

PREVENTION

INTERVENTION

RETENTION

*Solutions guide for*

# COLLEGES

TRANSFORMING CAMPUS LIFE



*Interventions that Make Sense™*



3RD MILLENNIUM CLASSROOMS

## ABOUT OUR COMPANY

3rd Millennium Classrooms has been at the forefront of prevention and intervention since 1999, when we created the first online alcohol education course in the country. Since then, we have developed courses for many more topics that will be covered in this booklet. Our courses have been used by over 4,000 colleges, secondary schools, and court systems across the country. **More than 4 million students have taken a 3rd Millennium course.**

3rd Millennium Classrooms is committed to developing the best evidence-based prevention, wellness, and intervention courses for campuses. In 2003, 3rd Millennium Classrooms and the eCHECKUP TO GO team at the San Diego State University Research Foundation formed an alliance to create unique online alcohol and drug programs. All of our programs use a motivational interviewing style and provide personalized feedback reports. Our goal is to engage the student in their own individualized experience that impacts their behavior.



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## COLLEGE MARKET COURSES





## OUR CORE STRENGTHS

### **EVIDENCE-BASED STRATEGIES**

Research shows that students respond best to interventions that provide feedback, emphasize personal responsibility, give several options for changing high-risk behavior, and are non-judgmental.<sup>6</sup> Having been featured in 18 outcome studies, published in 12 peer-reviewed journals and presented at 6 professional conferences, 3rd Millennium courses utilize proven strategies.

### **DATA REPORTING**

Just as our courses are evidenced-based, we also ensure that administrators are equipped with the necessary data to make decisions and facilitate change. Course outcome reports include aggregate data, summary and comparative statements, and executive summaries.

### **STRONG PARTNERSHIPS**

Since 2003, we have been the exclusive provider of the eCHECKUP TO GO brief intervention tool through our partnership with the San Diego State University Research Foundation. Additionally, our collaborations with industry leaders Maxient and Advocate streamline the process of managing the conduct records of students taking our courses.

### **CONSULTATIVE APPROACH**

Our Higher Education Program Advisors partner with you through the entire implementation, customization, and evaluation process. We do not require lengthy contracts or complicated onboarding procedures. We want our superior value and streamlined process to give you back your valuable time.

### **CAMPUS CUSTOMIZATIONS**

To promote campus adoption and student buy-in, we provide course customization at no cost. Your message, your campus resources, and your brand can make it your course.

### **SUPERIOR CUSTOMER SERVICE**

Because we are the experts on our courses, we do not use a third party provider to respond to customer support requests. Our support team is available seven days a week to provide full service technical support to administrators and students. Because of our high standard of customer service that causes no additional burden for you, our customer retention rate remains at 97%.

### **SUSTAINABLE COST**

We work with each school—no matter the size—to provide a customized plan that meets budget requirements. Whether it is a student-pay referral, a grant-funded initiative, or an institution-paid plan, our flexible pricing makes program adoption a sustainable decision. And the best part is, our low-cost pricing is transparent: there are no hidden fees.

WHAT DO **STUDENTS** SAY  
**ABOUT 3RD MILLENNIUM?**



*We receive consistent feedback that our courses are relevant, helpful, and fast-paced in order to hold students' attention.*

**90%**

of students agree that the **content** of the course was appropriate.

**87%**

thought the **interactions** were interesting or helpful.

**86%**

thought the course would help them **avoid future problems.**

**92%**

overall **student satisfaction** rate.

