

UNIVERSITY COUNSELING CENTER

Unit Plan: 2009 - 2014

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

Goal	Learning Outcomes	Assessment	Challenges
Assess UCC/AWARE placement -Ongoing	n/a	AWARE was moved to first floor of Knight Hall for 06-07 year. This increased visibility and drop in consultation by constituents.	Admin support was on 3 rd floor. But move back to 3 rd floor decreases visibility.
Create Social Marketing Campaign to decrease stigma of help seeking -Not Started	All	Will see increase in number of students seeking services	Very time consuming, difficult to complete when down 1 staff, also budgetary issues
Increase number of trainees -Completed	All	Compare # with previous years	OFFICE SPACE

Develop Assessment strategies for student learning outcomes – ongoing	Healthy Lifestyle Choices; Critical Thinking	Pilot assessment strategies for validity	Study of Learning Outcomes and their application to services delivered
Increase number of persons trained through Gatekeepers – ongoing	Personal Responsibility; Citizenship	# of units, groups, individuals trained	Persons don't always see this as a priority; Not mandated
Work with AVP/Dean Cozzens to create mission and vision statements for Wellness cluster – completed	Healthy Lifestyle Choices	Creation of statement	Defining Wellness in a manner acceptable to large constituency
Continue consultation with HR regarding EAP – completed	Healthy Lifestyle Choices	Attendance at meetings	none
Develop Non-User Survey – not completed	Critical Thinking; Healthy Lifestyle Choices	Completion and number of students reached	Development of survey
Explore use of on-line assessments – began to offer National Screenings Fall 2009 on-line	Effective communication	Explore national trends and report back	Validity; Safety
Establish standardized referral process for students referred out of UCC – not completed	Healthy Lifestyle Choices	Ease of process; follow through by student; student satisfaction	Each case different; lack of transportation
Evaluate hospital discharge/re-entry process in conjunction with DOS – in process	Critical Thinking	Satisfaction of students;	Confidentiality of students
Complete social marketing campaign – in process	All	Increase in UCC utilization	Time and resources

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

Goal	Access, Excellence, Leadership	Assessment	Challenges
Stigma Reduction Campaign – Begin exploration Spring Semester with Eduventure data; in 09-10 design campaign & implementation; deliver and refine through 2014.	Leadership	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)	Cultural taboos and stigma greater than campus culture; Resources of staff time; Willingness of campus constituents to participate

Wellness Constructs: Serve on Wellness Cluster; Begin to infuse Wellness concepts in all areas of UCC (clinical, outreach & 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	All	Utilize client evaluation data to assess the degree Wellness concepts are addressed in sessions, outreach presentations, etc.	Defining wellness as a Center; identifying concrete ways to integrate it into all service delivery areas
Continue to track students served and wait time; continually adjust procedures to optimize efficiencies —Ongoing	All	Improve accuracy with numbers using electronic record keeping	Addressing change in procedures that may be historic
Increase visibility on campus with various groups: residence life, faculty, staff - Ongoing	Engagement; Personal Responsibility; Effective Communication	Number of referrals and contacts; requests for presentation; use for consultation	Takes time away from individual services
Increase efforts to reach students of diverse background – Ongoing	Appreciation of Differences and Similarities	Number of students/or student groups receiving services Number of diverse groups requesting UCC to become more involved with them after our initial outreach	Stigma around help seeking
Increase Use of Technology for Millennials, including scheduling, paperwork and service delivery modalities - ongoing	Effective Communication	Feedback from students on client evaluation form; increase in requests for services	Time for development and implementation

Explore possible Partnership with the Outreach School to Delivery Care to Distance Learners – begin discussion Summer 2009 and continue on until 2014 is appropriate	Effective Communication Responsibility Leadership		Ethical considerations of long distance counseling; Resources including staff time; logistics of technology
Explore use of on-line assessments and other ways to reach students in light of their current preference for technology use - ongoing	Effective Communication Responsibility Leadership	Review of the number of “hits” of students taking the National Screening Tests on-line	No significant issues
Assess UCC/AWARE placement -Ongoing	n/a	Current space in Knight Hall for UCC and AWARE is too small. Relocation of AWARE administrative office could free up UCC office space.	Admin support on 3 rd floor. But move back to 3 rd floor decreases visibility.
Complete year 3 objectives in suicide grant ; re-apply for grant– completing Summer 2009; reapply November 2008	All	# of objectives met; Completion of grant and submission; collaboration with multiple groups on campus for buy-in and support	Coordination with Community Colleges given distance
Increase number of persons trained through Gatekeepers & continue program evaluation - ongoing	Personal Responsibility; Citizenship Effective Communication	# of units, groups, individuals trained	Continue to develop connections with departments and areas on campus for buy-in to request/require training
Complete RFP for EAP- academic year 2008-09	Healthy Lifestyle Choices	Completion of RFP to operate the mental health component of the EAP	Time for completion of RFP

Seek Accreditation from the International Association of Counseling Services (IACS) – Preliminary Review of Self Study Summer 2009 with application process and accreditation through 2014	All	Accreditation granted	Resources of time as all staff are involved in the accreditation process
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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