

Wellness Center Annual Report

2023-2024

Friday, July 5, 2024

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# Mission Statement

***With a spirit of inclusivity, the UW-Green Bay Wellness Center is committed to promoting holistic health to optimize students’ success through mind and body wellness while working collaboratively with the campus community in the creation of a sustainable healthy campus environment.***

# Student Outcomes for 2023-2024

UW Green Bay has been participating for 13 years with the other UW Counseling Centers in the University of Wisconsin (UW) System Counseling Impact Assessment Project, overseen by a system-wide committee of the same name. The project seeks to track a core set of common data elements across UW-System counseling centers, for the purposes of providing benchmarking data for each campus and to allow for system-level analyses of counseling utilization and impact. Incremental progress has been made each year in establishing a systematic and sustainable assessment process that both serves day-to-day clinical needs of counseling center professionals and helps them evaluate and improve upon their work. By moving thoughtfully and systematically, we hope to continue to strengthen the ways in which we assess our work, for the betterment of the clients we serve.

## METHODS

All counseling client are invited to participate each semester. The project gathers and summarizes data on an annual basis across 13 institutions within the University of Wisconsin System. The project has now gathered twelve years of client feedback on the impact of services received through the Learning Outcomes and Satisfaction Survey (LOS) and ten years of client demographics through the Client Information Form (CIF). The UW Green Bay Counseling team has selected these 5 outcome measures from the Counseling Impact Study as key indicators of the impact of our counseling services has on student success and retention. The indicator, “Counseling helped me stay in school” has been further broken down for our clients who indicated they were struggling with academics as well as those who indicated they were not struggling with academics.

Full reports available upon request.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Item*Scale: 1 = Strongly Disagree to 5 = Strongly Agree* | **2023-2024 Campus Mean** **(n)** | **2023-2024 System Mean** **(n)** | **2022-2023 Campus Mean** **(n)** | **2022-2023 System Mean** **(n)** | **2021-2022 Campus Mean** **(n)** | **2021-2022 System Mean** **(n)** |
| **I made improvements on specific issues for which I sought counseling** | 4.21(89) | 4.23(1179) | 4.26(87) | 4.13(1271) | 4.15(79) | 4.17(1453) |
| **I am better prepared to work through future concerns and achieve my goals** | 4.13(87) | 4.12(1172) | 4.20(87) | 4.02(1257) | 4.09(76) | 4.01(1437) |
| **I increased my ability to think clearly and critically about my problems** | 4.13(89) | 4.12(1165) | 4.02(84) | 4.02(1255) | 4.16(74) | 4.03(1429) |
| **Counseling helped me stay in school** | **struggling with academics** | 4.15(27) | 3.93(383) | 3.71(24) | 3.63(412) | 3.46(26) | 3.76(473) |
| **not struggling with academics** | 3.44(55) | 3.40(651) | 3.45(56) | 3.23(736) | 3.30(37) | 3.22(765) |
| Total Average | 3.67(82) | 3.61(1045) | 3.58(80) | 3.43(1148) | 3.37(64) | 3.43(1247) |

The counseling team will continue to use the data from the full study and these metrics to improve services and outcomes with the goal of meeting or exceeding the UW System means for each measure.