**“ This course helped me realize that I was really drinking excessively... Because of alcohol, my grades suffered, and I am making an immediate change and am slowly but surely quitting alcohol. ”**

**– COLLEGE STUDENT**

FEEDBACK FROM  
**ADMINISTRATORS**



**“ You are a dream to work with. Thanks for being so patient with us! ”**

**“ Thank you for helping us make our July 1 “live” event! It feels like a miracle! ”**

**“ You have been tremendously helpful in answering all of our questions and helping make the facilitation as smooth as possible. ”**

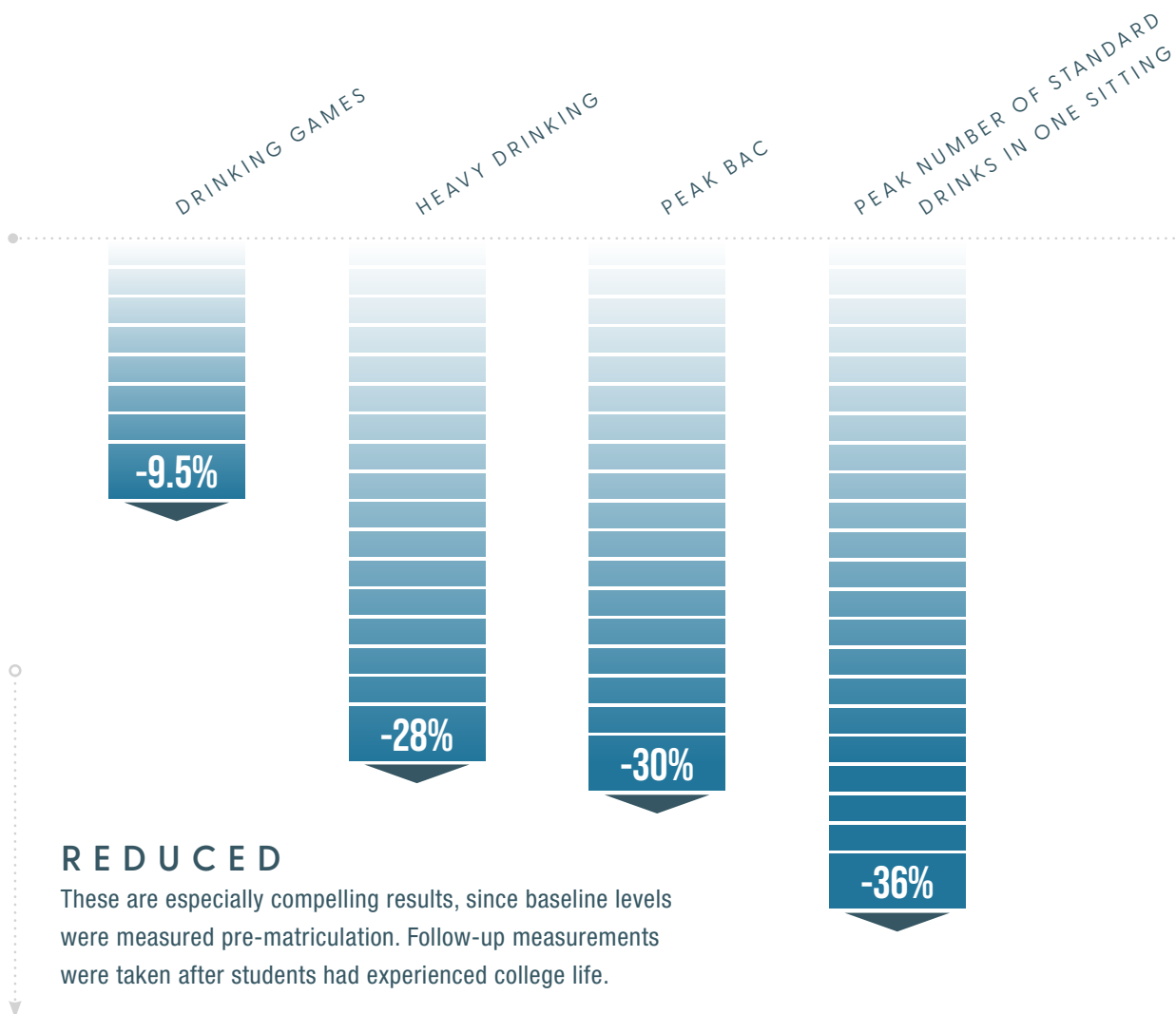


# WHY 3RD MILLENNIUM CLASSROOMS

3rd Millennium Classrooms is dedicated to providing **evidence-based courses developed from the strongest research presently available**. To accomplish this goal, we work with industry leaders and subject matter experts to

gather and present relevant course content, and we employ effective online learning techniques to engage students and to affect student attitudes and behaviors in a positive way.

