

Annual Goals for University Health Services

2010-2011

Title:	Targeted Marketing Campaign Health Services
Description:	Improve awareness, programs and appropriate use of services through a comprehensive, targeted marketing campaign for Health and Wellness Services areas (Med., Counseling, and Disability Services) to include education forums, websites, and other media opportunities. - Staffing has been inadequate to provide the variety of educational programs requested and some identified as needed. - Based on attendance of programs, response to surveys, and general interaction with students in a variety of venues, it is clear that students are not fully aware of the variety of services available to them, and definitely not the value of these services.
Budget:	0.00
University Goals:	1,2,3
Strategic Goals:	
Responsibility:	Exec. Director Health and Wellness Services
Participation:	Assoc. Director; VP Student Affairs
Results:	- Initiate a Facebook page to access more students where they look for information - Link all other health services websites to Facebook page for cross reference to additional links and information. - Link to UNA Facebook page and other Student Affairs Facebook pages. - Create interactive opportunities for feedback (Q&A) - Incorporate student suggestions, questions, and feedback into programming - Compare to other Facebook sites as benchmark for best practices - Utilize short feedback surveys to assess programs and services; especially to identify where and when they learned of services or programs - Utilize direct feedback with individuals and groups to "spread the word" - Increase use of all available resources and expertise to reach students
Actions:	- Initiate a Facebook page to access more students where they look for information The Health Services Facebook page was initiated in Oct 2010. Since that time it has also been linked with the UNA Facebook page and houses links for all Health and Wellness services webpages. Feedback has been positive and the number of monthly users is growing. Many resources are cross referenced through this site such as the Student Health 101

newsletter, announcements to students and links to other important issues and events in health services, student affairs and the campus community in general. Students may also ask questions and receive a private answer. This site is monitored by the Nurse Practitioners. - Link all other health services websites to Facebook page for cross reference to additional links and information. Yes, as stated above. All sites are cross referenced. - Link to UNA Facebook page and other Student Affairs Facebook pages. This is an ongoing process. There are several links to other Student Affairs sites but not all at present. - Create interactive opportunities for feedback (Q&A) Students may ask questions privately on the Facebook page and may send a private email to UNA health services. These are answered by the Nurse Practitioner. - Incorporate student suggestions, questions, and feedback into programming Peggy Bergeron, RN established a program request site on the Health Services webpage. There is a list of program subjects available and the opportunity for students to request a specific program of their choice. In addition, Residence Life staff members have submitted numerous requests for programs which have been conducted by various Health and Wellness Services staff, to include medical, counseling and disability services. Requests cover a wide range of concerns and life issues. Feedback and evaluations are done in most settings and comments are always predominately favorable. New requests are received from these as well. - Compare to other Facebook sites as benchmark for best practices Benchmarking has been done with other sites. Some aspects of our current site have been modified from other university health services sites. It is a work in progress and will be utilized more in the coming fall semester. More awareness will be facilitated through Summer Orientation and Registration (SOAR) programs. - Utilize short feedback surveys to assess programs and services; especially to identify where and when they learned of services or programs Feedback surveys are conducted at the majority of presentations. This is especially true for major presentations and theme or national awareness campaigns. There is also the opportunity for feedback within the Student Health 101 Newsletter for lessons learned. - Utilize direct feedback with individuals and groups to “spread the word” Peggy Bergeron, RN is in the process of establishing a Peer Educators group to facilitate this process across campus. While there are many venues and opportunities to spread the word, such as residence life assistants and their programs, having a peer educator group will help target a larger more diverse population around campus. Invitations to various RSO’s have also facilitated a direct exchange and spreading of the word. - Increase use of all available resources and expertise to reach students There has been a major campaign to reach students this year through most every venue possible. From bulletin boards, to emails, to plastering wash your hands signs on mirrors in every bathroom, to staff presence in the student center (GUC Atrium) during key times for questions and visibility, and to include multiple articles in newsletters, the *Flor-Ala*, and the local newspaper. If students are not aware of health and wellness services on campus they are not looking! That said, we will continue to spread the word and reach out to students wherever possible. There is clear evidence of

