



Party Registration

Kathryn Hofer

What is the Party Registration?

The University of Guelph's Party Registration is a collaborative program between the University of Guelph and the City of Guelph with the goal of making the City of Guelph a more neighbourly place to live for everyone. Students register their party through GryphLife.ca and agree to have their contact information shared with the Guelph Police Service and the City of Guelph so that there is direct contact information should an issue arise at the party. Students who register participate in a consultation that includes tips related to successfully managing a party and reducing neighbourhood complaints, which will in turn decrease their chance of receiving a nuisance fine.

Who helped to make the Party Registration happen?

Party Registration was established through Off-Campus Living, Student Life in partnership with the Guelph Police Service and the City of Guelph. Off-Campus Living works with students, residents, City staff, community agencies, landlords and city councillors to facilitate communication and offer resources and opportunities that foster positive neighbourhood relations, with a focus on rental living in Guelph.

How did you engage students on your campus?

The key promotional message during Party Registration advertising is “Why risk a \$650 fine when you can register your party for free?” This message emphasizes that participation in the party registration program and the tips and information received through the party consultation process can decrease the student's risk of receiving a fine for violation of the Nuisance By-law. The message is distributed through social media, poster campaigns and table displays. The call to action is to register the party at GryphLife.ca, our campus student event management system. Further information at GryphLife.ca advertises the free consultations students receive when they register, and advertises the free party package that contains education information and perks for signing up.

Did you have any smaller teams that helped with Party Registration?

The Off-Campus Living Peer Helper team, a team of student experiential learners, facilitates the party consultations and answer questions that students might have. During high use times for the party registration program, a Guelph Police Officer or a Guelph By-law Officer also attends the consultation to answer any questions that students have.

How did your team plan the Party Registration?

Party Registration was established as a partnership, with Off-Campus Living as the lead partner. The goal of everyone involved has been to make Guelph a more neighbourly place by reducing party issues that lead to neighbourhood complaints and the needs for police or by-law presence at off-

campus parties. Students register their parties through GryphLife.ca. This system provides a registration form that requests key information, including the names of party hosts, their cell numbers and their address. During registration, students agree to share their personal information with the Guelph Police Service and the City of Guelph for the purpose of implementing the party registration program. The City of Guelph has provided Off-Campus Living staff with a login to the City of Guelph's 311 geographic information system to log party registrations for easy access when by-law officers are in the community.

How did your team implement the Party Registration?

The implementation of the Party Registration program was facilitated through regular meetings with City of Guelph staff and police, where discussions about the idea were ongoing for the year prior to implementation. Once the decision was made to implement, the Off-Campus Living team used the [University of Colorado's resources](#) as a best practice and created the set-up for the Party Registration program from there.

How did your team evaluate Party Registration?

The success of the Party Registration program is ultimately determined by indicators such as the number of registrations completed. These numbers provide a snapshot of the effectiveness of the program in reducing police and by-law response, neighbourhood complaints and by-law violations.

What are the plans for the future for Party Registration?

The plans for the future of the Party Registration program are to continue to run the program as it is currently structured and to advertise that registration is extended to weekends beyond Homecoming, Halloween and St. Patrick's Day.

What tips would you give other campuses trying to address alcohol harms on their campus?

1. Collaboration with and buy-in from community partners is key to the success of off-campus programs.
2. Provide a practical message that addresses a common challenge that students face to make the choice to participate an easy one.

Who can others reach out to for more information?

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