

Student Engagement Strategies & Tactics

Building a Partnership of Accountability to Maximize Student Engagement

The COVID-19 pandemic has had far-reaching and long-lasting implications for students across all aspects of their on and off campus life.

Based on Gartner's recent research, Mind Health suggests the following tactics to maximize student engagement:

1. Increase student understanding of mental wellbeing needs and offerings.
2. Reduce mental wellbeing stigma and apathy.
3. Reduce the time and effort needed to participate in mental wellbeing programs.

We will maximize student engagement by combining the following elements and actions:

- ❖ A compelling mental health app for the students
- ❖ Easy to use and access on all devices
- ❖ High performance tools
- ❖ Appealing visual display
- ❖ Shared responsibility for the student engagement.

1. Increase student understanding of mental wellbeing needs and offerings.

Not only do students have an incomplete understanding of the mental wellbeing offerings available to them; **many are also unsure about their own mental wellbeing needs.**

Mind Health provides a variety of communication tools for universities and fraternities/sororities to use to help increase students' awareness and knowledge of our mental wellbeing tools including:

- ❖ Emails
 - Introductory
 - Program announcement
 - Mental Health Survey (MHS) invitations
 - Care Progress Survey (CPS) invitations
 - MHS reminders
 - CPS reminders
 - MHS completion notifications
 - CPS completion notifications

Student Engagement Strategies & Tactics

- Weekly mental health tips & exercises
 - ❖ On-premise posters, flyers and brochures (artwork & messaging)
 - ❖ Social media post templates to coincide with weekly mental health tips & exercise emails using influencers (athletes, university leadership, fraternity/sorority leaders, student government) on popular platforms such as Instagram and TikTok
 - ❖ SMS, text messaging
 - ❖ Blog articles
 - ❖ Partnership with student orgs already focused on mental health
 - ❖ Videos and interviews
 - ❖ Training videos
 - ❖ Mental health campus events (conferences, roundtables, speakers)
 - ❖ Press/media coverage in school newspapers/radio, local newspapers/radio, television, website
 - ❖ Mind Health works with you to build a customized solutions tool kit

To reach all students, the Counseling Center and the Fraternity/Sorority Life office should partner with staff, student leaders, and athletes to maximize the strength and impact of these communication programs.

Progressive universities, fraternities/sororities, and athletes are encouraging **senior leaders** to share their own experiences with personal mental well-being and how the university's offerings have helped them. In a recent study, 40% of people report fear of admitting they are dealing with mental well-being challenges. Creating a safe place to talk about and receive help with mental well-being is essential for high engagement.

Teaching assistants and professors, given their proximity to their students, are best positioned to regularly remind students about self-care and available mental health resources.

Peer-to-peer student relationships are critical to lending credibility and providing support to participating in well-being programs.

Please note: Mind Health is fully aware that students are often bombarded with information from their university, and health information is often overlooked.

It is important that the communications be credible and relatable. **A successful example is a short video of a senior leader talking candidly about her/his experience with mental health issues and how s/he utilized the university resources to take steps to greater well-being.**

Student Engagement Strategies & Tactics

Leading universities, fraternities/sororities, and athletes are personalizing well-being programs to make the relevance of well-being offerings clear to students. This is one of the key reasons Mind Health offers its **Wellbeing Index™**, which helps students self-assess their well-being across three dimensions, physical health, mental health and social needs. Mind Health encourages organizations to start with it and **Mind Health's Care Progress Survey™**. Universities and Greek orgs receive a de-identified, aggregated report of the results which helps them implement a personalized benefits program specific to the needs of their students/members, and measure its effectiveness.

2. Reduce well-being stigma and apathy.

Many students don't seek well-being support due to fear of being stigmatized, particularly when it comes to mental and emotional health. Additionally, student apathy stymies participation by reducing motivation to act.

One approach that leading universities and organizations are employing is empowering trusted students to communicate the importance and normalcy of seeking support.

One university launched a campaign to reduce the prevailing stigma. Six leaders recorded videos of themselves sharing personal stories about their mental health with the goal of giving students permission to share, showing the importance of seeking support, and highlighting the commonality of this challenge. The university also built a network of over 300 mental health champions – students who are passionate about mental health who volunteer to educate, encourage, and provide assistance to other students who could benefit from utilizing mental and emotional well-being offerings.

What would it be like if professors were equipped and felt empowered to discuss personal well-being with their students and let them know that it is okay to not be okay? Professors and staff have different levels of experience with providing well-being support to students. A large institution combats this by **equipping leaders and influencers (administration, professors, coaches, and student leaders) with training and easy-to-understand tools that guide them on how to support students/members on mental health and well-being issues.** These tools include conversation guides for how to broach topics with students/members, as well as actions they could take (e.g., identify early warning signs of distress) in order to provide support without being under- or over-involved. **Mind Health helps to provide these training tools.**

Student Engagement Strategies & Tactics

This institution encourages leaders and influencers to proactively initiate these conversations, which effectively gives students that “permission” to share their mental health and well-being concerns – **minimizing stigma, and taking a proactive, early intervention approach.**

3. Reduce the time and effort needed to participate in well-being programs.

Among all students who indicated they could have participated in a mental well-being program in 2020 but didn't, 38% said it was because they were too busy. This is particularly concerning, as those most in need of well-being support often have the least time or energy.

