

**SAN DIEGO STATE UNIVERSITY
COUNSELING & PSYCHOLOGICAL SERVICES**

Creative Outreach Programming:

SINGLE SERVINGS –
Treating Students to Wellness

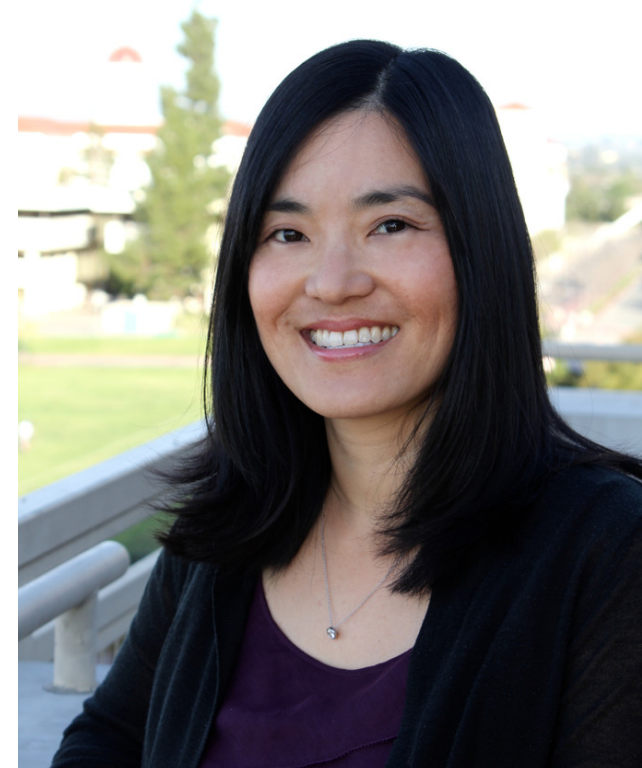
Presented by Koko Nishi, Psy.D & Mary Joyce Juan, Ph.D

Who We Are

introduction

Koko Nishi, Psy.D

Psychologist
Outreach Coordinator



Mary Joyce Juan, Ph.D

Psychologist
C&PS "Graphic Designer"



LEARNING OUTCOMES



PARTICIPANTS WILL...

EXPLORE -

strategies to engage students in mental health topics aimed at increasing wellness and attaining educational goals.

INCREASE -

their understanding of possible obstacles and lessons learned in implementing an educational outreach programming series through collaborations with various campus departments and communities.

DISCUSS -

implications of implementing similar collaborative programming in their own academic settings.

OUTLINE

TOPICS WE WILL COVER

What is Single Servings?

