historically, many of the members of our training committee are also members of Cornell Emergency Medical Services and play a large role in evaluating and improving our training. Cayuga’s Watchers has collaborated with a number of professors and we are currently working with Professor William Sonnenstuhl on collecting data to illustrate the impact of our trainings. Although the study, which includes a short survey and a series of focus groups, is in its early stages, there are already indications of positive results. We hope that this study not only demonstrates our successes but also highlights areas of improvement.

Pre-Employment Training

Pre-employment trainings are a prerequisite for becoming an employee of the organization. The pre-employment trainings are significantly longer and provide more in-depth information about the topics covered in the general training. The training specifically puts more emphasis on practicing bystander intervention techniques, noticing risk, becoming familiar with sexual assault prevention, and learning more about the Cayuga’s Watchers employee protocol. In addition, to be eligible to be a Cayuga’s Watchers employee, students are required to fill out the required application, pass a behavioral interview, and successfully complete the Cayuga’s Watchers training test. Only after successfully fulfilling these conditions will a student be able to become an employee of Cayuga’s Watchers. Currently Cayuga’s Watchers has 224 employees, who are required to work at least 3 events each semester.

Events

Cayuga's Watchers worked 136 unique events during the 2016-2017 academic year. 53 of these events were "mixers", 59 were "open parties," and 14 were "date nights or formals". See figure 1. Typical clientele include various tri council fraternity and sororities, school clubs, athletic teams, cultural organizations, and musical groups.

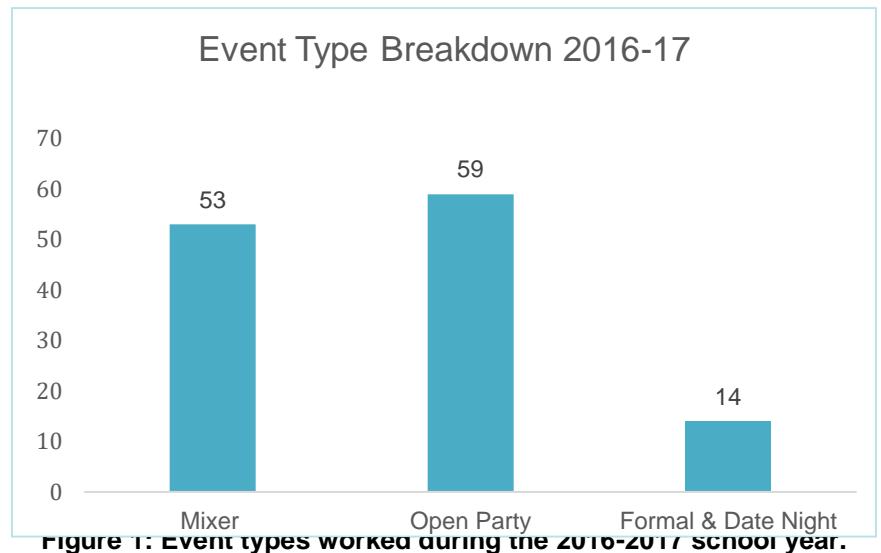
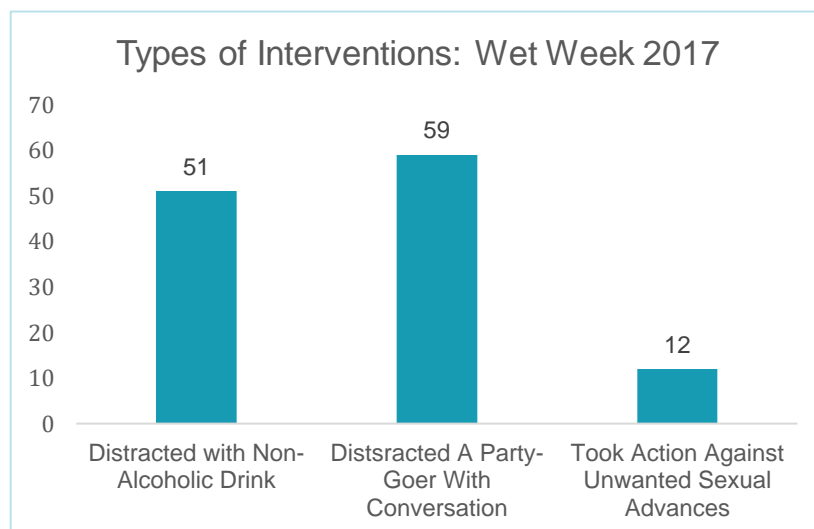


Figure 1: Event types worked during the 2016-2017 school year.

During the second semester of the year there is an increase in the number of events driven by the Interfraternity Council and Panhellenic Council's "quarter system." This system is designed to manage first-year students' interactions with Greek chapters. The first week of the fourth quarter, also known on campus colloquially as "Wet Week," begins the time where newly initiated Greek members are allowed to fully participate in all social events. Historically this week results in higher numbers of medical transports and other alcohol-related incidents.

