



Creating a Culture of Well-Being

Excerpt



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500+ Enrollment innovations tested annually

➤ **ADVANTAGE OF SCALE**

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4.1 M+ Students supported by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue with us year after year, reflecting the goals we **achieve together**

➤ Find and enroll your right-fit students

➤ Support and graduate more students



➤ Prepare your institution for the future

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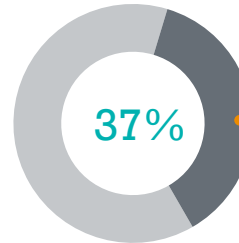
Student Mental Health Was a Concern Pre-Pandemic

Higher Education Grappled with Escalating Student Demand for Services



7x

Rate at which demand for counseling center appointments **outpaced enrollment growth**¹



Share of college students **with mental disorder diagnoses**, 2018

9.3 FTE

Number of staff counseling centers gained for every 1 lost in 2017-18, up from 3.9 in 2014-15

18 days

Average wait time for an initial counseling appointment on campuses that have a waitlist, up from 12 days in 2014-15

“

We saw a substantial rise prior to COVID in the number of students coming forward and asking for mental health help. Despite increased funding for more treatment, our counseling center is still feeling overrun and understaffed.”

*Counseling Center Director
Canadian University*

1) Counseling center utilization increased 38.4% while enrollment increased by only 5.6% from 2009-2015.

Shining a Stark Spotlight on Mental Health

A Newly Urgent Priority for University Leaders Due to Pandemic Impact

Most Pressing Challenges Facing Presidents Due to COVID-19

ACE Survey of U.S. College & University Presidents, Feb. 2021

1 **Mental health of students**

2 **Mental health of faculty and staff**

3 Long-term financial viability

4 Enrollment numbers for spring semester 2021

5 Racial equity issues

Not Just Students: New Concerns About Faculty and Staff Mental Health

94% Of presidents are **concerned about the mental health of employees** as a result of COVID-19

53% Of faculty reported a **significant increase in emotional drain**

40% Of faculty **considered leaving** their positions as a result of COVID-19



A rising college HR priority

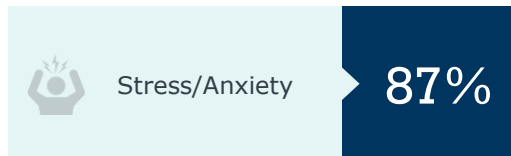
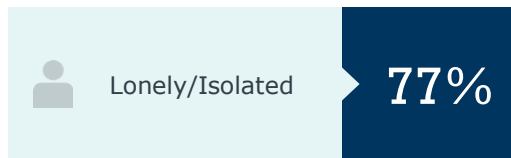
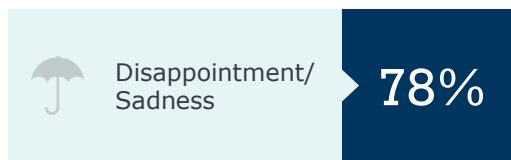
Faculty Well-Being: Creating a Stronger Workforce

COVID Effect Still Not Fully Understood

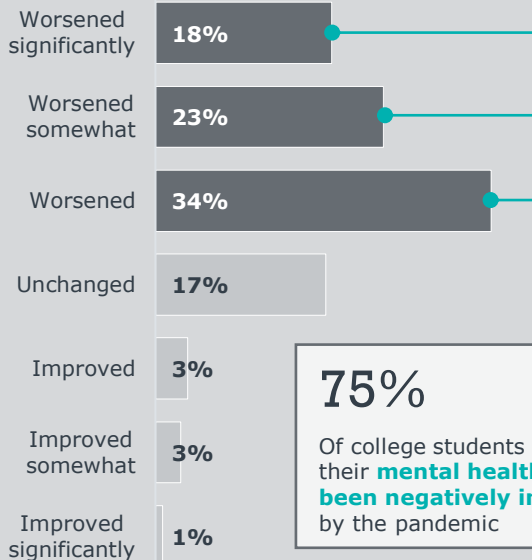
But Early Data Indicates Widespread Impact on Mental Health and Wellness

No One Immune to Emotional Impacts of COVID

Share of students surveyed who reported feeling...



Since the beginning of the pandemic, has your mental health...