## Culture of Evidence Rubric

|  |
| --- |
| Divisional Student Learning Outcomes Measuring a Culture of Evidence July 2024 |
|   | **A Culture of Good Intentions** (1 Point) | **A Culture of Justification**  (2 Points) | **A Culture of Strategy**  (3 Points) | **A Culture of Evidence**  (4 Points) | Points |
| **Intentionality**  (Thoughtfulness in action to decision) | People have a sense that they are doing good things. | People can describe what they are doing (i.e. operational or procedural specificity.) | People can describe what they are accomplishing (i.e. strategic pertinence, how what they are doing relates to mission and goals.) | People know that they are doing the right things and can describe why they are doing then, and what they are accomplishing through them.  | **4** |
| **Perspective**  (Relative to position, institutional role and general point of view) | Incidental/Opportunistic. Recognize data is important but do not make any particular efforts to collect it.  | After-the-Fact. Data is used retroactively as justification for predetermined positions or prior decisions.  | Before-the-fact. Assessment is designed with an end in mind. (e.g. Identification of learning outcomes, how the data will be used.) | Real Time/Continuous. Data is collected and regularly used to inform processes. Data helps us close the loop on improvement processes and educational outcomes.  | **3** |
| **Critical Linkages**  (Connections that manage movement and relationships) | Unclear/Opaque. Data, when collected, is not shared beyond assessors, so connections cannot be made. Cloudy. | Assessment conducted from a defensive posture, especially related to questions of budgetary and operational efficiency.  | Translucent. Assessment understood and shared but only with allies or key partners. Scope is limited to mid-managers. | Clear/Transparent Outsiders can see and understand contributions to student and institutional success. Assessment is shared with all stakeholders.  | **4** |
| **Initiatives and Directions**  (Goals, Programs, projects and plans)  | Determined by whim, interest or opportunity. | Administration initiates assessment and it is done only when asked for or required.  | Directors own and initiate assessment. Data describe the current situation.  | All stakeholders own assessment. Success is operationalized, concretely described and evaluated based on evidence.  | **3** |
| **Planning Processes** (Strategic planning, goal setting, measuring outcomes) | Vague and individualized. Success is vague or interpretive, and evaluated based on "feel" intent and effort. Collective or strategic planning does not exist.  | Sporadic and limited to immediate question or application. Data linked retroactively to strategic context, goals, expectations, etc. but not planning-oriented. | Organized, routinized, and localized. Data informs deliberate cyclical or episodic strategic planning exercises.  | Ongoing, strategic and clearly linked to past and future. Triangulation of findings through multiple/established assessments. Data incorporated into continuous strategic thinking.  | **4** |
|  |  |  |  | **Total Culture Points**  | **18** |

# Data Reporting (Programs/Services) Year over Year Comparisons

## Fall 2021-2023

During fall 2023, Wellness Center Services provided primarily in-person services for students. The demand for counseling sessions increased by 21%, the number of counseling triage Sessions decreased by 10%. Additionally, the number of visits to the psychiatrist decreased by 44%. APNP providers continued to work with students with anxiety and depression and refer to the Psychiatrist as needed. Nurse visits increased by 14%, while provider visits decreased by 16.5%. The demand for COVID related care and testing continued to significantly decrease by the end of the fall semester.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Main Campus Data**8/15-12/31each year | **Fall 2023** | **Fall 2022** | **Fall 2021** | **Fall 2020** |
| **Total Counseling Sessions** | 1427 | 1183 | 1141 | 852 |
| **Counseling Triage** | 185 | 206 | 131 | 62 |
| **AODA (alcohol/drug)** | 4 | 1 | 6 | 11 |
| **Crisis Center Transports** | 6 | 4 | 3 | 1 |
| **Group Skills Visits** | 51 | 28 | 24 | 37 |
| **Support Group Visits** | 20 | 1 | 10 | 31 |
| **Athletic Wellness Consultations/Visits** | 2/11 | Not tracked | Not tracked | Not tracked |
| **Advanced Practice Provider Visits** | 533 | 639 | 587 | 315 |
| **Nurse Visits** | 814 | 714 | 1356 | 1001 |
| **Phone call/Virtual Visits** | 206 | 144 | 213 | 102 |
| **COVID Tests** | 3 | 61 | 788 | 681 |
| **EMS transports** | 1 | 0 | 0 | 0 |
| **Psychiatrist/Behavioral Care** | 24 | 43 | 36 | 19 |
| **Sexual Assault Coordinator Visits** | 39 (31 unique) | 23 (20 unique) | 22 (12 unique) | 8 |