"Wet Week" 2017 was six days long, lasting from 2/27/17 to 3/4/17. CW had a 89.2% fulfillment rate for this week, having received 28 event requests and successfully staffing 25 of them. This was a 27% increase in events requested and 56% improvement for number of events staffed compared to 2016. This meant that over 4 events per day were staffed by Cayuga's Watchers. The events were staffed by 63 individual employees and most events were staffed by a standard team of 4 Watchers. Two events were larger and anticipated a large enough attendance to require teams of 6 or 8 employees. Of the 63 watchers, 31 of them worked more than one event, with



one watcher working an impressive 5 events. The largest night of the week was Friday, with 22 Watchers working at one time at 6 unique locations. As illustrated in figure 2, watchers performed 122 interventions, averaging 4.88 interventions per event. The most common type of intervention being distracting a partygoer with a conversation.

Figure 2: Breakdown of Intervention type during "Wet Week" 2017.

Partygoer

Encounters

Cayuga's Watchers trains its employees to recognize four party-going archetypes: (i) the sick partygoer, (ii) the rowdy partygoer, (iii) the thirsty partygoer, and (iv) the creepy partygoer¹.

- The sick partygoer is an individual who is beginning to show symptoms of alcohol poisoning — vomiting, slurring words, losing balance or passing out.
- The rowdy partygoer is an individual behaving aggressively and potentially posing a risk to those at the event.
- The thirsty partygoer came to the party with one goal in mind: to get very intoxicated. This individual is not pacing themselves and may be pressuring others at the party to begin binge drinking alongside them.
- The creepy partygoer is an individual who is acting predatorily towards other partygoers.

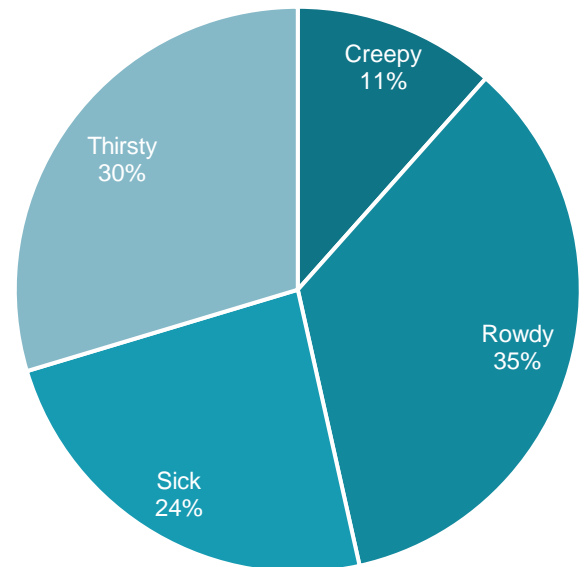


Figure 3: Partygoer type breakdown.

A partygoer type breakdown, as reported by on-duty Watchers during the 2016-17 academic year, is displayed in Figure 3.

Interventions

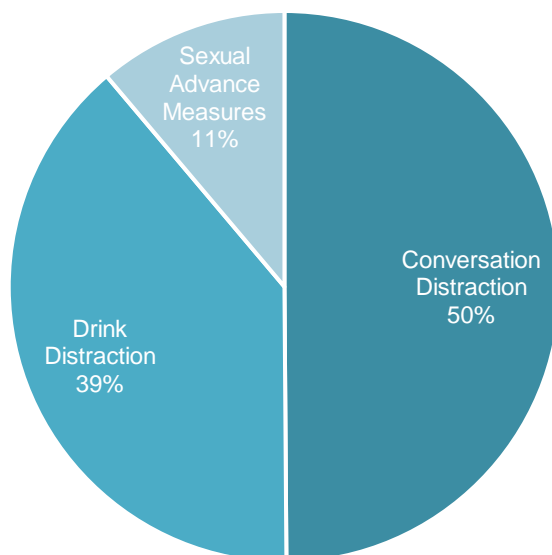


Figure 4: Breakdown of Intervention type 2016-17.

In our experience, the most basic forms of distraction are the most powerful: simply engaging a partygoer in conversation or offering a non-alcoholic beverage are two incredibly effective methods of mitigating the speed or intensity of one's alcohol consumption. We use these techniques at every event because they fit perfectly within our non-confrontational peer-to-peer bystander intervention model.

This past year, Watchers performed a total of 878 interventions on duty, a 103% increase from 2015-16 with a 15% increase in events staffed.

Approximately 80% of the events we

Figure 5: Intervention tactic breakdown.