Pandemic Has Forced Us to Look Inward

And Has Illuminated Gaps in Our Efforts

What the Pandemic Revealed about Campus Well-Being

1

We have too often overlooked staff and faculty well-being



For many campuses, the pandemic sparked new conversations about supporting faculty and staff well-being and engaging employees in well-being efforts

2

We have under-invested in preventative support, engagement, and education



We have heavily invested in one-on-one support and managing crises, but less on preventative support to help students, faculty, and staff manage challenges

3

Our in-person models created barriers even before the pandemic



Due to stigma, inconvenience, or busy schedules, our in-person model was creating barriers to accessing care before the pandemic





- 1 Set an Institution-Wide Vision for Well-Being
- 2 Embed Well-Being Across Institutional Siloes
- 3 Scale Personalized Well-Being Support for Students, Faculty, and Staff



Scaling Personalized Well-Being Support for Students, Faculty, and Staff

SECTION

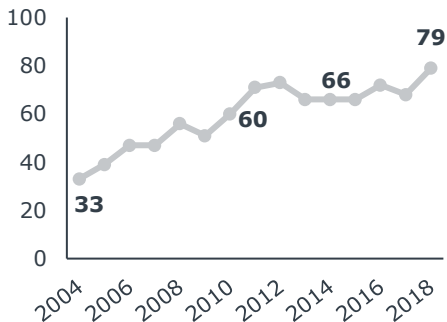
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The Personalization Imperative

“Just for Me” Experiences Are the Norm These Days

Individuals Seek Out Personalization

Normalized Google Search Ranking of “For Me”¹



- What **running shoes** are best for me?
- Which **dog** is right for me?
- What is the best **haircut** for me?

Expectations of Today’s Consumer

Highly customizable
made-to-order dining
experiences

CAVA



Boxes of products
curated to personal
tastes and
preferences



STITCH FIX

Order items online and
have them **delivered**
anywhere, anytime



Homepage **personalized**
with targeted
recommendations
based on prior choices



One Size Fits None



Long List of Well-Being Options Overwhelm and Confuse Students

Across Last 5 Years, Institutions Have Made Great Strides...



Expansion of support resources for students



Resources align with a more holistic vision of well-being, accessible to more students

...But We Must Do More to Help Students Connect Support



"Where do I start? There is so much and I don't know how to find what will work for me."



"I know I could use some support, but I'm not sure what. I need help deciding."

University Wellness Webpage

Emotional	Social	Nutrition
Schedule a counseling appt.	Watch a conflict resolution webinar	Schedule a 1:1 consultation
Register for a meditation workshop	Find an affinity group	Check out our nutrition app
Fitness	Intellectual	Fulfillment
Virtual fitness class sign-up	Managing time while learning from home	Discover your strengths
The importance of sleep 101	Register for a tutoring session	Meet with a career counselor



Helping Students Navigate Our Options

Student Care Coordination Connects Students with Right Support

A Streamlined Experience, From Intake to Follow-Up



Complete Intake Form

Student provides basic information so a Student Care Coordinator can prepare for their intake appointment



Meet with a Student Care Coordinator

Based on student's needs and level of concern, the Coordinator helps develop a customized, goal-oriented success plan with clear next steps.



Access Resources

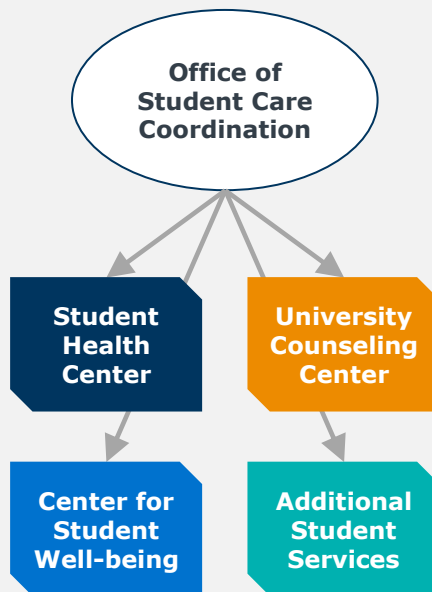
The student accesses the resources or services outlined in their success plan.



Student Care Coordinator Follows Up

A Student Care Coordinator follows up with the student to ensure they are staying on track with their success plan.