**Alcohol Wise** reduces alcohol consumption and related negative consequences, especially among freshman and high-risk athletes.





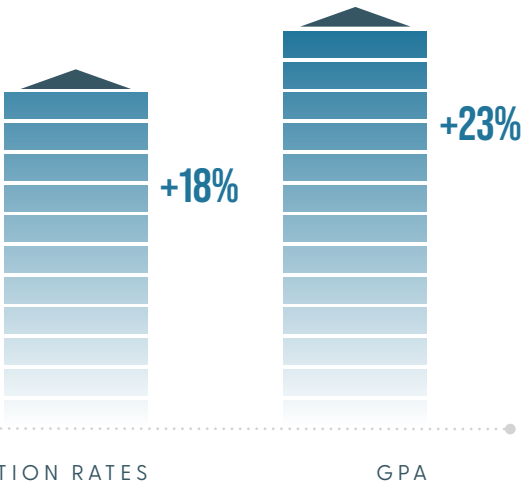
Our dedication to *evidenced-based practices* produces results.

## THIRD PARTY STUDIES

On the effectiveness of our course **Alcohol Wise**



**Alcohol Wise** improves student performance and increases student engagement.



High-risk freshmen who took the course reported a **58% DECREASE** in peak drinking compared to an 11% increase in drinking among students who did not take the course.<sup>2</sup>

**INCREASED**  
Participants in Alcohol Wise showed results comparable to face-to-face programs: students who took Alcohol Wise were **more likely to be enrolled in school and maintained a GPA that was a half-point higher** than students in the control group.<sup>[4]</sup>



# EVIDENCE-BASED STRATEGIES


*“Evidence-based” means our programs are grounded in the most effective strategies for changing attitudes and behavior—they do not simply target knowledge gains.*

Our programs draw from theory and research in evidence-based interventions. “Evidence-based” means our programs are grounded in the most effective strategies for changing attitudes and behavior—they do not simply target knowledge gains.” We integrate “mechanisms of change” into all our courses, mechanisms that have been identified as strongly influencing college drinking. A comprehensive review of 42 interventions found strong support for the efficacy of programs that incorporated motivational feedback, expectancy challenge, and skills-based activities.<sup>5</sup>

**Programs based on these approaches tended to reduce drinking.** Overall, the review recommended that agencies “consider brief motivational intervention or skills-based programs, preferably incorporating personalized normative feedback, BAC training, and protective behavioral strategies for risk-reduction, as well as other personalized feedback components.”<sup>5</sup>

Although fewer research studies have been conducted on marijuana use, the results are remarkably consistent with the research on alcohol use. A comprehensive review of nine marijuana treatment studies strongly supported three kinds of interventions for reducing marijuana use—cognitive behavioral treatment, motivational approaches, and contingency management. **Programs that relied on these approaches were much more likely to reduce marijuana use than other types of programs.**



 **You reported that you do not typically drink alcohol.**

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Your choice not to drink is the healthiest and more responsible choice.

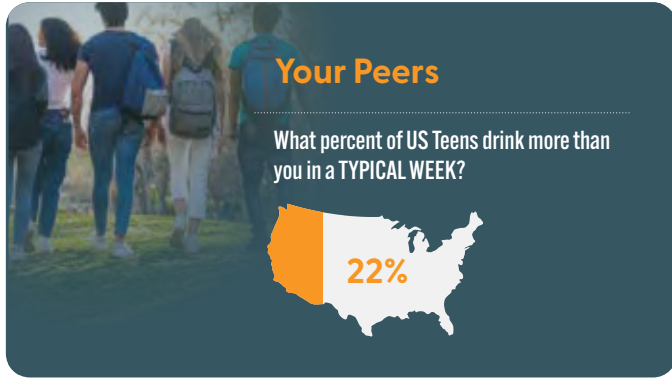
By abstaining from alcohol, you will avoid the health, social and academic problems that can occur when people drink too much.