Background

Program Design

Implementation

Outcomes

Lessons Learned

Next Steps



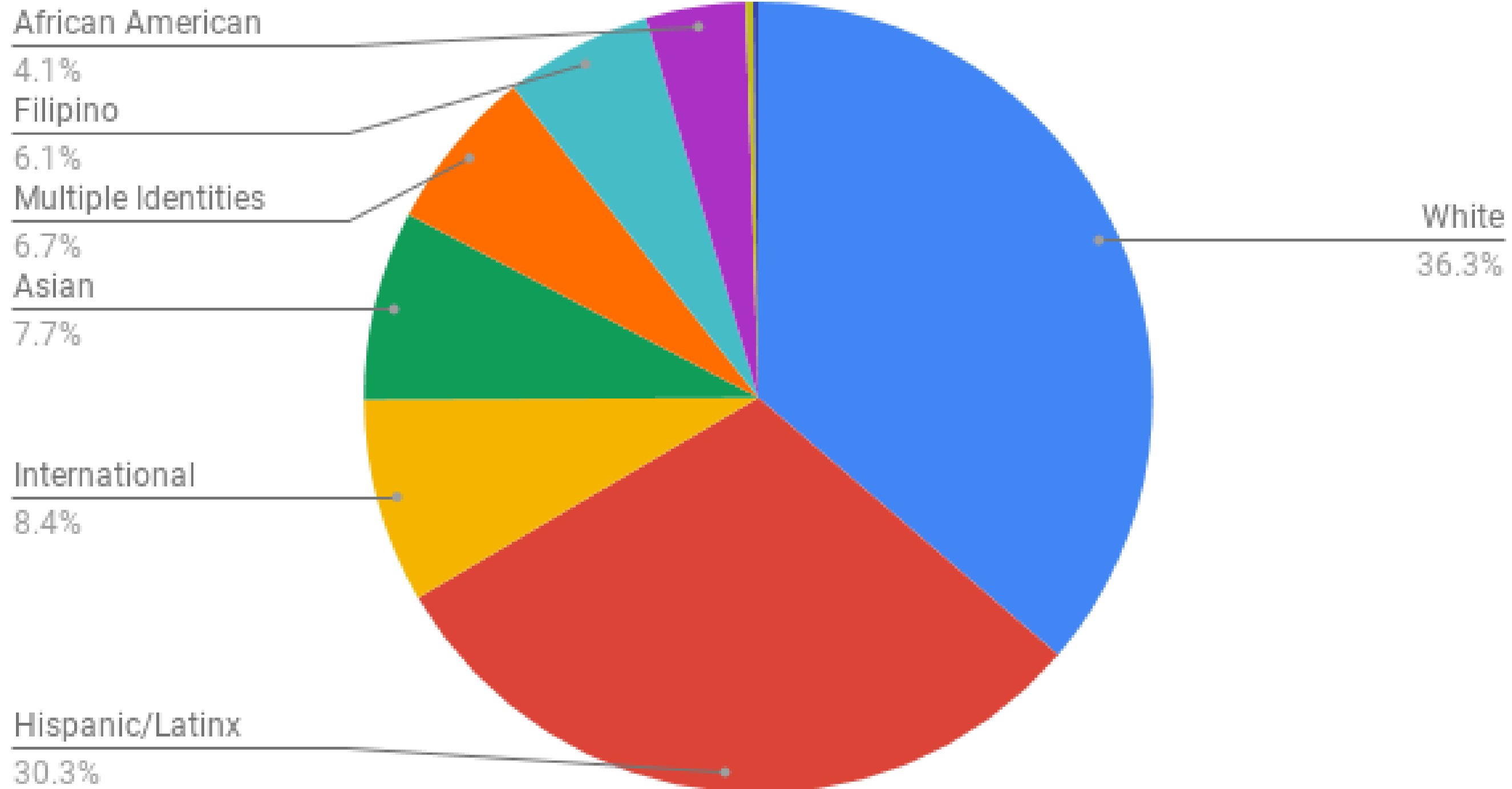


SAN DIEGO STATE UNIVERSITY

- FOUNDED IN 1897
- PUBLIC, RESEARCH UNIVERSITY
- LARGEST AND OLDEST HIGHER EDUCATION INSTITUTION IN THE SAN DIEGO COUNTY
- DESIGNATED AS AN (HSI) HISPANIC-SERVING INSTITUTION BY THE US DEPT. OF ED. IN 2012
- FALL 2018 ENROLLMENT: 35,000 (NEARLY 94,000 APPLICANTS)

SAN DIEGO STATE UNIVERSITY

Fall 2018 Enrollment By Ethnicity



The background of the slide is a blurred photograph. The top portion shows a white building with several arched doorways and windows with blue shutters. The bottom portion shows a crowd of people, some wearing blue clothing, possibly at an outdoor event or campus gathering.

QUESTIONS

WHAT ARE SOME OF THE NEEDS CURRENTLY FACING STUDENTS AT YOUR INSTITUTION?

HOW ARE YOU ADDRESSING THOSE NEEDS?

WHAT ARE SOME OF THE OBSTACLES/CHALLENGES?

THE EVOLUTION OF OUTREACH

"There is a shift for outreach to move from marketing-public relations to viewing outreach as primary intervention activities that reduce the need for counseling services."

Golightly, et al., 2017

OUTREACH AS MARKETING

Marketing counseling services to the campus community

OUTREACH AS PRIMARY INTERVENTION

Focusing on reducing the need for counseling services and decreasing mental health stigma

OUTREACH EXPANDING TO...

Programming related to social justice issues, large-scale events, engaging in campus partnerships and liaison programs, working in satellite offices and **creating innovative topic-specific programming.**

MOST FREQUENT CONCERNS AT C&PS

1

ANXIETY

Related to social situations, academic concerns, performance, concerns about their future.

2

DEPRESSION

Issues stemming from low self-esteem, interpersonal issues, lack of sense of belonging, feeling overwhelmed.

3

ACADEMIC CONCERNS

Academic probation, choosing a major, adjusting to rigorous workload, etc.

4

ADJUSTMENT TO COLLEGE

Homesickness, transitioning from high school or community college to a large public university setting.

WHAT IS SINGLE SERVINGS?

C&PS "Passion Project"

Single Servings workshop series developed by the C&PS counseling staff (summer 2016) with the idea of providing students with the opportunity to **"get a single serving of tangible self-care skills"** each week.

GOALS

- Reduce the demand for counseling services
- Proactively educate students regarding mental health issues and coping strategies
- To increase engagement with university wellness resources
- To promote visibility and awareness of counseling center services, particularly with underrepresented communities on campus.