Vanderbilt's Student Care Network



Personalized Recommendations at Scale

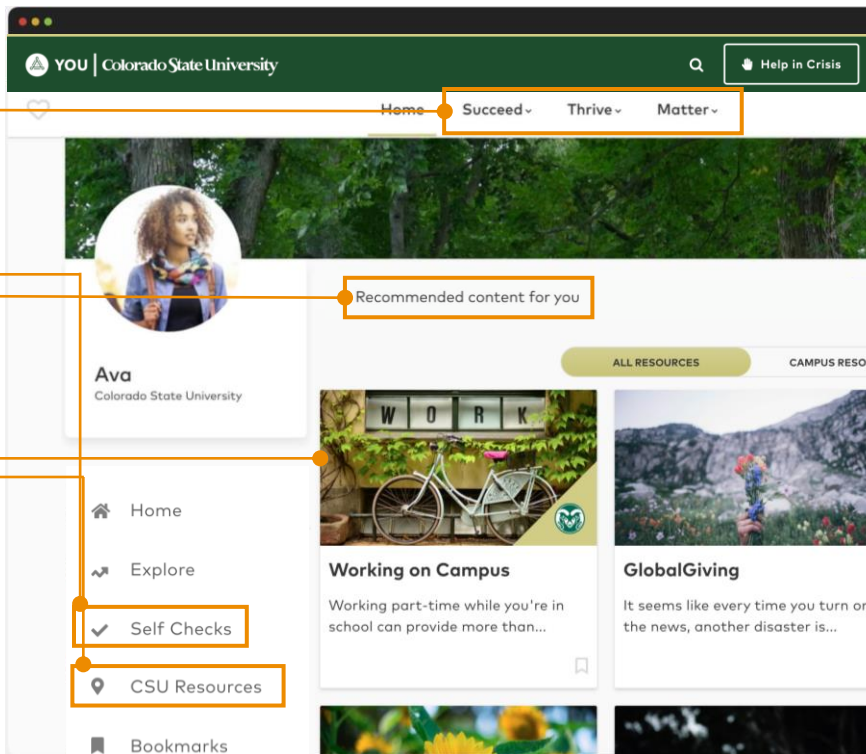
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YOU at College Platform Provides Customized Content & Recommendations

Organized around 3 areas:
Succeed (academic success),
Thrive (well-being), and
Matter (belonging)

Short "Self Check" quizzes
and demographic info inform
students' feeds

Feed has articles and tips
from the YOU library plus
campus resources



Personalized Recommendations at Scale

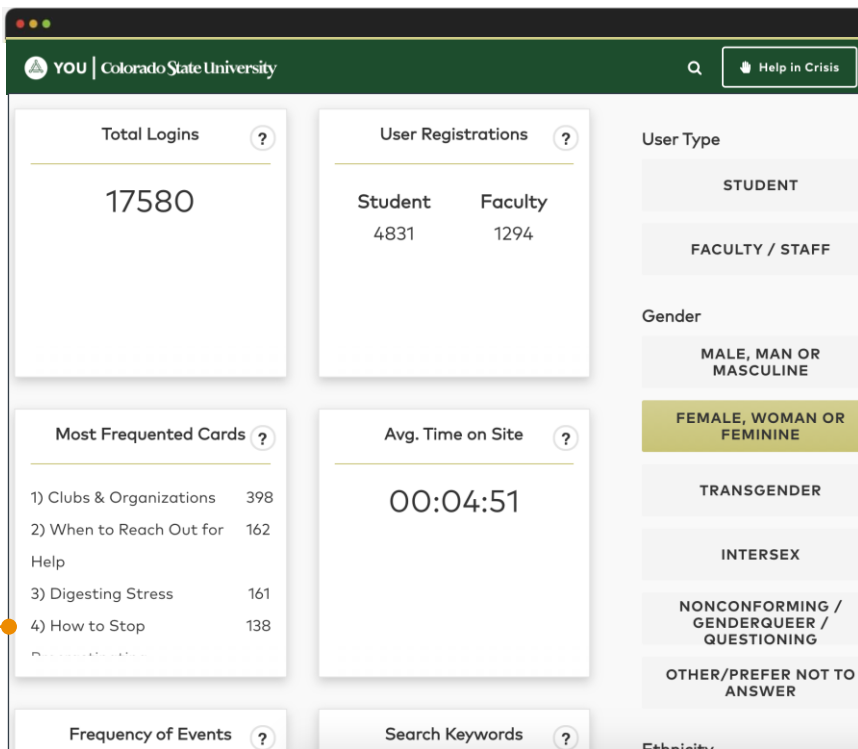
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Admin can view aggregate
analytics dashboard to
identify trends in what
students are accessing or
reporting



*Data is illustrative, not actual data from Colorado State



“Students Feel Like We Know What They Need”

YOU at College Pilot at Cal State System Shows Broad Engagement

46%

of students at CSU Long Beach created an account within the first 6 weeks

100%

of CSU Fullerton students who used the platform agreed that it is a valuable tool

“In a system as large as ours, it is hard to scale. Instead of us telling students to look at 17 different websites, [the You at College platform] brings customized content right to them.