## Spring 2021-2024

The demand for counseling services and provider visits increased during the spring semester.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Main Campus Data**1/1-5/15each year | **Spring 2024** | **Spring 2023** | **Spring 2022** | **Spring 2021** |
| **Total Counseling Sessions** | 1326 | 1253 | 1109 | 967 |
|  **Counseling Triage** | 120 | 141 | 116 | 99 |
|  **AODA (alcohol/drug)** | 2 + 1 Insight F/U | 2 | 6 | 5 |
| **Crisis Center Transports** | 4 | 4 | 1 | 1  |
| **Group Skills Visits** | 48 | 10 | 23 | 24 |
| **Support Group Visits** | 9 | NA | 0 | 0 |
| **Athletic Wellness Consultations/Visits** | 3/10 |  |  |  |
| **Advanced Practice Provider Visits** | 497 | 494 | 479 | 277 |
| **Nurse Visits** | 322 | 373 | 634 | 548 |
| **Phone call/Virtual Visits** | 61 | 119 | 108 | 136 |
| **COVID Tests** | 0 | 67 | 604 | 346 |
| **EMS transports** | 24 | 2 | 0 | 1 |
| **Psychiatrist/Behavioral Care** | 24 | 40 | 49 | 39 |
| **Sexual Assault Coordinator Visits** | 13 (11 unique) | 33 (12 unique) | 25 (13 unique) | 4 |

By the end of spring semester, the number of total student visits for counseling increased by 6%, urgent counseling appointments decreased by 15%, Psychiatry decreased by 40% while nursing visits decreased by 14% and medical provider visits remained stable from the prior spring. A 6th counselor was hired for the Wellness Center Team and will begin August 2024.

## Summer 2021-2024

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Main Campus Data**5/16-8/15each year | **Summer** **2024** | **Summer** **2023** | **Summer** **2022** | **Summer 2021** |
| **Total Counseling Sessions** | 94 (through 6/30) | 190 (through 7/18) | 189 (through 7/21) | 118 (through 7/27) |
|  **Counseling Triage** | 0(through 6/30) | 18 (through 7/18) | 18 (through 7/21) | 17 (through 7/27) |
|  **AODA (alcohol/drug)** | 0(through 6/30) | 3 (through 7/18) | 0 | 2 (through 7/27) |
| **Crisis Center Transports** | 0(through 6/30) | 2 | 0 | 0  |
| **Group Skills Visits** | **NA** | **NA** | **NA** | **NA** |
| **Support Group Visits** | **NA** | **NA** | **NA** | **NA** |
| **Advanced Practice Provider Visits** | **NA** | **NA** | **NA** | **NA** |
| **Nurse Visits** | **NA** | **NA** | **NA** | **NA** |
| **Phone call/Virtual Visits** | **NA** | **NA** | **NA** | **NA** |
| **COVID Tests** | NA | NA | NA | 10 as of 6/28 |
| **EMS Transports** |  | NA | NA | 1 |
| **Psychiatrist/Behavioral Care** | 1 |  | 11 | 11 |
| **Sexual Assault Coordinator Visits** | 1 (1 unique) through 6/30 | 4 (3 unique) | 7 (3 unique) | 2 |

## Total Counseling and Medical Visits by Campus for 2020-2024

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Counseling****2023-2024** | **Counseling****2022-2023** | **Counseling****2021-2022** | **Counseling****2020-2021**  | **Medical****2023-2024** | **Medical****2022-2023** | **Medical****2021-2022** | **Medical****2020-2021** | **Medical Service Location**  |
| **Green Bay** | 2982 (through 6/30) | 2720 | 2190 | 2029 | 2166 | 2022 | 3471 + 1392 COVID Tests. | 2437 | Wellness Center Green Bay |
| **Marinette** | 25 + 3 summer | 34 + 3 phone consults | 50 | 5 | 1 | 0 | 0 | 0 | Prevea Clinic in Marinette |
| **Sheboygan** | 74 inc. Telephone Intake Scheduling | 170 inc. Telephone Intake Scheduling | 54 | 47 | 4 | 5 | 2 | 0 | Prevea Urgent Care in Sheboygan  |
| **Manitowoc** | 29 inc. Telephone Intake Scheduling | 27 inc. Telephone Intake Scheduling.  | 23 | 58 | 0 | 2 | 0 | 0 | Prevea Urgent Care in Manitowoc |

# Current Org Chart-



# Signature Events (departmental major events)

**The Healthy Choices Task Force** was facilitated by the Health Educator in the Wellness Center with support of the Executive Director of University Wellness and Student Counseling. Programming focuses on getting important facts out to students while incorporating harm reduction strategies about healthy relationships, mental health, wellness, drugs and alcohol awareness and more. The Healthy Choices Task Force continued to offer virtual plat forms as well as in person platforms for 2023-2024 and worked to over programming related to all 8 dimensions of Wellness. This allowed students from all 4 campuses to participate. The DUI Simulator Car and Mocktails at Casino Night, the Financial Wellness Fair and the Goat Flow events captured the highest student attendance for the Task Force this year. Goal for 2024-2025 year is to continue regular programming at all campus locations.