It is recommended that leaders design opt-out well-being programs rather than opt-in. Also, through building simple, regular monthly mental wellbeing check-in utilizing the Mindyra-9 survey which takes less than a minute to complete, organizations can develop early intervention strategies to meet the needs of their students before those needs become crises.

Leading organizations are integrating well-being activities into processes and everyday activity to avoid the burden of adding one more item in students' long to-do lists. **One example: encouraging professors and teaching assistants to discuss emotional health as part of their regular communication.** Mind Health provides training videos for staff, TAs and professors on how best to discuss emotional health with students.

Mind Health designed its **Mental Health Program™** so students can easily and accurately discover their own mental wellbeing needs and immediately access individualized-care resources at the level of engagement they desire. They can literally do it in just a couple of minutes.

Student Engagement Strategies & Tactics

SAMPLES

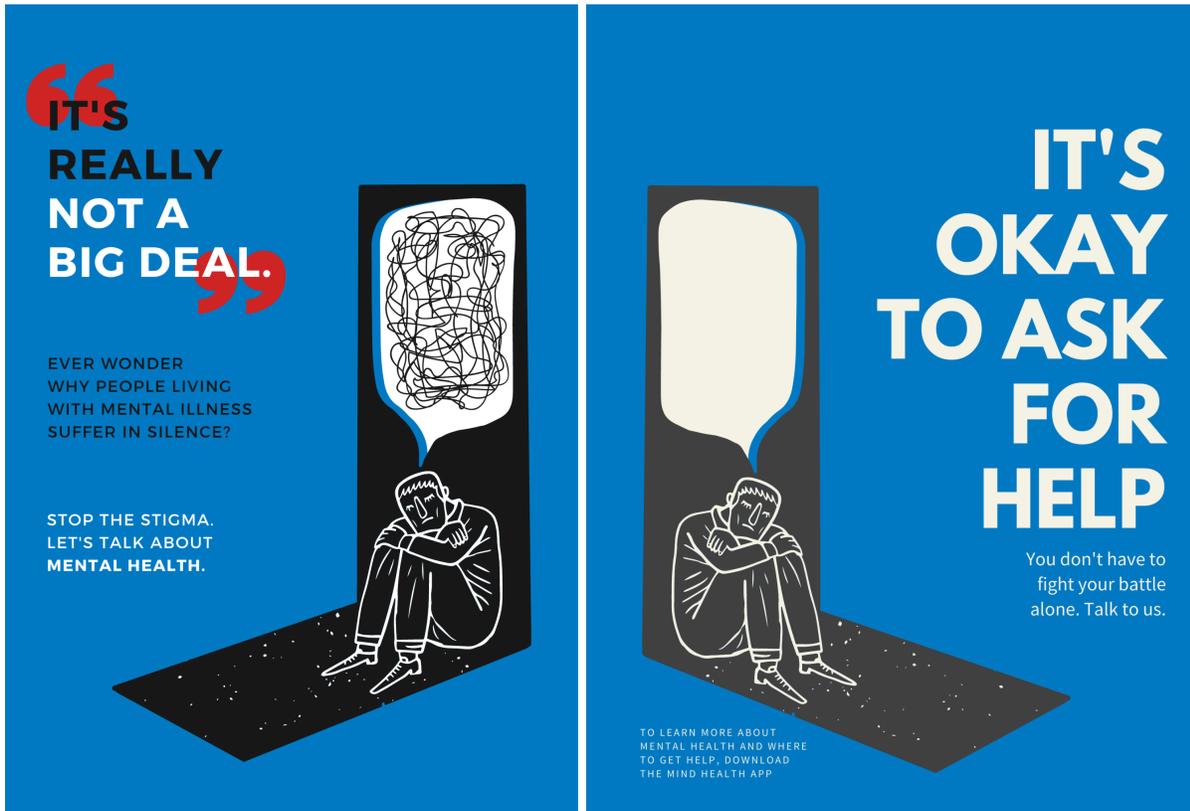
Sample video:



<https://www.youtube.com/watch?v=rid8totuwlc>

Student Engagement Strategies & Tactics

Sample social media messaging:



Student Engagement Strategies & Tactics

Mental Health

It's Okay If You

- 

Have a bad day
- 

Make mistakes
- 

Are less than perfect
- 

Ask for personal space
- 

Put yourself first
- 

Take a break from everything

Student Engagement Strategies & Tactics



Student Engagement Strategies & Tactics

Future Promotional Ideas

Once students begin to use the mental health program on campuses, we will be gathering feedback for future modifications in the second and third updates. We envision gamification options and new features to be rolled out as students provide feedback during the pilot period.

We will continuously increase the percentage of students utilizing the program by analyzing reporting metrics, conducting user focus groups, and improving functionality and support. Raffles, concerts, sporting events, and dining halls are all areas/events where we can increase program visibility and put additional focus on mental health.

Metrics to be monitored include retention rate, daily active users, monthly active users, daily sessions per daily active user, and stickiness.