## MOTIVATIONAL INTERVIEWING

Motivational interviewing is a goal-oriented, client-centered counseling style for eliciting behavior change by helping clients to explore and resolve ambivalence.

MI uses affirmations, reflection, open-ended questions, and periodic, strategically placed summary statements. The motivational interviewing method is used in all our courses.





## NORMATIVE PERCEPTIONS

A person's perception of what is normal behavior affects how they behave.

Our courses correct student perceptions of peer alcohol and drug use with actual statistics, revealing their own misconceptions.



## RISK PERCEPTION

The perceived risk of an action affects a person's likelihood of participating in the action.

Our courses show students the negative consequences associated with high-risk behaviors like playing drinking games and driving after drinking a few beers; they see that hangovers, injuries, missed classes, legal consequences, substance dependency, and overdose can all result from high-risk behaviors.



## CHALLENGING EXPECTANCIES

The motivation of the behavior is determined by the desirability of the outcome.

Our courses include interactive exercises that demonstrate the realities surrounding high-risk behavior and challenge their expected outcomes.



## BEHAVIORAL STRATEGIES

Adaptive and positive behavioral skills enable people to deal effectively with the challenges of everyday life.

Our courses teach a range of protective behaviors—setting limits, pacing drinks, avoiding isolation, being an empowered bystander, etc.—in order to equip students for healthy interactions with alcohol, drugs, and relationships.



# E CHECKUP INTEGRATION

3rd Millennium has been the **exclusive provider of the eCHECKUP TO GO brief intervention tool** since 2003, integrating it directly into our courses. The personalized feedback it produces is integral to facilitating change.

Drawing on Motivational Interviewing and Social Norms Theory,<sup>[7,8]</sup> the eCHECKUP TO GO brief intervention is designed to motivate individuals to reduce their consumption using personalized feedback about their own drinking and risk factors.

**Created by counselors and psychologists at San Diego State University**, this personalized, evidenced-based intervention is designed to help college students examine their individual choices around alcohol and marijuana usage and receive personal feedback based on their answers.

## eCHECKUP TO GO

Students receive personalized feedback throughout the course. Their summary feedback report can also be viewed and printed upon completion of the course.



# INDIVIDUALIZED COURSE EXPERIENCE



An individualized course experience is the cornerstone of what makes our courses unique. Students receive personalized feedback continually throughout their interactions with the course. Upon completion of the course, students will save their full, confidential “MY SUMMARY” **personalized feedback report**. Many campuses combine our online courses with face-to-face meetings to which students bring their MY SUMMARY personalized feedback report, and conduct an exit interview or counseling session .

Upon completing a course, the student receives:

## My Summary PERSONALIZED FEEDBACK REPORT

My Summary helps **STUDENTS** reflect on knowledge, beliefs, attitudes, and experiences and serves as an **action plan for change**.

My Summary is a tool for **ADMINISTRATORS** to determine the next steps for students.

**Conflict-Wise** Summary Report for Roger Smith  
Program Completed on 06/08/2017

**Congratulations on completing Conflict-Wise!**  
This is a summary of the information you provided during the program. The goal is to give you information so that you can make changes that are right for you.

**About You**

**Your Behavior**  
You said that you engaged in the following behaviors

**These behaviors can be considered aggressive:**

- Make fun of someone by text message
- Verbally threaten someone
- Overly criticize someone
- Point out another person's faults in front of a large group
- Stand over someone in a threatening manner
- Taunt someone
- Push someone
- Stare at someone in an intimidating manner
- Damage or destroy someone's personal belongings
- Insult someone
- Threaten to harm someone
- Threaten someone by text message

**These behaviors can be considered passive aggressive:**

- Spread false rumors about someone
- Exclude someone on purpose from a conversation you are having with a group
- Ignore someone on purpose
- Talk negatively about someone behind their back
- Create a mean nickname for someone
- Try to convince other people not to like someone
- Become friends with someone just to make another person feel bad
- Pretend you don't hear someone even when you do
- Be critical of someone, then tell them you are only joking
- Watch someone from a distance in a noticeable way with the goal of 'getting into their head'
- Forget to do something on purpose
- Gossip about someone