**Healthy Choices Task Force Summary 2023-2024**

|  |
| --- |

| Date / Time | **Program** | **Site** | **Details:** | **Number of****Participants** | **Wellness Dimension** |
| --- | --- | --- | --- | --- | --- |
| 9/3/23 | **DUI Car Simulator and Mocktail Bar** | University Union | **Professional Advisors: Amy Henniges, Mark Olkowski, Bailey Briner**Students able to drive the DUI Car Simulator and given education on safe drinking behaviors. Mocktail bar offered as part of Casino Night, with education on safe drinking behaviors. | 110 DUI300 Mocktails | PhysicalEmotional |
| 9/28/23 | **Voices of Power Healthy Sexuality Bingo** | University Union | **Professional Advisors: Caitlin Henriksen**Provided prize for Voice of Power Healthy Sexuality Bingo | 123 | EmotionalSocial |
| 10/6/23 | **Rise Above Volleyball Match** | Kress Events Center | **Professional Advisors: Caitlin Henriksen**Gave out Rise Above t-shirts to first 50 students to attend Volleyball Match. Education on RedZone and Take Back the Night. | 50 | Emotional Social |
| 10/2/23 | **Pumpkins for Peace** | Sheboygan Campus | **Professional Advisors: Caitlin Henriksen**Painted pumpkins purple with Safe Harbor for DV Awareness Month. | 15 | EmotionalSocial |
| 10/12/23 | **Take Back the Night - Sheboygan** | Peace Park Sheboygan | **Professional Advisors: Caitlin Henriksen**Partnered with Safe Harbor of Sheboygan County to host Take Back the Night. Information regarding campus resources. | 5 | Emotional Social |
| 10/18/23 | **Take Back the Night** | University Union | **Professional Advisors: Caitlin Henriksen, Amy Henniges**Hosted Take Back the Night event. Resource fair with campus and local resources followed by program with keynote speaker, and finished with walk through tunnels. | 60 | EmotionalSocial |
| 11/9/23 | **Financial Wellness Fair** | Phoenix Rooms and Online  | **Professional Advisors: Caitlin Henriksen, Erin VanDaalwyk, Frankie Rabas**Host Financial Wellness Fair with booths from services on and off campus, keynote speaker and multiple financial talks throughout. | 75 | FinancialIntellectual Occupational |
| 11/14/223 | **Wellness Fair** | Phoenix Rooms | **Professional Advisors: Amy Henniges**Attend Wellness Resource Fair hosted by Pride Center. Had game and prizes as well as education.  | 70 | PhysicalEmotional |
| 11/13/23-11/24/23 | **Turkey Drop Posters** | All Four Campuses | **Professional Advisors: Caitlin Henriksen and Amy Henniges**Poster campaign on having difficult conversations during holidays. Provide campus resources for each topic. | Passive Campaign | PhysicalSocialEmotionalFinancialIntellectualOccupational |
| 12/5/24-12/14/23 | **Cocoa and Care** | All Four Campuses | **Professional Advisors: Caitlin Henriksen and Amy Henniges**Cocoa giveaway with self-care tips | 100 | Emotional |
| 2/14/24 | **Luminary Snowshoe** | Shorewood | **Professional Advisors: Ethan Harvey**Snowshoe through arboretum |  | PhysicalEmotional |
| 2/13/24 | **Sex in the Dark** | Phoenix Rooms | **Professional Advisors: Caitlin Henriksen and Amy Henniges**Panel Q&A on safe sex, relationships, consent, and sexual health | 28 | PhysicalEmotionalSocial |