increased awareness by the continued growth in numbers of students seen in all functional areas, medical, counseling and disability support services. Expenditure for Priority Initiative/Action Item 1: (to be completed in June) Designate amount spent for specific item(s) related to the initiative The costs for this particular initiative are as follows: Student Health 101 electronic newsletter - \$2548 eCHUG –(electronic check up to go) online alcohol education and screening - \$1350 eTOKE – (electronic check up) online marijuana education and screening - \$975 SOAR materials and advertising – approx. \$1000 Screenings for Mental Health - \$300 Miscellaneous programs in residence halls, for Peer Educators, and other educational materials for various venues - \$1500 Approximately \$7-8000 has been spent on educational programs, online screening subscriptions, advertising materials for students, newsletters and fliers. This covers all areas within Health and Wellness Services (medical, counseling and disability support).

Improvements:

Title:	Targeted Marketing Campaign Counseling & Disability
Description:	Increase student, faculty and staff awareness of availability and scope of services offered by Student Counseling and Disability Support Services. Although the numbers of students presenting for services at both Student Counseling Services and Disability Support Services offices has continued to increase annually, students, faculty, and staff continue to report limited awareness of the existence of these offices and the scope of services available to students through these offices. All data collected in both the student counseling and disability offices continue to demonstrate steady growth in both numbers of services utilized as well as increasing severity of student needs. Both of these support service areas are critically important to goals of student wellness, academic retention, and the overall social climate of the University community. Expansion of services and the goal of combining these two offices under one roof continue to be a challenge due to budget cuts secondary to proration, but SCADSS staff can increase outreach to students with intentional passive as well as active programming efforts.
Budget:	0.00
University Goals:	1,2,3
Strategic Goals:	
Responsibility:	Asst. Dir. Univ. Health and Wellness Services, Student Counseling and Disability Support Services
Participation:	Exec. Director Univ. Health and Wellness Services; Disability Support

Specialist; VP Student Affairs

Results:

- Seek space and campus support for the plan to house all Student Counseling and Disability Support Services staff and programming at one location • Purchase and implement scheduling software to aid in data collection and accuracy, increase consistency in reporting and documentation of services • Maintain high-quality personal services, educational programs, and activities targeted to identified Student and University needs and requests • Increase passive publicity utilizing bulletin boards, poster campaigns, brochures and web-based media outlets • Consider expanded use Practicum and Intern Masters level students from the Community Counseling portion of the UNA Counselor Education Department in both the Student Counseling and Disability Support Services offices for direct services and programming to students • Regularly update the Student Counseling and Disability Support Services websites to increase campus access to accurate information and web-based screening instruments • Conduct one psycho-educational program each month in high traffic areas of campus and survey participants • Evaluate all program participants for feedback on awareness of and use of services, availability, and suggestions for programming • Actual statistical data will be collected from student appointment calendar and intakes. • This data is used in comparison to previous year's data for demographics, success of outreach, programming utilization, focus of future programming, and justification of staffing needs • Data from evaluations and surveys will be utilized for planning and implementation of future student, faculty and staff programming and campus awareness campaigns

Actions:

- Seek space and campus support for the plan to house all Student Counseling and Disability Support Services staff and programming at one location As space opened up in the GUC this year, the feasibility of the proposal to house SCS and DSS under one roof was explored further. Input from campus persons knowledgeable of both areas was enlisted, as well as pros/cons listings from past and current staff of both areas. Based on these results, the decision was made to continue to house SCS and DSS separately, and DSS offices and reception were moved into GUC 110. Beginning Summer Semester, 2011, GUC 111 will be utilized for the direct testing services of The Alternative Testing Program of DSS. This expansion into GUC 110 has been successful, with staff extremely satisfied with roomier offices, a separate waiting area, increased office and student-oriented (while testing) storage space, etc. The only challenge with the temporary arrangement was insuring confidentiality for student-staff interactions. This will be alleviated as the renovation creates permanent office walls in GUC 110 this summer. GUC 110 requires some minor equipment adjustment, but should be ready for full testing use by June. DSS caseload now approaches 200 with 157 of these students approved for and receiving classroom accommodations each semester. Additional clinical staff will need to be considered and funded soon. Funding will also have to be secured in the near future for equipment and services that enable the provision of accommodations such as, Braille books &

materials, sign language interpreters, CCTVs, UbiDuo, SmartPens, computer software programs such as ZoomText & JAWS. With the shift in philosophy described above, the search for space to house Student Counseling Service separate from the medical workings of University Health Services will continue. This year a 12% annual increase of Psychosocial Intakes with new students was experienced in SCS. As this type of growth continues, a free-standing unit is imperative, in order to accommodate both the increased numbers of [contracted] staff hours, requiring increased offices, as well as to accommodate students attending appointments and programming. These additional “human-power” hours brings us near a 1:3000 counselor to student ratio, still far below the recommended 1:1200-1500. This low level of “human-power” still limits our capacity for crisis intervention or for offering walk-in services to students, among other needs.