**These behaviors can be considered passive:**

- Tell someone that everything is fine even if you do not feel that way

**Conflict-Wise**

**Making a Change**

**Assertive Behaviors**  
These behaviors can be considered assertive:  
· I notice that a peer is being picked on and step in to defend them  
*Assertive behaviors are healthy and the most likely to resolve conflict*

**Your Tools for Responding to Conflict**

**Sight:**

- Look at a photo or souvenir from a favorite memory
- Look out the window
- Take a walk and enjoy the great outdoors
- Surround yourself with colors that lift your spirit
- Close your eyes and picture a peaceful and rejuvenating place

**Sound:**

- Listen to Music
- Turn on a soundtrack of nature - crashing waves or birds singing

**Smell:**

- Take a deep breath of clean, fresh air
- Make a coffee; inhale deeply

**Taste:**

- Chew a piece of gum
- Indulge in a small piece of dark chocolate

**Your Readiness for Change**

Beginning	Importance	End
fairly important	Importance	fairly important
fairly confident	Confidence	fairly confident





# Pricing for Prevention Courses

## PREVENTION COURSES

- AW** Alcohol Wise
- GW** Greek Wise
- CN** Cannabis Wise
- AW** Alcohol Wise 21+
- HH** Hazing & Hosting
- OD** Other Drugs
- CR** Consent & Respect
- BG** Bridging the Gap
- WB** Wellbeing 101