| 2/14/24-2/22/24 | **Let Love Bloom** | All Four Campuses | **Professional Advisors: Caitlin Henriksen** Bouquet and chocolate giveaway with information on healthy relationships | 100 | Social |
| 2/29/24 | **Beautiful Strength Photographer** | Phoenix Rooms | **Professional Advisors: Caitlin Henriksen**Collaboration with GTP to bring Beautiful Strength photographer on self-esteem |  | EmotionalSocial |
| 3/4/24-3/8/24 | **Mocktail Bar** | All Four Campuses | **Professional Advisors: Bailey Briner and Mark Olkowski**Mocktail bar offered with education on safe drinking behaviors |  | PhysicalEmotional |
| 3/5/24 | **Drug Education Game Wheel** | Union Booth | **Professional Advisors: Katie Lesperance and Loretta**Game wheel booth with drug education facts |  | Physical Emotional |
| 3/4/24-3/8/24 | **STI Prevention** | All Four Campuses | **Professional Advisors: Caitlin Henriksen and Amy Henniges**STI education with STI plushie giveaway | 108 | PhysicalEmotional |
| 3/4/24-3/8/24 | **Spring Break Kits** | All Four Campuses | **Professional Advisors: Caitlin Henriksen and Amy Henniges**Gave away kits with sunscreen, lip balm, condoms, sunglasses and education on safe drinking, safe sex and safe spring break behaviors | 60 | PhysicalEmotionalSocial |
| 3/19/24 | **Sex Toy Bingo** | Phoenix Rooms | **Professional Advisors: Caitlin Henriksen** Collaboration with College Democrats to provide education and resources for Sex Toy Bingo with Planned Parenthood | 247 | PhysicalEmotionalSocial |
| 3/21/24 | **Pause for Paws** | Phoenix Rooms | **Professional Advisors: Amy Henniges and Stephanie O’Connor** Provide education on self-care in waiting room for Pause for Paws | 166 | Emotional |
| April | **What Were You Wearing Exhibit** | All Four Campuses | **Professional Advisors: Caitlin Henriksen and Amy Henniges**What Were You Wearing display at all four campuses at various times throughout SAAM. Also provided resources and information on Denim Day. | Passive Campaign | SocialEmotional |
| 4/11/24 | **Thoughtful** | Union | **Professional Advisors: Amy Henniges**Collaboration with Dining to provide 988 and suicide prevention resources to students along with education on hydration | 50 | PhysicalSocialEmotional |
| 4/15/24 | **Sex Rules** | Phoenix Rooms | **Professional Advisors: Caitlin Henriksen and Amy Henniges**Collaboration with GTP to bring Sex Rules speaker to campus to talk about consent and SA | 8 | Social Emotional |
| 4/20/24 | **Drug Education Bingo** | Phoenix Club | **Professional Advisors: Caitlin Henriksen and Amy Henniges**Provide drug education for bingo | 34 | PhysicalEmotional |
| 4/24/24 | **Denim Day** | Union | **Professional Advisors: Caitlin Henriksen and Amy Henniges**Denim Day display in Union. Photo for Denim Day. | Passive Campaign | SocialEmotional |
| 4/25/24-5/6/24 | **Goat Flow** | All Four Campuses | **Professional Advisors: Amy Henniges and Alex Wandersee**Stretching and playing with baby goats to relieve stress | GRB – 221 MNT- 18 MAN- 36 SHB-36  | PhysicalEmotional |