- Purchase and implement scheduling software to aid in data collection and accuracy, increase consistency in reporting and documentation of services Titanium Schedule, an electronic scheduling and records software, was purchased in December, 2010, and implemented by the UNA IT Department in January, 2011. Due to SCS staff time constraints, the implementation of Titanium for use by UHS receptionists and counselors has been delayed until the summer months. We hope to be fully utilizing all this software has to offer by the beginning of Fall Semester, 2011.
- Maintain high-quality personal services, educational programs, and activities targeted to identified Student and University needs and requests Counseling – Additional counseling hours were added utilizing an additional contracted Licensed Professional Counselor (LPC) this year. Two contracted counselors, one CE Masters intern, and the part-time PhD combined for over 1700 service hours in Student Counseling Services. All staff participated in direct service hours with individual students, psycho-educational program offerings to campus groups, and during theme-specific campus-wide activities. “Live” educational Programming – including Parent-specific (“Total Lion Health” presentation) and Orientation Express sessions during all SOAR sessions; Learning Community classes; topic-specific classroom & Res Life Hall meeting presentations; monthly CHOICES presentations; Residence Assistants training; ROTC presentations; Nursing School presentations. On-line Educational Programming: Alcohol eCheckUp To Go & Marijuana eCheckUp to Go; Screenings for Mental Health; “In their Shoes”; Student Health 101. Campus-Wide Topic-Specific Activities: “Don’t Panic, Be Prepared”; National Eating Disorders Awareness Week (February); Disabilities Awareness (April).
- Increase passive publicity utilizing bulletin boards, poster campaigns, brochures and web-based media outlets Bulletin boards were utilized in the entrance to Bennett, offices of DSS (GUC 110 & 111), first floor hallway of GUC.
- Consider expanded use Practicum and Intern Masters level students from the Community Counseling portion of the UNA Counselor Education Department in both the Student Counseling and Disability Support Services offices for direct services and programming to students Masters level Interns were utilized during Fall (2010) and Spring (2011) Semesters in both SCS and DSS. A Graduate Assistantship position

was reinstituted during Spring Semester, 2011, and filled by a Masters intern serving in DSS. The DSS intern served a total of 600 hours in the DSS office, and the SCS Intern served a total of 350 hours in the SCS office. • Regularly update the Student Counseling and Disability Support Services websites to increase campus access to accurate information and web-based screening instruments This area is regularly evaluated and updates are coordinated with the IT department as needed. Program updates were received applicable to eCHUG for alcohol and marijuana. • Conduct one psycho-educational program each month in high traffic areas of campus and survey participants A variety of monthly programs were conducted (see above). Surveys were not done. Staff participated in Campus-Wide Mock Disaster (August), “Don’t Panic, Be Prepared” (September), National Eating Disorders Awareness (February), and Disabilities Awareness (April) which were campus-wide events held in high-traffic areas. A monthly program is an unrealistic objective and should be re-evaluated to consider quarterly or with campus-specific targeted programming only. • Evaluate all program participants for feedback on awareness of and use of services, availability, and suggestions for programming Formal surveys were not completed. Informally, all programs were utilized to increase awareness of available services and questions from audiences were fielded. A specific impromptu survey was completed out of Bennett Infirmary in December with the intent of gaining input from students as to their preference for service locations for medical, counseling, and disability services. These surveys were assimilated by Student Affairs Assessment, and the students spoke clearly as to preferred location for all of these services to be at or near the edge of campus. The costs for these particular initiatives are as follows: Titanium Schedule and Counseling software - \$1525 Additional Counselor contract hours – Approx. \$20,000 National Eating Disorders Awareness activities - \$200 Disability Awareness materials - \$100

Improvements: