The mission of the University Counseling Center (UCC) is “to provide comprehensive, time-effective mental health services to the university students and community. Integral to the academic mission, we help cultivate an environment that supports the development and success of the whole student by providing responsive, collaborative practice and excellence in training”.

This mission is in concert with both the mission of the University and the mission of the Division of Student Affairs, both of which stress contributing to the educational and overall development of each student. The commitment of these missions includes skill development in scholarship, wellness, citizenship and leadership. The UCC also seeks to support the wellness, academic success and personal growth of all students by providing counseling services, outreach, educational and consultative services to UW students, parents and the UW campus and Laramie communities. The items this plan are designed with aiding students in the development of these skill sets, either by increasing their involvement with the Center, increasing the quality of services within the agency or collaborating with other departments/agencies to improve the effectiveness of the programs involved.

**Previous Planning Accomplishments**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Learning Outcomes</th>
<th>Assessment</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assess UCC/AWARE placement -Ongoing</td>
<td>n/a</td>
<td>AWARE was moved to first floor of Knight Hall for 06-07 year. This increased visibility and drop in consultation by constituents.</td>
<td>Admin support was on 3&lt;sup&gt;rd&lt;/sup&gt; floor. But move back to 3&lt;sup&gt;rd&lt;/sup&gt; floor decreases visibility.</td>
</tr>
<tr>
<td>Create Social Marketing Campaign to decrease stigma of help seeking -Not Started</td>
<td>All</td>
<td>Will see increase in number of students seeking services</td>
<td>Very time consuming, difficult to complete when down 1 staff, also budgetary issues</td>
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<tr>
<td>Increase number of trainees -Completed</td>
<td>All</td>
<td>Compare # with previous years</td>
<td>OFFICE SPACE</td>
</tr>
<tr>
<td>Task</td>
<td>Content</td>
<td>Outcome</td>
<td>Notes</td>
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<tr>
<td>Develop Assessment strategies for student learning outcomes – ongoing</td>
<td>Healthy Lifestyle Choices; Critical Thinking</td>
<td>Pilot assessment strategies for validity</td>
<td>Study of Learning Outcomes and their application to services delivered</td>
</tr>
<tr>
<td>Increase number of persons trained through Gatekeepers – ongoing</td>
<td>Personal Responsibility; Citizenship</td>
<td># of units, groups, individuals trained</td>
<td>Persons don’t always see this as a priority; Not mandated</td>
</tr>
<tr>
<td>Work with AVP/Dean Cozzens to create mission and vision statements for Wellness cluster – completed</td>
<td>Healthy Lifestyle Choices</td>
<td>Creation of statement</td>
<td>Defining Wellness in a manner acceptable to large constituency</td>
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<tr>
<td>Continue consultation with HR regarding EAP – completed</td>
<td>Healthy Lifestyle Choices</td>
<td>Attendance at meetings</td>
<td>none</td>
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<tr>
<td>Develop Non-User Survey – not completed</td>
<td>Critical Thinking; Healthy Lifestyle Choices</td>
<td>Completion and number of students reached</td>
<td>Development of survey</td>
</tr>
<tr>
<td>Explore use of on-line assessments – began to offer National Screenings Fall 2009 on-line</td>
<td>Effective communication</td>
<td>Explore national trends and report back</td>
<td>Validity; Safety</td>
</tr>
<tr>
<td>Establish standardized referral process for students referred out of UCC – not completed</td>
<td>Healthy Lifestyle Choices</td>
<td>Ease of process; follow through by student; student satisfaction</td>
<td>Each case different; lack of transportation</td>
</tr>
<tr>
<td>Evaluate hospital discharge/re-entry process in conjunction with DOS – in process</td>
<td>Critical Thinking</td>
<td>Satisfaction of students;</td>
<td>Confidentiality of students</td>
</tr>
<tr>
<td>Complete social marketing campaign – in process</td>
<td>All</td>
<td>Increase in UCC utilization</td>
<td>Time and resources</td>
</tr>
</tbody>
</table>
**Relevant Institutional Issues**

There are multiple relevant institutional issues that interplay between the larger institution and the UCC:

- **Returning Veteran Population** – as more Veterans return from war, they will present with specialized needs in multiple areas. For the UCC, this means obtaining additional training regarding the burgeoning mental health concerns these clients will present for care. Specialized staff training, and perhaps new service delivery models, will be required to provide these needs.

- **Millennial student development needs** impact the entire University, however, mental health is in a unique position to help the individual student with emerging adulthood adjustment issues, but can also serve in a consultative role with other University Members about these unique demands and issues to facilitate these students successful transition into adulthood.

- **Increase demand for services and higher acuity needs.** This cohort of students is more likely to seek care but also more likely to present with more complexity in case conceptualization. Their increased acuity plays out in a variety of ways in the residence halls as well as the classroom. Continued outreach education on behalf of the Center to campus constituents about behaviors associated with this higher acuity will be critical.

