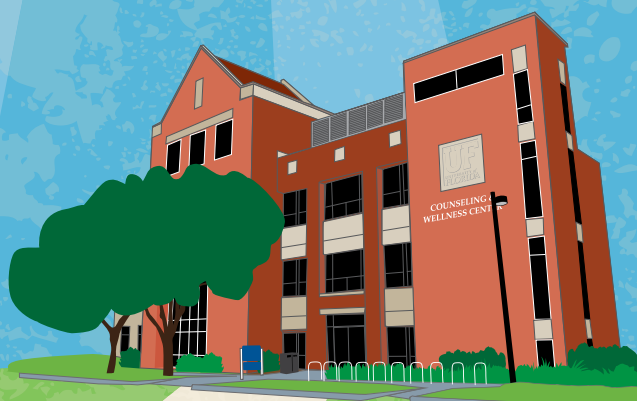


COUNSELING AND WELLNESS CENTER

ANNUAL REPORT

2013-14



July 1, 2013 –
June 30, 2014



THANK YOU from the Counseling and Wellness Center (CWC) for your help and your role in supporting the mental health of our UF students.

What you helped us accomplish during the 2013-14 academic year:

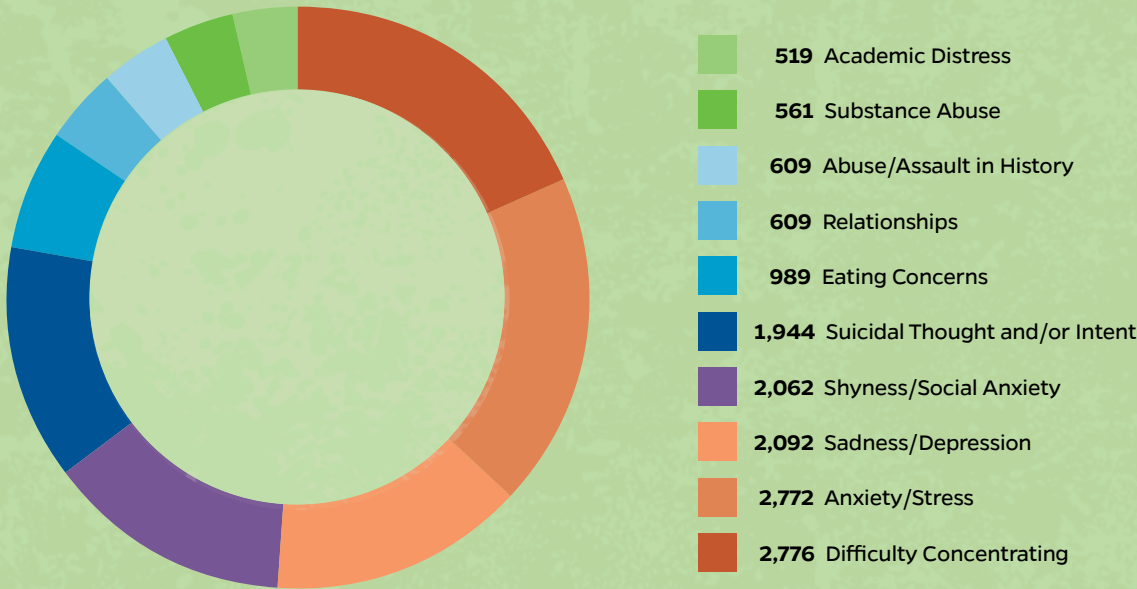
- ▶ Total number of student appointments was 39,527.
- ▶ We offered 71 therapy groups and we provided a total of 6,831 client hours.
- ▶ Kognito At-Risk was accessed by 699 faculty and staff and 973 students (as of Sept 3, 2014).
- ▶ Clients have responded positively to TAO and on a scale of 1 to 5, clients reported an average of 4.16 for the instructional materials included in the weekly modules and 4.17 for the video-conferencing sessions.
- ▶ We had 463 individual TAO videoconferencing appointments.
- ▶ As of Fall 2014, we have trained over 7,000 people in 220 different sessions in QPR since we began it on UF's campus in Summer 2006.
- ▶ Back on TRAC is serving 38 students and has retained more than \$188,000 in tuition and fees over the last two years.
- ▶ The CWC website reached 602,738 page views and 326,151 website visits/sessions, that's up 33% and 47% respectively from last year.
- ▶ In Social Media the CWC hit 3,213 Facebook likes, 18,940 YouTube views and 1,089 Tweets.
- ▶ From a total of 78 outreach events AWARE ambassadors were able to reach a total of 5,090 UF students for the 2013-14 academic year.
- ▶ UFIT consulted with 275 campus stakeholders over 134 hours, tabled at 13 events reaching over 45 hours and provided 39 separate outreach presentations and programs over 100 hours.
- ▶ 49 ASPIRE-specific outreaches reached 1,992 UF Gators (students, faculty & staff) and had 37 ASPIRE-specific consultation meetings with UF Gators.
- ▶ In 2013-14 we had a total of 3,536 outreach and consultations with 3,220 hours served, a 28% increase in outreach program delivery compared to 12-13 academic year.