### LARGE CAMPUSES

**\$13,000** UNLIMITED USE

**BUNDLE WITH ADDITIONAL PREVENTION COURSES**  
+ **\$1,000** EACH COURSE

**ADD UNLIMITED INTERVENTION COURSES**

+ **\$3,000** UNLIMITED INTERVENTIONS

**BEST VALUE** OR **Unlimited Everything**  
**\$18,000**

### SMALL CAMPUSES

**\$8** PER STUDENT

**MOST COST EFFECTIVE!** **BUNDLE WITH ADDITIONAL PREVENTION COURSES**  
+ **\$1** PER STUDENT EACH COURSE

**ADD UNLIMITED INTERVENTION COURSES**

+ **\$6** PER STUDENT UNLIMITED INTERVENTIONS

## TITLE IX SOLUTIONS

**CR** **Consent & Respect** STUDENT VERSION

**CR** **Consent & Respect Staff** EMPLOYEE VERSION

### LARGE CAMPUSES

**\$5,000** ANNUAL SUBSCRIPTION

\* **\$1,000** WHEN BUNDLED WITH A PREVENTION COURSE

### SMALL CAMPUSES

**\$2,000** ANNUAL SUBSCRIPTION

\* **\$1** PER STUDENT WHEN BUNDLED WITH A PREVENTION COURSE

# Pricing for Intervention Courses



## INTERVENTION COURSES

**UI** Under the Influence

**CW** Conflict Wise

**HH** Hazing & Hosting

**THC** THC 101

**N** Nicotine 101

**AW** Alcohol Wise 21+

**OD** Other Drugs

**GW** Greek Wise

**AI** Academic Integrity

PREPAY

BILLED MONTHLY

 **MOST POPULAR!**  
STUDENT PAYS ONLINE

**\$60** PER ENROLLMENT

**\$60** PER ENROLLMENT

**\$60** PER ENROLLMENT

**\$50** PER ENROLLMENT  
50+ enrollments

**\$40** PER ENROLLMENT  
100+ enrollments

**\$30** PER ENROLLMENT  
300+ enrollments

 **BULK PRICING DISCOUNT**

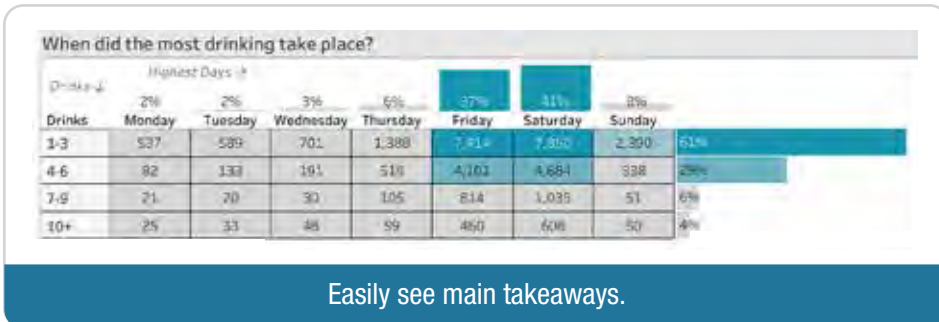
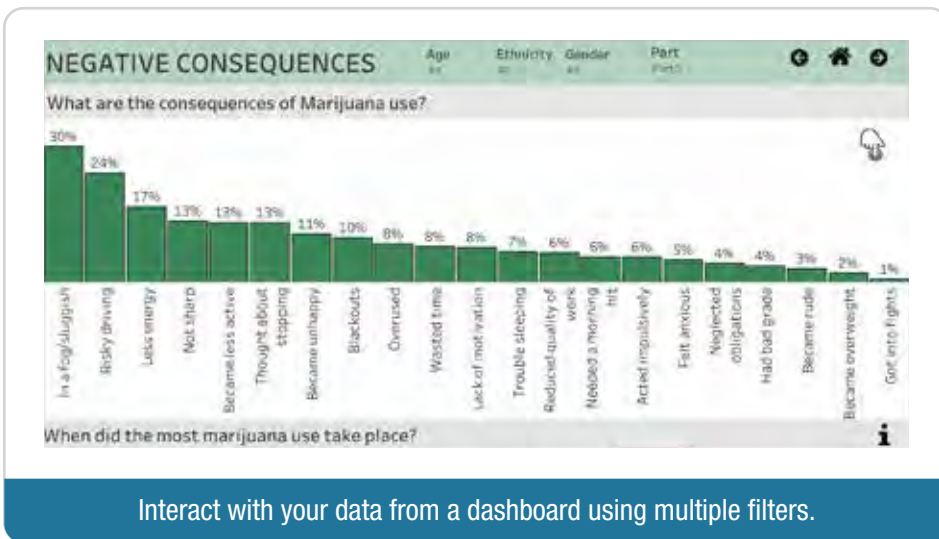
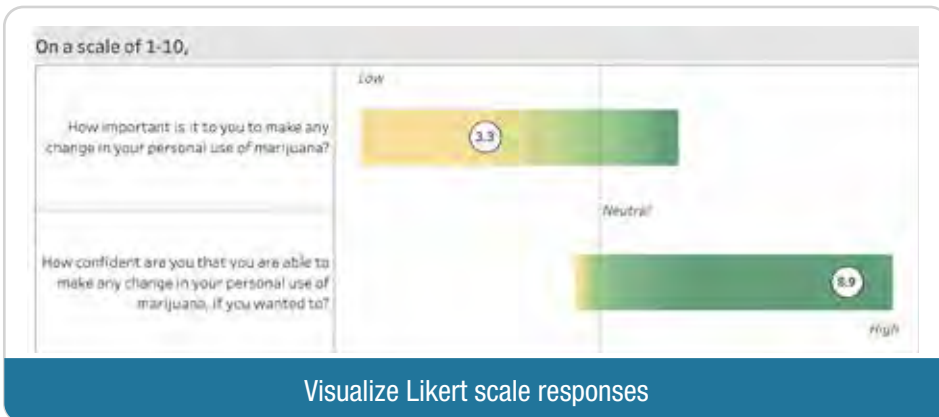


# DATA REPORTING

Real-time data analytics and visualizations at your fingertips.



Reports and raw data can be downloaded easily for sharing or further research.





# STUDENT MANAGEMENT SYSTEM



The screenshot displays a 'Demo College Account' page. On the left, there is a navigation menu with icons for home, search, add, analytics, close, settings, and user profile. The main content area shows account details: Address (835 Demo Street, Blue Address TX 76220, USA), Web Site (http://www.Demo.com), Email (demo@demo.com), Phone (710-123-4324), Fax (210-987-6543), and Primary Address (DMA). A line graph on the right shows enrollment data from 2000 to 2014, with a significant peak in 2013. A 'Student Contact' button is visible in the top right corner.