# Selected Departmental Accomplishments

1. **Additional Full Time Counselor Position Added**

A new counselor, Bruce Skovera started orientation in August 2023 as our new 5th Counselor. Stephanie O’Connor was hired into a temporary .4 FTE using Horizon grant funding which allowed Lissa Balison to pilot additional Counseling hours at the Kress with Athletics. However, Lissa Balison (.9 FTE) subsequently resigned in March 2024 and Cassidee Guthrie joined our team in June 2024. SUFAC approved an additional .75 FTE Counselor position for 2024-2025 and Stephanie O’Connor was hired into a regular position as the 6th counselor and starts in August, 2024. Amy Henniges the Executive Director of University Wellness and Student Counseling to retired in July 2024.

1. **The Wellness Center was awarded additional funding from three sources:**
2. **Strategic Initiative Funding from the Chancellor’s office to Implement both the Kognito Simulation Training and the Bringing in the Bystander Training**. Both Trainings are for Students/faculty and staff
	1. **Kognito At Risk Mental Health Training** implementation began in 4/22. Experiential learning simulations for students, faculty and staff are utilized to build knowledge and skills around mental health and suicide prevention. The At-Risk module prepares the learner to lead real life conversations that build resilience, a strong campus culture and strengthens relations. To date 328 faculty/staff and 1740 students have completed the training. Beginning in Fall 2023, this training became a class assignment for all students in FYS classes. This resulted in 1115 additional students trained.
	2. **Kognito Cultivating Inclusive Communities** implementation began in April 2022. This Experiential learning simulation is geared for faculty and staff and prepares the learner to effectively engage across differences with integrity and empathy, effectively fostering an inclusive campus community that embraces diversity. To date, 66 faculty/staff have completed the training.
	3. **Bringing in the Bystander Training** was also implemented 4/22. This interactive, research- based curriculum utilizes a community of responsibility approach to teach bystanders how to safely intervene before, during and after an incident of sexual abuse, relationship violence and stalking. Through in-depth discussion of issues and role-playing, participants come to understand how they play a part in proactively preventing sexual and relationship violence, how they can help survivors get the help and support they need, and how they contribute to the creation of a campus climate that reflects a commitment to safety for all. An additional 1072 students were training in Bringing in the Bystander during the 2023-2024 school year, for a total of 1,936 individuals trained. For the first time, Bringing in the Bystander was also incorporated as an assignment into all First Year Seminar classes.
3. **Cofrin Family Gift for Mental Health and Wellbeing** supported; the creation of additional offices and furniture for a 6th counselor and a relaxation room, hourly wage to interns, a hydromassage table, bi monthly chair massages by a LMT, wall monitors for counseling offices and more.
4. **UW System Mini grant** supported the implementation of Heartmath Biofeedback. Counselors received training and software and equipment was purchased. Full launch planned for fall 2024.
5. **Coordinated Sexual Violence Prevention Training**

All new students across the UW System are being required to take as part of the university’s compliance with federal requirements to educate students about sexual harassment and relationship violence and local campus resources. 43% of Adult Learners, 87% Graduate students and 87% of Undergrad students invited this academic year completed the course to date. \*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Adult Learner | Graduate | Undergraduate |
| Incomplete | 4 (57%) | 42 (13%) | 176 (13%) |
| Complete | 3 (43%) | 289 (87%) | 1391 (87%) |
| Total | 7 | 331 | 1567 |

\*Does not include students who did not stay enrolled at UW-Green Bay into the 2024-2025 school year.

1. **Provided Clinical Internship for an MSW Intern and a Counseling Intern**

Counseling mentored a UW Green Bay MSW student in the Wellness Center from September 2023-May 2024, and a UW Milwaukee Counseling Intern from January 2023-May 2024. The MSW Counseling Intern provided 63 sessions with students and the Counseling Intern provided 137 sessions in 2023-2024. Both interns assisted with Pathway 1.0 sessions and the counseling intern co- facilitated Grief Group. Plan to mentor one MSW Intern and one Counseling Intern in 2024-2025.

1. Counselor trained to provide **Gender Affirmation surgery letters** and first assessment and letter written for a client.
2. Prevea staff offered monthly health promotion activities on variety of topics including STI prevention, spring break safety, and flu prevention.

# Other (unique to department)

1. **The UW Green Bay Wellness Center completed its fourth year in partnership with Prevea Health.** The University provided counseling and health promotion services while Prevea provided medical services. Both the University and Prevea staff continued to demonstrate strong collaboration in providing services to students. With the addition of Prevea, students gained access to medical services 5 days per week during the academic year with hours extended to 5:30 pm two days per week. In person medical services closed for the summer from mid-May to mid-August each year while 24/7 Nurse triage by phone and virtual appointments remained available to students.
2. **Mind Equipped Workshops** were added in Spring 2024.
3. **Grief Group** was added in fall 2023.
4. Website updated to allowed **on line scheduling for Counseling** Initial Needs Assessment visits, **Chair Massages** and use of **Relaxation Room** and **Hydromassage table.**
5. UW System Provided additional mental health and supportincluding the **Mantra/Crisis Line** and **YOU at College.** Mantra completed a total of 131 counseling sessions with 30 unique students and 21 Psychiatry visits with 11 unique students.