GETTING STARTED

PROGRAM DESIGN



NEED/TOPICS

Identifying most prominent issues at our center & with underserved students

*Outreach requests

*Presenter interests

LOGISTICS

Determine length, frequency, time, content of workshops.

Managing schedules, availability of presenters and locations

LOCATIONS

Identify places outside of the counseling center that support underserved communities

PARTNERS

Identify which campus partners to collaborate with & to assist with incentives/marketing

MARKETING/EVALUATIONS

Identify how and who to market to

*Program evaluation needed to assess impact and improve program design



CAMPUS PARTNERS


CAREER SERVICES
CENTER FOR INTERCULTURAL RELATIONS
COMMUTER RESOURCE CENTER
EDUCATIONAL OPPORTUNITIES PROGRAMS
PRIDE CENTER
RESIDENCE LIFE
SDSU LIBRARY
STUDENT LIFE & LEADERSHIP
WOMEN'S RESOURCE CENTER

MARKETING




Counseling & Psychological Services presents
SINGLE SERVINGS
Nurture the Mind, 50 Minutes at a Time

Weekly workshops
Drop in -- No need to sign-up!

 sdsu.edu/cps  [sdsucounseling](https://www.instagram.com/sdsucounseling)

 619-594-5220  [SDSUcounseling](https://www.facebook.com/SDSUcounseling)


[Live Well Aztecs]
LEADING THE WAY TO WELL-BEING



MARKETING/PUBLICITY

TV SLIDES

We have been able to utilize the TV screens on campus (Counseling Center, Res Halls, Student Union Center, Library) to promote each workshop.

SINGLE SERVINGS

presented by Counseling & Psychological Services



Managing Stress: How to COPE

Learn healthy and effective strategies for managing stress on an ongoing basis.

Wednesday, 11/14 • 12 - 12:50pm
@ Career Services (Student Services East)

sdsu.edu/cps 619-594-5220 [sdsucounseling](https://www.instagram.com/sdsucounseling) [SDSUcounseling](https://www.facebook.com/SDSUcounseling)

SINGLE SERVINGS

presented by Counseling & Psychological Services



Test Anxiety: Taming the Terrible Tests

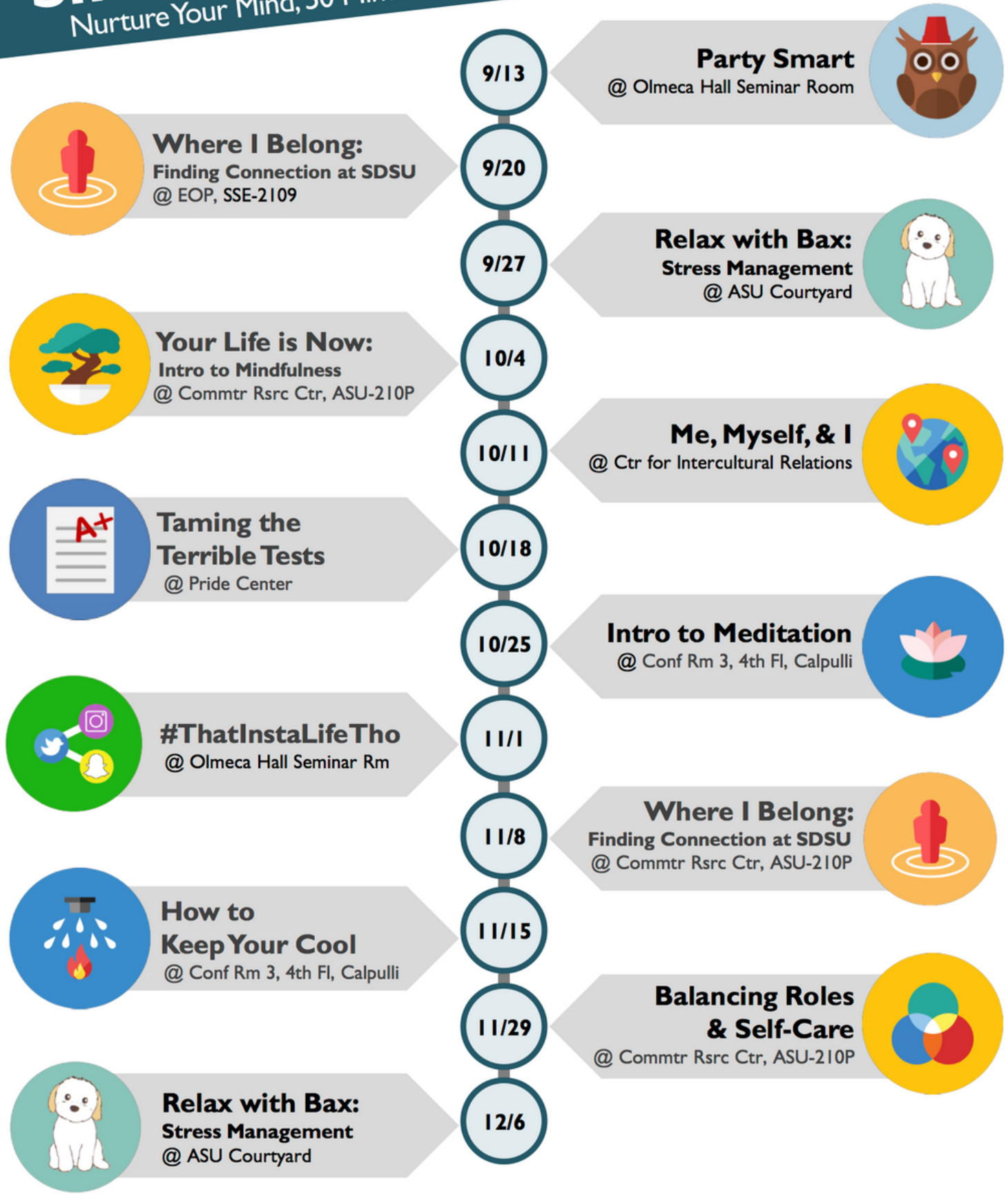
Tests freak you out? Studied hard and still failed? Learn to take down test anxiety.