It takes the scale of our institutions and it shrinks it down so that students feel like their institution knows them and knows what they need at that moment in time.”

Dr. Lea Jarnagin, Systemwide Director, Student Wellness Initiatives, California State University Chancellor’s Office

Students Engage with Well-Being Content, Even if That Wasn’t Their Original Intention

Most Sought: ‘Succeed’ Content



Most Accessed: ‘Thrive’ Content

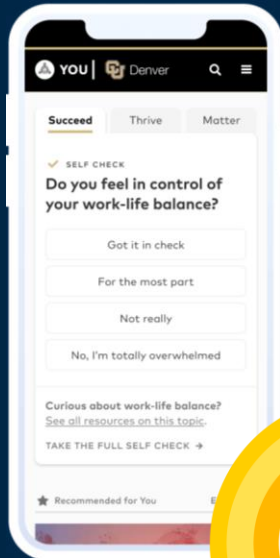
New users most commonly seek content in the ‘Succeed’ category (academics, finances)

Users most consistently access content in the ‘Thrive’ category (mental health, sleep, how to help a friend)

ONLY 30% Of users are **primarily seeking mental or physical health content**

65% Of users **connected with** material to support mental or physical health

Thinking Beyond the EAP



HEADSPACE®

Personalized Resources for Faculty and Staff

Faculty & Staff App Essentials

- ✓ Personalization
- ✓ Anonymity

3rd party platforms provide **personalized guidance** and assures employees that their **usage is anonymous** - they won't experience career repercussions

TAO Connect

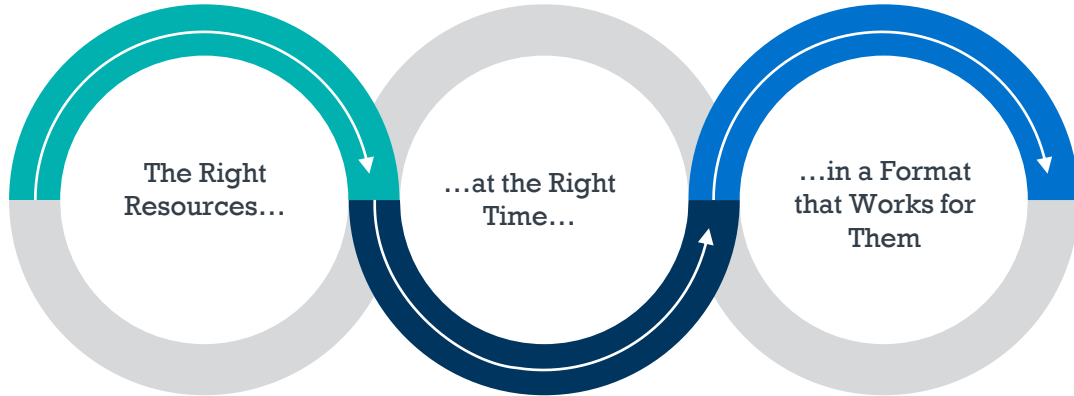
- Self-guided modules and assessments allow user to personalize experience
- Therapist-assisted support to supplement sessions
- **Anonymous access** through free TAO account
- Proven effective in improving common concerns like anxiety and depression

What Does a Culture of Well-Being Look Like?



“Wellness Accessible At Any Moment”

Individuals Are Connected with...



Scaling Personalized Well-Being Support



For Your Further Consideration...

- ✔ Are there lessons from other areas of the institution regarding personalization that we can take and apply to improve efforts here?
- ✔ Are there teams across campus that could work together to share insights and better provide students with support that is personalized and scalable (e.g., marketing, enrollment)?
- ✔ How can we unite experts to enhance our ability to use data and make more strategic investments?

For Your Teams...

- ✔ How do we direct students to the resources most relevant to their needs?
- ✔ What are the challenges preventing us from connecting students/staff with the resources they need when they need them?
- ✔ What are our current methods for measuring progress? What holes are there in understanding the information?
- ✔ Have we defined how we will know if we are successful?
- ✔ Have we collected and analyzed all the data available to us through various sources (user surveys, utilization/access data, campus-wide surveys)?



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