# 2023-2024 Student Outcomes

Data results for both UW Green Bay with comparative data to UW System for 2023-2024 were prepared by the UW Stout Research department for all participating campuses. Full report will be made available upon request.

Results from 2023-2024 (Last year’s narrative is in yellow. Update when results are received.) revealed that UW- Green Bay met and exceeded the UW System Counseling mean in 4 of the 5 Outcome Measures

* I am better prepared to work through future concerns and achieve my goals
* Counseling helped me stay in school- not struggling with academics
* I made improvements on specific issues for which I sought counseling
* Counseling helped me stay in school- struggling with academics

Additionally, UW- Green Bay exactly matched the UW System mean in 1 of the 5 Outcome Measures:

* I increased my ability to think clearly and critically about my problems

**Strategies to Sustain**

* Planning additional marketing and a Wellness Center to increase awareness of all of our services.
* Planning to further continue health promotion and mental health outreach on all 4 campuses.
* Continue exploring options for Medical Services Outcomes to be added to future reports.
* Explore piloting clinical case manager role.
* Launch use of *Heartmath* Biofeedback with counseling clients
* Promote *Togetherall* and *Feeling Great* App.
* Promote Hydromassage table.
* Explore Hormone Replacement Therapy.
* Provide OTC (over the counter)meds with Nurse visits.

**Assessment**  (please answer “N/A” if any of these questions do not pertain to your area):

1. Cycle of Assessment:
* Identify when each of the student outcomes/goals will be assessed and the duration of your assessment cycle. Note: not all outcomes need be assessed each year. It is permissible to assess outcomes over a period of time if that is appropriate for your area.
	+ I made improvements on specific issues for which I sought counseling
	+ I am better prepared to work through future concerns and achieve my goals
	+ I increased my ability to think clearly and critically about my problems
	+ Counseling helped me stay in school struggling with academics
	+ Counseling helped me stay in school not struggling with academics
1. Discuss the metrics you intend to use for the assessment.
	* UW Green Bay Counseling Impact Assessment Report 2023-2024.

1. Outcome Assessment Procedure:
* Detail when the data will be collected for assessment of the learning outcomes that will be assessed this year. We suggest that you include both direct and indirect assessment for each outcome.
	+ Fall and Spring semester each year
1. Detail how the data will be collected. Include specific activities.
* CIF data is collected through our Electronic Medical Record system for client who agree to participate (IRB approved).
* Satisfaction data from survey sent to all UW Green Wellness Center Counseling Clients by UW Stout Research.
1. Describe the benchmarks/targets for the outcomes assessed.
* Meet or exceed UWS Mean for each item
1. Which specific artifacts will be collected for the outcomes assessed?
* UW Green Bay Counseling Impact Assessment Report 2023-2024
1. How is the data maintained?
* Reports are created at the UW Stout Research Center through the UW System Counseling Center project.
* Participant lists are sent to UW Stout in a password protected file.
1. Participation in the Assessment Process
* Who is responsible for data collection?
	+ UW Stout Research Center is provided
* Who oversees the assessment process? What role/s does this person play?
	+ - Director of Counseling in collaboration with UW Stout Researcher and project team.
1. Data Analysis
* Discuss the process for reviewing, aggregating and analyzing the assessment results.  Shared with team, and added to the
	+ - Wellness Center’s Annual Report
1. What are the results of your assessments?
	* + In 2022-2023 UWGB exceeded the UWS Counseling Center Mean for 4 of the 5 selected outcomes and UWGB exactly matched the UWS mean for 1 of 5 outcomes.
2. How are the results aligned to targets/benchmarks and outcomes?
	* + Continue goal of meeting or exceeding UWS means for each outcome.
3. How will you disseminate the direct and indirect assessment results to your unit. Who is in charge of this process?
	* + Through the Wellness Center annual report for selected outcomes.
		+ Counseling Director
4. How is your assessment information made available to the public?
	* + NA
5. Using Assessment Results for Continuous Improvement
* How will you use the result to maintain current performance and/or ensure continuous improvement? For example, how will/have the results be used to make changes?  What are the results of these changes thus far? What additional changes are you planning for the future? What will you maintain?
	+ TBD with new Counseling Director and team when 2023-2024 results arrive.

Please include any materials that may be pertinent to your plan as Appendices.