Tuesday, 11/27 • 12:30 - 1:20pm
@ Love Library 430

sdsu.edu/cps 619-594-5220 [sdsucounseling](https://www.instagram.com/sdsucounseling) [SDSUcounseling](https://www.facebook.com/SDSUcounseling)

SOCIAL MEDIA/EMAIL/FLYERS

We promote Single Servings by posting on our Facebook page, submitting to newsletters and SDSU's events calendar, emails to campus partners, with posters/flyers, stickers and stress balls.



PILOT - FALL 2016

10 - WORKSHOPS, 2 RELAX WITH BAX EVENTS

TOPICS

- Counseling center presenting concerns
- Peer educator/student feedback
- Presenter interest in topics

SCHEDULE

- Once a week - 50 minute presentations
- Every Tuesday at 12:30pm
- Different locations on campus













OUTCOMES FALL 2016

- 10 WORKSHOPS
- 2 RELAX WITH BAX EVENTS
- 50 MIN - WEEKLY WORKSHOPS
TUESDAYS @ 12:30 - 1:20PM

Date	Topic	Location	Counselor	Attendance
9/13	Party Smart	Res Hall	Mike	0
9/20	Where I Belong	SSW - 2109 - EOP	Manuel	11
9/27	Relax with Bax	Aztec Student Union	Koko, Jerry, peers	250
10/4	Intro to Mindfulness	Commuter Resource Center	Manuel	10
10/11	Me, Myself & I	Center for Intercultural Relations	Koko	4
10/25	Intro to Meditation	Calpulli Center - Conference Rm	Manuel	9
11/1	#ThatInstaLifeTho	Res Hall	Diana	18
11/8	Where I Belong	Commuter Resource Center	Manuel	14
11/15	How to Keep Your Cool	Calpulli Center - Conference Rm	Mary Joyce	3
11/29	Balancing Roles	Commuter Resource Center	Mike	7
12/6	Relax with Bax	Aztec Student Union	Koko, Jerry, peers	150

SPRING 2017

Counseling & Psychological Services presents
SINGLE SERVINGS Weekly, drop-in workshops!
 Nurture Your Mind, 50 Minutes at a Time

	Healthy Relationships 3:00-3:50p @ Ctr for Intercultural Relations	Mon 1/30	Relax with Bax 11a-2p @ ASU Courtyard	
	Where I Belong: Finding Connection at SDSU 12:30-1:20p @ Commtr Rsc Ctr	Tues 2/7	Taming the Terrible Tests 3:30-4:20p @ Ctr for Intrcltral Rel	
	Your Life is Now: Intro to Mindfulness 12-12:50p @ Commtr Rsc Ctr	Mon 2/13	What Happens Next? 3:00-4:20p @ Aztec Mesa 104	
	Party Smart 12:30-1:20p @ Calpulli Center, Conf Rm 3	Tues 2/21	Life in eMotion 3:30-4:20p @ Ctr for Intercultural Relations	
	Balancing Roles & Self-Care 3:30-4:20p @ Pride Center	Tues 2/28	Managing Stress I: How to COPE 3-3:50p @ Commtr Rsc Ctr	
	Relax with Bax 11a-2p @ ASU Courtyard	Mon 3/6	Managing Stress II: Alternative Approaches 12:30-1:20p @ Calpulli Conf Rm 3	
		Thur 3/16		
		Tues 3/21		
		Wed 4/5		
		Tues 4/11		
		Wed 4/19		
		Tues 4/25		