**Action Items**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Access, Excellence, Leadership</th>
<th>Assessment</th>
<th>Challenges</th>
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<tbody>
<tr>
<td><strong>Stigma Reduction Campaign</strong> – Begin exploration Spring Semester with Eduventure data; in 09-10 design campaign &amp; implementation; deliver and refine through 2014.</td>
<td>Leadership</td>
<td>Assess for increase in demand for service; Monitor level of referrals Observe student willingness to interact with UCC staff at public events (e.g., tabling)</td>
<td>Cultural taboos and stigma greater than campus culture; Resources of staff time; Willingness of campus constituents to participate</td>
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<tr>
<td>Wellness Constructs: Serve on Wellness Cluster; Begin to infuse Wellness concepts in all areas of UCC (clinical, outreach &amp; training); including Wellness in Mission Statement - Staff discussions about formal inclusion of Wellness Spring 2009; develop infusion into training program Summer 2009; refine and implement constructs through 2014</td>
<td>All</td>
<td>Utilize client evaluation data to assess the degree Wellness concepts are addressed in sessions, outreach presentations, etc.</td>
<td>Defining wellness as a Center; identifying concrete ways to integrate it into all service delivery areas</td>
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<tr>
<td>Continue to track students served and wait time; continually adjust procedures to optimize efficiencies –Ongoing</td>
<td>All</td>
<td>Improve accuracy with numbers using electronic record keeping</td>
<td>Addressing change in procedures that may be historic</td>
</tr>
<tr>
<td>Increase visibility on campus with various groups: residence life, faculty, staff - Ongoing</td>
<td>Engagement; Personal Responsibility; Effective Communication</td>
<td>Number of referrals and contacts; requests for presentation; use for consultation</td>
<td>Takes time away from individual services</td>
</tr>
<tr>
<td>Increase efforts to reach students of diverse background – Ongoing</td>
<td>Appreciation of Differences and Similarities</td>
<td>Number of students/or student groups receiving services Number of diverse groups requesting UCC to become more involved with them after our initial outreach</td>
<td>Stigma around help seeking</td>
</tr>
<tr>
<td>Increase Use of Technology for Millennials, including scheduling, paperwork and service delivery modalities - ongoing</td>
<td>Effective Communication</td>
<td>Feedback from students on client evaluation form; increase in requests for services</td>
<td>Time for development and implementation</td>
</tr>
<tr>
<td>Task</td>
<td>Domain</td>
<td>Goal</td>
<td>Notes</td>
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<tr>
<td>Explore possible Partnership with the Outreach School to Delivery Care to Distance Learners – begin discussion Summer 2009 and continue on until 2014 is appropriate</td>
<td>Effective Communication Responsibility Leadership</td>
<td></td>
<td>Ethical considerations of long distance counseling; Resources including staff time; logistics of technology</td>
</tr>
<tr>
<td>Explore use of on-line assessments and other ways to reach students in light of their current preference for technology use - ongoing</td>
<td>Effective Communication Responsibility Leadership</td>
<td>Review of the number of “hits” of students taking the National Screening Tests on-line</td>
<td>No significant issues</td>
</tr>
<tr>
<td>Assess UCC/AWARE placement - Ongoing</td>
<td>n/a</td>
<td>Current space in Knight Hall for UCC and AWARE is too small. Relocation of AWARE administrative office could free up UCC office space.</td>
<td>Admin support on 3rd floor. But move back to 3rd floor decreases visibility.</td>
</tr>
<tr>
<td>Complete year 3 objectives in suicide grant; re-apply for grant– completing Summer 2009; reapply November 2008</td>
<td>All</td>
<td># of objectives met; Completion of grant and submission; collaboration with multiple groups on campus for buy-in and support</td>
<td>Coordination with Community Colleges given distance</td>
</tr>
<tr>
<td>Increase number of persons trained through Gatekeepers &amp; continue program evaluation - ongoing</td>
<td>Personal Responsibility; Citizenship Effective Communication</td>
<td># of units, groups, individuals trained</td>
<td>Continue to develop connections with departments and areas on campus for buy-in to request/require training</td>
</tr>
<tr>
<td>Complete RFP for EAP- academic year 2008-09</td>
<td>Healthy Lifestyle Choices</td>
<td>Completion of RFP to operate the mental health component of the EAP</td>
<td>Time for completion of RFP</td>
</tr>
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</table>
### Implementation

The implementation of these department level plans has already begun for some goals, while others will require some time. Currently, the Center is involved with the Wellness Cluster of the Division of Student Affairs and is committed to providing support and leadership as this team continues to articulate an over-arching view of Wellness for the campus. The infusion of Wellness strategies within the Center’s daily practice, however, will need to be addressed over a several year period. Concurrently, Wellness concepts will be discussed with trainees through their experience at the Center, in order to train a cohort of therapists who practice balance in their lives. Other goals, such as the stigma reduction campaign and grant will likely not be in practice for several years but planning stages could commence with the 08-09 year. The Center will wait for data from Eduventures, a consulting firm employed by the Division of Student Affairs, part of which is specific to stigma. This data can be used to craft a campaign that would be implemented over many years. The Center hopes to participate in a stigma reduction grant that is