We look forward to working with you as we continue our work to provide mental health among our students.

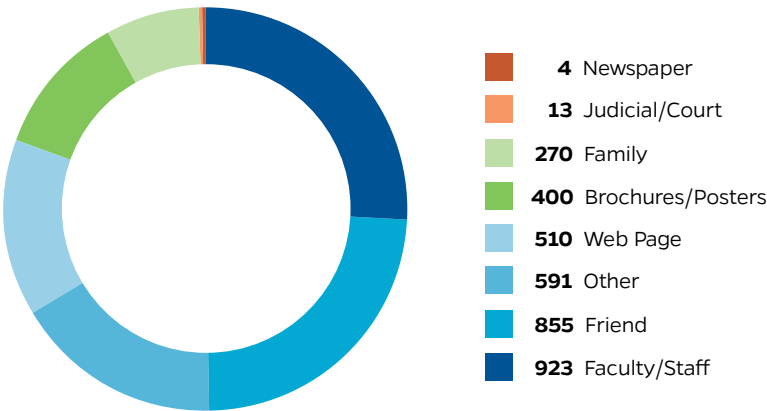
Warmest Regards,

Shari Robinson, Ph.D., Licensed Psychologist,
Interim Director and the CWC Staff

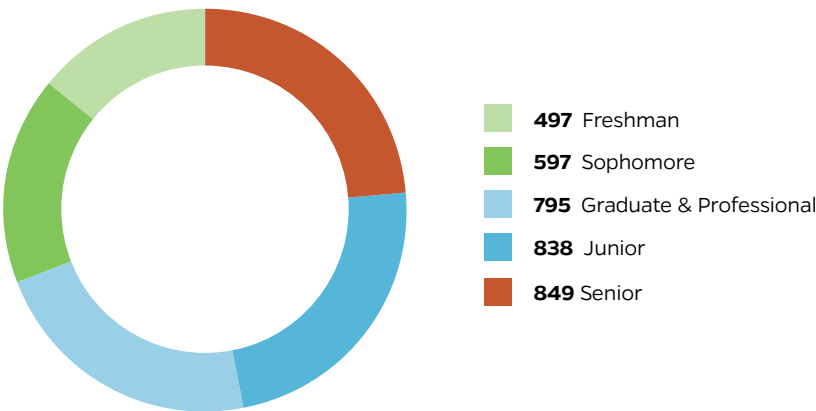
Presenting Problems



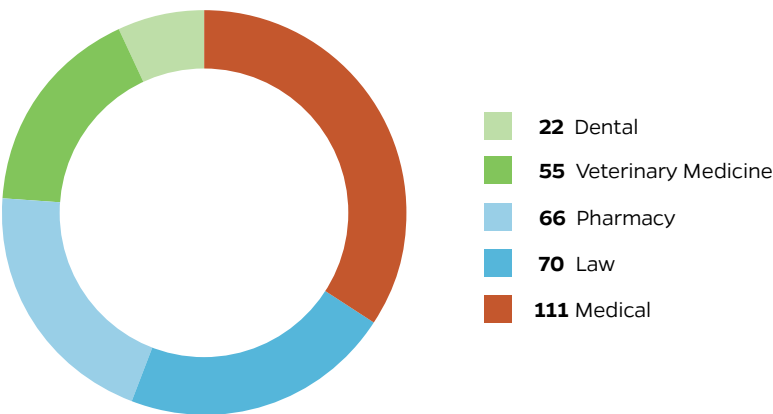
How did you hear about the CWC?