For more info: sdsu.edu/cps 619-594-5220 [sdsucounseling](https://www.instagram.com/sdsucounseling) [SDSUcounseling](https://www.facebook.com/SDSUcounseling)

FALL 2017

SEPT



Relax with Bax
Tues, Sept 12 • 11am-2pm
@ ASU Courtyard

Hang with C&PS's therapy dog Baxter and learn ways to reduce stress and enhance your academic success and personal growth.



Where I Belong: Finding Connection at SDSU
Wed, Sept 20 • 1-2pm
@ EOP – Student Services East

Hard time making connections on campus? Let's talk about connecting with self and others at SDSU and beyond.



Your Life Is Now: Intro to Mindfulness
Thurs, Sept 28 • 12:30-1:20pm
@ Pride Center

Stuck in the past? Worry about the future? Join us for an intro on how to be more present.

OCT



#awkward
Mon, Oct 2 • 5-6pm
@ Res Hall TBA – visit sdsu.edu/cps

Feel nervous in social situations? Want to connect with others but hit a wall? Learn ways to be present and work through social anxiety.



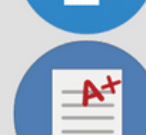
#relationshipgoals
Tues, Oct 10 • 2-2:50pm
@ Center for Intercultural Relations

Discover what is important to you in your relationships, and learn strategies to make them work.



Managing Stress: How to COPE
Wed, Oct 18 • 12-12:50pm
@ Commuter Resource Center

Check out this mini-COPE workshop to learn healthy and effective strategies for managing stress.



Test Anxiety: Taming the Terrible Tests
Thurs, 10/26 • 12:30-1:20pm
@ Pride Center

Do tests freak you out? Does your mind go blank? Join us and learn to take down that test anxiety!



Finding My Direction
Mon, Oct 30 • 12:30-1:20pm
@ Commuter Resource Center

Join us for an exploration of how we can go about connecting with a sense of meaning and purpose and how to create a life worth living.

NOV/DEC



Family: It's Complicated / Familia: Es Complicada
Mon, Nov 6 • 1-2pm
@ Center for Intercultural Relations

WORKSHOPS IN ENGLISH & SPANISH
Learn how to navigate sociocultural values and family pressures. / Aprende como navegar valores socioculturales y presión familiar.



Balancing Roles & Self-Care
Tues, Nov 14 • 5-6pm
@ Res Hall TBA – visit sdsu.edu/cps

Wearing different hats isn't easy. Explore the roles you fulfill and discuss self-care skills to help you manage them more effectively.



Test Anxiety: Taming the Terrible Tests
Tues, Nov 28 • 12:30-1:20pm
@ Love Library 430

Do tests freak you out? Does your mind go blank? Join us and learn to take down that test anxiety!



Relax with Bax
Tues, Dec 5 • 11am-2pm
@ ASU Courtyard

Hang with C&PS's therapy dog Baxter and learn ways to reduce stress and enhance your academic success and personal growth.

SPRING 2018

FALL 2018

SINGLE SERVINGS

presented by Counseling & Psychological Services

FEB



Relax with Bax
Tues, Feb 6 • 11am-2pm
@ ASU Courtyard

Hang with C&PS's therapy dog Baxter and learn ways to reduce stress and enhance your academic success and personal growth.



Your Life Is Now: Intro to Mindfulness
Tues, Feb 13 • 12:30-1:20pm
@ ASU Commuter Resource Center

Stuck in the past? Worry about the future? Join us for an intro on how to be more present.



Managing Stress: How to COPE
Wed, Feb 21 • 2-2:50pm
@ ASU Center for Intercultural Relations

Check out this mini-COPE workshop to learn healthy and effective strategies for managing stress.



Intersectional Self-Care
Tues, Feb 27 • 12:30-1:20pm
@ Women's Resource Center

Self-care tips aren't universal. Discover ways to manage life in the context of your complex, multifaceted, and intersectional experiences.

MAR



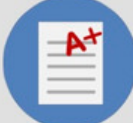
What Happens Next?
Wed, Mar 7 • 2-3pm
@ Career Services

Freaking out about your future and what comes next after college?! Join us to plan for your future and learn strategies on how to prepare for life after SDSU.