View account information, control numbers, and payment information.

Through the **Student Management System**, administrators can access data reporting, view student progress, activity, and completion reports, send email reminders in order to boost compliance rates, add or delete students or administrative contacts, and resend student passwords.

The screenshot shows an 'Email Students' form. It includes several filter buttons: 'Multiple Classes Selected', 'All / 2014', 'Send to', and 'Group'. Below these are two more filter buttons: 'Enrolled for Home Logout' and 'Reminder to Complete the Course'. The form has fields for 'To Address: See list below', 'From: demo@demo.com', 'CC:', and 'Subject:'. A 'Preview Email' button is located at the bottom right.

Send reminders to specific student groups with easy-to-use filters.

Internal controls allow for multiple administrators with different levels of access.

The screenshot shows a 'Support' page. It features a search bar with the text 'Welcome! You can raise a support request from the options provided or search for how-to articles using the search field in the top menu.' Below the search bar are two sections: 'Technical support' with the text 'Need help logging in, accessing a course or troubleshooting some issue? Submit this request for assistance.' and 'Frequently Asked Questions' with the text 'Reviewing a course as an administrator? And want more information? Select this and we'll be happy to answer your questions.'

The **Student Management System** can also be used to access the following training and support materials:

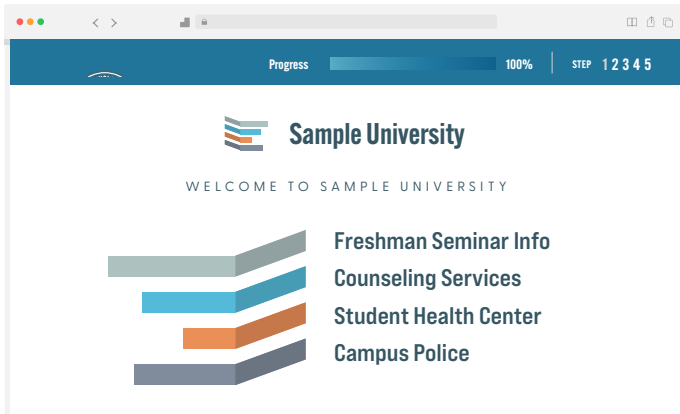
- **Facilitator's Guide to Motivational Interviewing** for staff development training.
- **Consent & Respect Marketing Campaign Toolkit**



# BEST PRACTICES

## Consultation & Implementation

Our Higher Education Program Advisors partner with you through the entire course selection, implementation, customization, and evaluation of the program. We collaborate with you and make recommendations based on our experience with other universities and on current trends, in order to design a program that is right for your campus.



### Design your own Campus Resource Page

- University logo
- Photos
- Videos
- Links to websites, services
- Announcements, events, posters
- Administration letter

### Example Customizations

#### **Consent & Respect** 3RD MILLENNIUM CLASSROOMS

- Title IX coordinator information via text message
- Custom campus definitions of consent, sexual assault, intimate partner violence, and stalking
- Definitions of state and local laws
- Domestic violence resources
- Survivor support
- Campus efforts
- Reporting an incident
- Custom resource page
- Electronic student acknowledgment page
- Single Sign On options

- Campus norms data
- Custom feedback messages for high-risk students
- Custom resource page
- Custom survey questions
- Electronic student acknowledgment page
- Single Sign On options
- Custom Amnesty Policy Information

# REQUEST A QUOTE

Request a pricing consultation with one of our Higher Education Program Advisors to receive a detailed, custom quote.

[3rdmil.com](http://3rdmil.com)

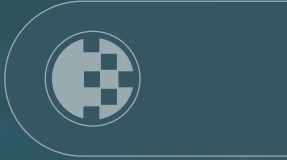


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## Our Partners



We are partners with



through our partnership with



We are the exclusive provider of



for streamlining student conduct case management.



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