MISSION STATEMENT

The Counseling Center promotes students' psychological wellness and academic success by providing students high quality, culturally competent counseling, mental health education, training and outreach in collaboration with the university community.

VISION STATEMENT

The Counseling Center heads the efforts in creating a psychologically, cognitively, and emotionally well campus.
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The Counseling Center accomplished many things in this past academic year including adding an Associate Director, Director of Clinical Services, Mr. Robert N. Rodgers, PhD, and an Assistant Director, Director of Outreach and Consultation Services, Ms. Heidi Petracco, LCSW.

The following are some additional highlights from our Clinical Services, Training Services, Outreach and Consultation Services and Administrative Services areas.

- Implemented a new system of intake at the center to allow better access to clinical services for students.
- Able to schedule initial appointment within 7 working days for new patients with Routine care needs.
- Utilized On-Call access the same day (from 8 – 4) for any student with Urgent care needs.
- Switched to WALK-IN access the same day (from 8 – 4) for new patients with Routine care needs during the final 3 weeks of the Fall & Spring semesters so that students would receive some service without being put off until the following semester.
- Eliminated the former practice of referring a substantial number of USF students to community providers following a brief initial contact session, reducing the percentage of students referred to community providers from approximately 20% to less than 2%.
- Eliminated administratively pre-determined session limits, enabling students to obtain mental health care of a type and quantity that is determined on a case-by-case basis according to their level of need as based on an individualized mental health evaluation and treatment plan.
- Developed and implemented procedural guidelines for all major clinical systems and services at the Counseling Center; improving consistency of services delivered to USF students and functionality for professional staff.
- Revised and implemented a more comprehensive Scope of Care guideline.
- Completed two separate clinical staff searches; hiring seven highly qualified clinicians including six psychologists and one social worker.
- Improved the organization and delivery of services for students with disordered eating within the Counseling Center.
- Partnered with the Student Health Services in creating and using the Eating Disorders Treatment Team (EDITT).
- Provided ongoing training to new hires and existing clinicians on how to work more effectively with ED clients at the CC and when to utilize higher levels of care
- Improved the organization of Group services at the Center, including standardizing the interpersonal therapy groups; staggering group meeting times to increase student access; tracking group utilization; streamlining referral process to groups; increasing participation of clinical trainees, and creating a bi-weekly group consultation.
- Initiated an intentional shift of Center culture to include the following components; Culture of service, Culture of Teamwork, Culture of Appreciation, and Culture of Staff Empowerment in the governing process.
- Moved to fully “paperless” in our record keeping system, utilizing Titanium more fully.
- Scanned old paper files to digital format for easier and quicker retrieval, storage and disposal.
- Set up a SharePoint system with SHS for ease of access to psychiatry referrals and records for both parties.
- Published enhanced website with, access to online workshop requests with resiliency based learning objective to enhance student well-being; anonymous online access to mental health screenings with personalized feedback and referrals; and interactive, self-help tools, articles and resources.
- Outreach programs accounted for 6,192 contacts with individuals within the campus community. That is 15% of our student population
- Outreach and Consultation videos won AUCCCO Awards as
  - Most Inspirational
  - Best Promotion of Self Care
  - Honorable Mention Most Well-Rounded Suite of Videos
  - Honorable Mention Effective use of Diverse Identities
- The USF Outreach and Consultation Presentation Evaluation is offered as a ‘best practice’ reference on AUCCCO website.
- Developed and internally filled additional Coordinator roles in the center (Coordinator of Housing and Residential Education Training, Coordinator of Eating Disorder Services, and Coordinator of Social Media).
DATA

For the period August 24, 2014 - August 23, 2015

- The counseling center saw 2,377 unique clients (students)
- Provided 11,861 individual appointments
- Provided 1,642 Group/couples appointments
- Provided 669 on call appointment
- Initiated 16 Baker Acts

We continue to see student clients for short term services as indicated by the number of appointments used per client. This is the main reason we were able to eliminate session limits, most of our clients are seen for 10 or fewer sessions per year.