#RelationshipGoals
Thurs, Mar 15 • 2-2:50pm
@ ASU Glazer Ctr for Leadership & Service (2nd Floor)

Discover what is important to you in your relationships, and learn strategies to make them work.



Test Anxiety: Taming the Terrible Tests
Thurs, Mar 22 • 12:30-1:20pm
@ Love Library 430

Do tests freak you out? Does your mind go blank? Join us and learn to take down that test anxiety!

APR / MAY



The Secret Life of an Introverted Aztec
Mon, Apr 2 • 6:30-7:30pm
@ South Campus Plaza, North Tower 218

In collaboration with Residential Education, join us for a conversation on how to nurture your introverted side.



Balancing Roles & Self-Care
Tues, Apr 10 • 5-6pm
@ Granada Apartments

Wearing different hats isn't easy. Explore the roles you fulfill and discuss self-care skills to help you manage them more effectively.



Managing Stress: How to COPE
Wed, Apr 18 • 5-6pm
@ Villa Alvarado Apartments

Check out this mini-COPE workshop to learn healthy and effective strategies for managing stress.



Test Anxiety: Taming the Terrible Tests
Thurs, Apr 26 • 12:30-1:20pm
@ Pride Center

Do tests freak you out? Does your mind go blank? Join us and learn to take down that test anxiety!



Relax with Bax
Thurs, May 3 • 11am-2pm
@ ASU Courtyard

Hang with C&PS's therapy dog Baxter and learn ways to reduce stress and enhance your academic success and personal growth.

[SPRING 2018]

SDSUcounseling

sdsu.edu/cps



SINGLE SERVINGS

presented by Counseling & Psychological Services

SEPT



Relax with Bax
Tues, Sept 11 • 11am-2pm
@ ASU Courtyard

Hang with C&PS's therapy dog Baxter and learn ways to reduce stress and enhance your academic success and personal growth.



Your Life Is Now: Intro to Mindfulness
Thurs, Sept 27 • 12:30-1:20pm
@ ASU Glazer Center for Leadership & Service (2nd floor)

Stuck in the past? Worry about the future? Join us for an intro on how to be more present.

OCT



#RelationshipGoals
Tues, Oct 9 • 2-2:50pm
@ ASU Center for Intercultural Relations

Discover what is important to you in your relationships, and learn strategies to make them work.



Test Anxiety: Taming the Terrible Tests
Thurs, Oct 25 • 12:30-1:20pm
@ Love Library 430

Do tests freak you out? Does your mind go blank? Join us and learn to take down that test anxiety!



Relax with Bax
Tues, Oct 30 • 11am-2pm
@ ASU Courtyard

Hang with C&PS's therapy dog Baxter and learn ways to reduce stress and enhance your academic success and personal growth.

NOV / DEC



Managing Stress: How to COPE
Wed, Nov 14 • 12-12:50pm
@ Career Services (SSE)

Check out this mini-COPE workshop to learn healthy and effective strategies for managing stress.



Test Anxiety: Taming the Terrible Tests
Tues, Nov 27 • 12:30-1:20pm
@ Love Library 430

Do tests freak you out? Does your mind go blank? Join us and learn to take down that test anxiety!



Relax with Bax
Thurs, Dec 6 • 11am-2pm
@ ASU Courtyard

Hang with C&PS's therapy dog Baxter and learn ways to reduce stress and enhance your academic success and personal growth.

[FALL 2018]

SDSUcounseling

sdsu.edu/cps





MEET BAXTER

C&PS THERAPY DOG - (our secret to success!)

RELAX WITH BAX - THERAPY DOGS EVENT

- We created a therapy dog event in coordination with a volunteer organization in San Diego - **Love on a Leash**
- Relax with Bax became our most popular event
- Central location for foot traffic
- Stress management approach vs "counseling services"
- Use **Relax with Bax** to promote Single Servings at the beginning of each semester
- Incentives - Relax with Bax stickers, stress balls



RELAX WITH BAX



PEER EDUCATORS

Our peer educators assist with checking in, promoting Single Servings and talking with students about our services.



PROMOTIONAL EVENT

We typically schedule one at the beginning of the semester to assist with promoting Single Servings.



COLLABORATION

We continue to collaborate with Love On A Leash, who bring in volunteers and therapy dogs for our Relax with Bax events.