¹ Effective Fall 2017, the "creepy partygoer" has been rebranded as "predatory partygoer" to communicate that 70% of sexual assault victims knew their perpetrator (via <https://www.rainn.org/statistics/perpetrators-sexual-violence>).

staffed were mixers and open parties, which explains the high interventions:events ratio. A breakdown of intervention tactics is provided above in Figure 4.

Of the 878 interventions, 97 of them were to prevent unwanted sexual advances. These interventions require our Watchers act creatively, sometimes working in teams, but always erring on the side of caution. Intervention methods include asking a seemingly at-risk individual if he or she would like to dance, use the restroom, or accompany one of our team members on a trip to get a drink. The goal is to provide a window of opportunity for escape to those who want it.

To give a better sense of the specific interactions Watchers encounter while on duty, we've provided a few accounts of our employees interacting with partygoers while on duty:

“ One individual kept falling asleep at the party. A friend and I made sure he got some water in him. When the time came, and we knew he could walk back, we sent him home.

There was one incident in which two men were playing two women in beer pong. The men made a rack that, under typical rules, requires the other team to flash their opponents. The women disagreed on whether this rule was valid, and when the men attempted to command them to flash them, I stepped in and said if the women did not want to do so they would not do so. The women thanked me and this was the conclusion of the interaction.

I think the only challenge was this one couple... who seemingly knew each other -- the sexual advances were not unwanted, however, she was very drunk. Another watcher had the bartender stop giving her drinks. Even so, she had other people get them for her. The watchers were rotating keeping an eye on her. Yet, we cannot prevent other people from providing individuals with the drinks they should not be having.

”

Emergency Action Protocol

The Emergency Action Protocol (EAP) — a process used by Watchers to call for additional medical services — was activated 5 times over the course of this year. In all 5 situations, multiple Watchers reported that they were monitoring the partygoer throughout the evening and when the situations became too risky they either contacted the party host for consultation or immediately called EMS, depending on the severity of the situation. All 5 situations were transported Cayuga Medical Center to receive proper medical attention and were later released. Although it is unsettling to see the increase in EAP from last year, it is good to know that the on-duty Watchers were able to handle the situations professionally and help bring the partygoers to safety. The board is not concerned with this update since the 105% increase in interventions signal that Watchers are taking necessary steps to keep Cornell's parties safe.

Slope Day

Slope Day, an annual outdoor concert hosted on Cornell's campus, is one of the University's most high-risk events of the year given the 14,500 attendees. On Slope Day 2017, Watchers were utilized for three pre-game parties and two Slope shifts that compromised almost the entirety of the day's events. Watchers performed 44 interventions throughout the course of the day which helped to ensure the safety of students during this high-risk end-of-year celebration. Effectively, Watchers were able to work side by side with Slope Day volunteers and University officials to identify 33 at-risk students and connect them with medical personnel for evaluation and transport when needed.

Addition of Board Of Advisors

In the spring of 2017, Cayuga's Watchers officially incorporated a formal board of advisors. The newly established board of advisors serves to compliment the executive board and the board of directors in developing our operations and long-term strategies. The inaugural board is comprised of 5 members from various professional backgrounds but all members have a clear history of commitment to the Cayuga's Watchers organization. Board of Advisor members consult the directors and executive board members on a weekly basis and formally meet twice a semester. We look forward to the board of advisors playing a key role in the expansion of the organization both on the Cornell campus and across the country.

Inaugural Members:

Ralph Wilhelm: President/Founder of Wilhelm Associates, Chairman of Cornell Fraternity and Sorority Alumni Committee. Business strategy expert and longtime consultant and advocate for Cayuga's Watchers.

Dr. William Sonnenstuhl: Professor in the Department of Organizational Behavior in the Cornell ILR school. Associate Director of ILR School's R. Brinkley Smithers Institute for Alcohol-Related Workplace Studies. Academic research focuses on college drinking, bystander intervention, and sexual assault prevention. Member of Cornell fraternity and Sorority Alumni Committee as long as a series of other student life committees.

Dr. Rene Alexander: Associate Dean of Students of Cornell University and director of intercultural programs, former director of Cornell diversity alumni programs. Dr. Alexander is a Leader of undergraduate diversity initiatives and student advocacy programs across Cornell.

Bob Forness: Chairman and Chief Executive Officer of MultiStrat Insurance Group. Insurance expert and longtime consultant and advocate for Cayuga's Watchers. Additionally, serves as a member of the Cornell Fraternity and Sorority Alumni committee.

Matthew J. Rubins: Venture capitalist and fundraising expert. Matt also serves as the Director of the Zeta Beta Tau foundation and served as the former international president of Zeta Beta Tau. Matt additionally, serves on the Fraternity and Sorority Alumni Committee.

FINANCIAL ACTIVITIES

Cayuga's Watchers raised a total of \$77,586.33 during FY 2016, almost double the \$46,486.42 raised during FY 2015. This sharp increase was mainly due to a significantly higher amount of Charitable Donations Increasing from \$31,684.93 raised during FY 15 to \$71,502.69 raised during FY 16. Please see figure 5 below.