<table>
<thead>
<tr>
<th>Number of sessions</th>
<th>Percentage of counseling center clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 5</td>
<td>65.1</td>
</tr>
<tr>
<td>6 – 10</td>
<td>19.8</td>
</tr>
<tr>
<td>11-15</td>
<td>8.0</td>
</tr>
<tr>
<td>16-20</td>
<td>3.5</td>
</tr>
<tr>
<td>21+</td>
<td>3.7</td>
</tr>
</tbody>
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According to data we collect from clients at their initial appointment these are our clients:

**Gender**
- 63.6% identify as Women
- 34.9% identify as Men
- 0.5% identify as transgender
- 1.1% other/no response

**Race/Ethnicity**
- 10.8% African American/Black
- 0.3% American Indian or Alaskan Native
- 8.1% Asian American/Asian
- 15.3% Hispanic/Latino/a
- 0.1% Native Hawaiian or Pacific Islander
- 6.5% Multi racial
- **56.2% White**
- 2.8% other

**Are you an International Student?**
- 8.7% Yes
- **89.6% No**
- 1.9% No response
Sexual orientation
78.9% Identify as Heterosexual
1.9 Identify as Lesbian
3.4% Identify as Gay
6.2 % Identify as Bisexual
2.6 % Identify as Questioning
7.4 % No response/other

What is your Academic year?
16.1 % Freshman/first year
13.6% Sophomore
23.9% Junior
26.4% Senior
18.7% Grad/professional
2.4% other/no response

Are you a Transfer student?
67.6% No
30.9% Yes
1.5% No response

Are you a First generation college student?
69.9 % No
28.7 % Yes
1.5 % No response

Housing
22.1 % Live on campus
77.3% Live off campus
0.9% No response

Have you had Prior counseling?
51.5% Never
17.6% Prior to college
17.0% After starting college
13.7% Both (prior to and after starting)
1.7% No response

Have you taken medications for mental health concerns?
70.1 % Never
9.2 % Prior to starting college
11.0 % After starting college
8.3 % Both
2.3 % No response
Who referred you to the Counseling Center?

66.3% Self
6.9% Academic advisor
8.6% Faculty or staff
24.1% Friend/other student
12.1% Parent/other relative
0.0% Parole/probation/court
0.5% Residence life staff
0.9% Student disability services
5.4% Student health services
2.7% Student rights and responsibilities
0.7% University police
0.6% Victim advocacy
7.8% No response/other

Below is the graph of our individual clinical services for the past academic year.

This is a fairly predictable pattern of clinical services used with peaks representing our clinically “busy times” and the valleys representing break weeks from school or holidays when the university is closed.
GOALS FOR FY 2015-16

Goal 1 - Provide accessible, high quality, competent psychological services to USF students.
  ▪ Continue to increase group treatment modalities
  ▪ Utilize the Behavioral Health Measures questionnaire to assess outcomes of counseling center treatment.
  ▪ Utilize group therapy evaluation measures to evaluate group programs ability to help increase participants academic and interpersonal success and increase overall wellbeing.
  ▪ Increase CC clinical staff competence in providing competency based supervision
  ▪ Increase expectations and structure in supervision process
  ▪ Develop a program of services around “Relaxing Rhythms” and Mindfulness.

Goal 2 - Provide experiential mental health training in support of the academic mission of the university
  Strategy 2.1: The Counseling Center serves as a designed training site for graduate students completing an APA approved doctoral internship in psychology.
  ▪ Do cost-benefit analogy for Doctoral Internship in professional psychology program
  ▪ Increase trainee competence in providing evidence based practice
  ▪ Increase intern competence in providing competency based supervision
  ▪ Increase application of social justice practices of trainees

Goal 3 – Strengthen the mental health and well-being of the USF campus community through the development of collaborative Prevention and Intervention strategies
  ▪ Establish baseline information regarding the Counseling center’s outreach programming and its impact on student success (i.e. their academic learning and educational goals)
  ▪ Continue third year of SAMHSA Suicide prevention grant partnering with Department of Psychology, FMHI, and Psychological services clinic
  ▪ Continue to develop partnerships across campus with the aim to improve student success (i.e. partnerships with Financial Aid/Financial Education, INTO, HRE, Department of Psychology, etc.).

Goal 4- Use best practices in administrative and clinical services to maximize the productivity of human, financial, physical and technological resources.
  ▪ Maintain IACS accreditation
  ▪ Utilize current technology to improve administrative processes (i.e. a shared Center Calendar, LYNC for internal communications, etc.).
- Utilize effective marketing techniques to ensure that students are aware of and use the CC.
- Use social media and marketing to help reduce stigma for mental health issues and help seeking behavior.
- Provide on-going educational opportunities for staff and trainees
- Continue to restructure the Center’s organizational structure and Leadership team to best position the center to effectively partner with University mission and goals.