Relax with Bax

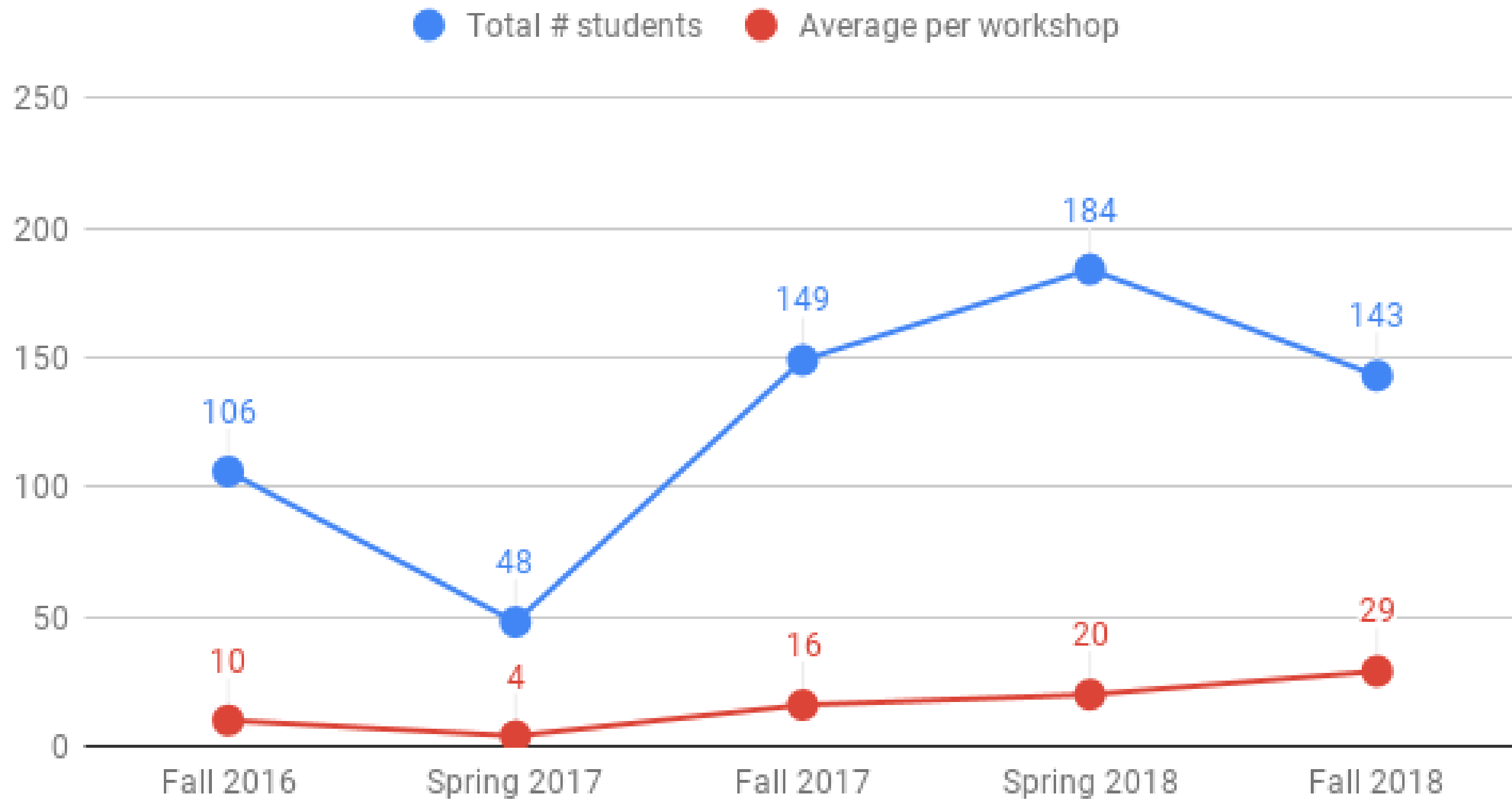
<https://www.facebook.com/SDSUCounseling/videos/1395307787175566/?t=13>



Workshop example - Secret Life of Introverts 4/11/2018

OUTCOMES

Single Servings Fall 2016 - Fall 2018



SPRING 2017

10 - WORKSHOPS
 2 - RELAX WITH BAX EVENTS
 TUESDAYS - 12:30 - 1:20PM

Date	Topic	Location	Counselor	Attended
1/30	Relax with Bax	Aztec Student Union	Koko, Jerry, peers	100
2/7	Healthy Relationships	Center for Intercultural Relations	Diana	3
2/13	Taming the Terrible Tests	Center for Intercultural Relations	Todd	3
2/21	Where I Belong	Commuter Resource Center	Manuel	6
2/28	What Happens Next?	Aztec Mesa Rm 101	Koko	8
3/6	Intro to Mindfulness	Commuter Resource Center	Manuel	8
3/16	Life in eMotion	Center for Intercultural Relations	Mary Joyce	8
3/21	Party Smart	Calpulli Center - Conference Rm	Mike	0
4/5	Managing Stress I	Commuter Resource Center	Chelsea	4
4/11	Balancing Roles	Pride Center	Mike	5
4/19	Managing Stress II	Calpulli Center - Conference Rm	Marty, Shira	3
4/25	Relax with Bax	Aztec Student Union	Koko, Jerry, peers	200