During the 2016 Fiscal Year, Cayuga's Watchers became independent of University Support. CW is proud to be an independent organization as it increases the trust and support gained by the requesting hosts when they know that CW does not report to the University at any level.

The "fundraising" category shown in figure 5 refers to donations received from various online and in person campaigns such as our annual "Giving Day" where students in the community donate at various locations on campus or donors can contribute online. This year that category increased from \$1,585.97 in FY 2015 to \$5,567.73 during FY 2016.

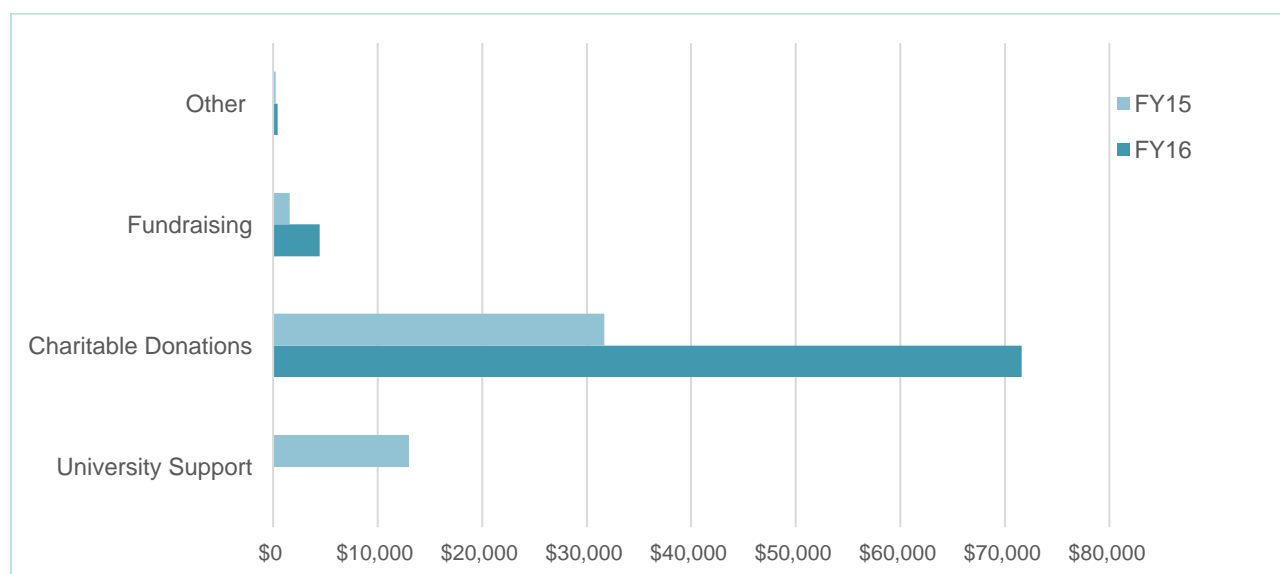


Figure 5: Financial breakdown from FY 2015 to FY 2016.

GROWTH & GOALS

The 2016-17 FY has been a very exciting year for Cayuga's Watchers but as the organization expands we continue to broaden our horizons and annual expectations. In the spring of 2018 we plan on hosting a conference which will bring together student leaders from various universities to discuss the importance of bystander intervention programs and to understand how these programs are being implemented across the country. We hope to showcase Cayuga's Watchers and have our trainings serve as a model for other universities. It is our belief that the success we have had at Cornell can

be replicated at our peer institutions and serve as a model to better the social culture of universities nationally.

In the next year, we hope to continue expanding our presence on the Cornell campus. Although we have greatly increased the number of events we have worked, we hope to continue to increase the number of events we staff each weekend and expand the number of unique organizations who request our services. Specifically, it is our goal to provide more training and work more events for athletic teams and cultural organizations. We hope to do this by continuing our on campus public relations, programming and outreach efforts and working closely with our newly formed board of advisors.

We are also excited to announce that in the spring of 2018 our trainers, who serve to train the approximate 2,000 students who participate in our training each year, will be paid for their service. Trainers will be required to go through a more extensive application process and will be mandated to participate in re-trainings periodically. We are also implementing a strict training audit system in which both our training materials and trainers will be evaluated each semester. It is our goal to keep our trainings as up to date and informative as possible especially as our services continue to expand over the next few years.

In the spring of 2018 we will also be implementing a new “captain system”, a new supervisor employee position. Captains will work events like traditional Watchers but will have the responsibility of assuring that all Watchers are correctly following proper protocol. Captains will be senior Watchers who have shown exemplary service and dedication to the organization for at least two semesters. Similarly to the training audits we are implementing the system to assure the highest possible quality of service to organizations.