Academic status of students using the CWC



Professional students at the CWC





Clinical Services

Client Contacts

Type of Contact	CWC 2014	CWC 2013	Comparable Schools
Number of Students Served by CWC	4,326	4,736	3,622
Number of individual counseling sessions	16,311	14,884	12,207
Number of group and group related sessions	6,415	6,094	1,705
Number of Other appointments (problem solving, crisis, testing, consultation, biofeedback, TAO, case manager, psychiatry, etc.)	16,801	18,132	N/A
Number of non-client Consultations (students, faculty, staff, family, etc.)	926	1,142	N/A
Average number of sessions per client	5.46	6.88	4.69
% of enrolled students seen at CWC	8.7%	9.4%	
Total number of student appointments	39,527	39,110	

2013-14 Client Outcomes (BHM-20)

Scale	Recovered	Significantly Improved
Global Mental Health	40%	65%
Anxiety	41%	67%
Depression	37%	64%
Suicide	63%	74%
Alcohol/Drugs	60%	68%
Well-Being	44%	67%
Symptoms	59%	67%
Life Functioning	31%	56%

We measure outcomes using The Behavioral Health Measure-20. The table reflects the proportion of students treated from July 1, 2013 to June 30, 2014. 2,062 students completed the BHM-20. The measure was completed prior to each session.

“ It saved my life.”

“ In the beginning I was terrified of doing a group. Once I reluctantly did do this group, my whole perspective changed and I learned more than I could have ever imagined.”

“ Realizing that other people have the same problems even if they don't show it.”

“ I've been able to progress through the recovery process in a way individual therapy wouldn't have provided.”

Group Therapy

BEING IN GROUPS is an integral part of life and of self-growth. We all have membership in various groups, such as our family, school and work colleagues, community involvement and more. Thus, group therapy has the unique ability to improve our sense of connection and wellbeing, and reduce mental health symptoms. Over 50 years of research has shown that group therapy is an effective form of treatment, and is the treatment of choice for many concerns. Given the power and benefits of group therapy, the CWC continues to offer one of the largest university college counseling center

Group Therapy programs in the nation. Groups and drop-in workshops are aimed to increase coping skills and mindful living, provide support for diverse student populations and address specific presenting concerns. This year the CWC piloted a new workshop series called “Ready for Success.” A total of 34 drop in workshops were offered to all UF students, and specifically advertised to fulfill First Year Florida student’s workshop requirements. A total of 400 students attended (an average of 11 students attended each session). Based on these positive results, the workshop series will become a permanent offering for UF students.



Quantitative Description of Group and Workshop Services

All numbers include Back on TRAC participants unless otherwise noted

	Fall 2013	Spring 2014	Summer 2014	2013-14 Total	% Change
Total Number of Therapy Groups Offered	28	32	11	71	4%
Total Number of Workshops Offered	4	6	3	13	117%
Total Number of Students Who Attended a Workshop	271	186	86	543	N/A
Total Unique Clients Receiving Group Services	270	311	107	688	20%
Total Client Hours Provided for Groups	2,820	3,240	771	6,831	36%
Average Number of Students in Attendance at Each Group*	5.09	5.7	5.19	5.33	18%

Fall, Spring and Summer Groups had an average of **5.3*** members in attendance at each session. Thus, the CWC logged over **3,671**** more client hours than if each group leader saw 1.5 individual clients instead for the same time period. The large Group Therapy program

substantially allows more UF students to be seen for therapy, provides them the best treatment fit for their concerns, and offers a form of treatment many other university counseling centers would be unable to provide.

**Excludes Back on TRAC students given mandatory attendance*
***Excludes Back on TRAC students given they are also concurrently in individual therapy*

Feedback From Students

At the end of each semester, students who complete group therapy treatment are provided an opportunity to evaluate their group experience. At the completion of Fall 2013 and Spring 2014, 204 group members from 50 groups completed evaluations about their group therapy experience. Here's what they said.

What students are saying about group

Percent who Agree or Strongly Agreed

The group counselors created a safe and supportive group environment	100%	
Group Leader was an effective counselor	98%	
I am satisfied with the quality of my group experience	96%	
I would recommend group to other UF students	98%	Up 3%
Group helped me improve my ability to communicate and interact with others	93%	Up 5%
My overall well-being has improved	91%	Up 5%



Crisis and Emergency Resource Center

“I feel that the counseling center provided me with the help that I needed to get through an extremely difficult and emotional time. The services enabled me to be successful academically and professionally. I attribute being alive today to the help of my counselor.”