FALL 2018

5 - WORKSHOPS
 3 - RELAX WITH BAX EVENTS
 VARIETY OF DATES/TIMES

Date	Topic	Location	Counselor	Attended
9/11	Relax with Bax	Aztec Student Union	Koko, Jerry, peers	421
9/27	Intro to Mindfulness	Glazer Center	Erika	17
10/9	<u>#relationshipgoals</u>	Center for Intercultural Relations	Diana	24
10/25	Test Anxiety	Library Rm 4001	Todd	36
10/30	Relax with Bax	Aztec Student Union	Koko, Jerry, peers	375
11/14	Mini COPE	Career Services	Zemed/Deena	12
11/27	Test Anxiety	Library Rm 4401	Todd	54
12/11	Relax with Bax	Aztec Student Union	Koko, Jerry, peers	120

ADJUSTMENTS

- Added variety of dates and times
- Reduced number of workshops
- Added an additional Relax with Bax mid-semester
- Focused on most popular/frequently requested workshops

CHALLENGES

SCHEDULING

Finding time in our schedules has been difficult at times given other responsibilities at the center, as well as finding the "sweet spot" for students to attend.

LOGISTICS

Coordinating with other departments to reserve spaces and confirm dates can be difficult at times.

COORDINATION

Additional time, resources and assistance is needed to coordinate a program of this scale. (Creating evaluation forms, communication with departments, data collection, publicity)

Counseling & Psychological Services presents
SINGLE SERVINGS
Nurture the Mind, 50 Minutes at a Time

Weekly workshops
Drop in -- No need to sign-up!

 sdsu.edu/cps  [sdsucounseling](https://www.instagram.com/sdsucounseling)

 619-594-5220  [SDSUcounseling](https://www.facebook.com/SDSUcounseling)


[Live Well Aztecs]
LEADING THE WAY TO WELL-BEING

CHALLENGES

PERSONALIZED REQUESTS

Navigating requests from departments who want specialized workshops offered for the departments.

COST-BENEFIT ANALYSIS

Some workshops have higher attendance than others. We continue to examine what makes the most sense in maximizing our resources.

CREDIT OR NO CREDIT?

Greek life, academic programs (e.g. nursing) have used Single Servings for accreditation, changing the dynamics of the workshops.



Counseling & Psychological Services presents
SINGLE SERVINGS
Drop-in-and-learn workshops!

FEB



**Managing Stress:
How to COPE**

Wed, Feb 13 • 11-11:50am
@ Commuter Resource
Center



Relax with Bax

Tues, Feb 19 • 11am-2pm
@ ASU Courtyard

MAR



**Your Life is Now:
Intro to Mindfulness**

Tues, Mar 5 • 12-12:50pm
@ Commuter Resource
Center



**Test Anxiety:
Taming the Terrible Tests**

Thurs, Mar 7 • 12:30-1:20pm
@ Love Library 430



**Managing Stress:
How to COPE**

Thurs, Mar 21 • 12:30-1:20pm
@ Center for Intercultural
Relations

APR



**Test Anxiety:
Taming the Terrible Tests**

Thurs, Apr 18 • 12:30-1:20pm
@ Love Library 430

NEXT STEPS

Things to think about...

- Revisiting our vision for Single Servings
Who are we targeting?
Accreditation issue
- Which workshops to continue/discontinue?
- Any new topics should we add?
- What new locations should we add?
- Program Coordinator position
- Graduate Assistantship - Outreach
- Incentives (stickers, stress balls, etc)
- Satellite offices?

QUICK TIPS

KEEP THESE IN MIND!

TEAM EFFORT

Utilize staff, interns/trainees, peer educators, community organizations and co-facilitators from other departments.

DEVELOP PARTNERSHIPS

Collaboration with campus partners was key in securing locations and assisting with promoting workshops.

MARKETING

Logos, Social media, TV screens, reaching out to campus partners, Assistant Deans, outreach presentations weekly emails.

QUESTIONS?

THANK YOU FOR COMING!

KOKO NISHI, PSY.D

knishi@sdsu.edu

MARY JOYCE JUAN, PH.D

mjjuan@sdsu.edu