THE CWC CONTINUES to provide a walk-in emergency resource site located on the 4th floor of Peabody Hall. The centralized location of the Crisis and Emergency Resource Center (CERC) is easily accessible for faculty and staff to walk over students in crisis or consult by phone or in person with the highly trained clinical staff.

The staff at the CERC continues to coordinate the CWC’s after-hours counseling service through the use of ProtoCall Services, Inc. This service allows the CWC to provide 24 hour services to students who call to consult with a trained clinician after CWC business hours. Callers receive assistance on various mental health concerns as well as access to resource information. During the 2013-14 academic year, ProtoCall Services, Inc. provided 591 after-hour consultations to distressed students, concerned family members, faculty and staff.

Daytime and after-hours onsite intervention is provided through the counseling component of the Crisis Response Team (CRT). The CWC Associate Director for Crisis and Emergency Resources coordinates the counseling component for the CRT

response while ten CWC counselors volunteer to provide on-site intervention services. The counseling component of the CRT responds to traumatic events by a person(s) who may be a UF student or who may be closely involved with UF students (e.g. faculty, staff, family). Traumatic events include but are not limited to: death, significant loss or injury, highly lethal suicide attempt, drug or alcohol overdose, severe accident, violent altercation or sexual assault. During the 2013-14 academic year, the counseling component of the CRT provided seven interventions serving approximately 553 people.

As of Fall 2014, we have trained over 7,000 people in 220 different sessions in QPR since we began it on UF’s campus in Summer 2006.

CERC Services

Between May 2013 – June 2014

130	non client emergency consultation appointments
220	client emergency consultation appointments
210	consultation appointments
469	reviews of concerning incoming paperwork
591	after hour consultation services provided by ProtoCall
28	trainings totaling 1,078 people trained in QPR
7	interventions involving the Crisis Response Team serving approximately 553 people
7,000+	trained more than 7,000 people in 220 different sessions in QPR since 2006.

Kognito At-Risk

THE CWC OFFERS STUDENTS, faculty and staff an interactive online training that is designed to help them recognize the common signs of psychological distress. Through the training learners practice effective conversation skills to identify concerns and learn how to motivate students in distress to seek help.

The CWC provides three versions of At-Risk: peer to peer for college students, for faculty and staff to identify struggling students, and for faculty and staff to identify student veterans who may be struggling. The training teaches learners how to avoid common pitfalls by providing helpful tips and

in-the-moment feedback about their responses. Trainings last anywhere from 25-45 minutes and are accessible online 24/7 at no charge to participants.

Kognito is currently funded by a SAMHSA grant awarded to the CWC and GatorWell. Goals of the grant are to:

- ▶ Increase students’ use of protective strategies and decrease stigma to encourage early intervention and prevent serious mental health crises.
- ▶ Increase students’ confidence and competence in identifying, approaching and referring fellow students who are in distress.
- ▶ Faculty and staff will report increased confidence and competence in identifying, approaching and referring students who are in distress.

699

Number of faculty/staff who have accessed the training (as of Sept 3, 2014)

973

Number of students who have accessed the training (as of Sept 3, 2014)

400%

of Target Goal for participation in the winter quarter (Jan 1-Mar 31, 2014) of the SAMHSA grant

thedesk

IT IS COMMON AND EXPECTED to have some academic and emotional challenges as a college student. Students often face the need to manage their time or calm their nerves more effectively. Yet many of our students tend to be too busy and on the go, needing a resource accessible when they have time to look into it. thedesk is the service to meet that need. A comprehensive online self-help tool developed in Australia, thedesk is designed to promote student success and well-being. Through interactive activities, thedesk teaches students specific skills to be less stressed, more motivated and more connected. It also gives students further guidance into other UF resources. In its first year, thedesk reached 217 students and it will continue to be one of the online services offering UF students support when and where they need it.



TAO – Therapist Assisted Online

DEVELOPED BY THE CWC, Therapist Assisted Online (TAO) is a 7-week treatment program designed to help students manage their anxiety, one of the most frequent presenting concerns of students seeking services at the CWC. TAO differentiates itself from other services in that the treatment has been designed to be delivered online wherever the client may have Internet access, allowing them flexibility in choosing the hours they wish to receive treatment.

TAO-Anxiety includes the following:

- ▶ A series of 7 weekly educational modules which teach clients about anxiety and how to manage it.
- ▶ 24-hours-a-day access through client’s Internet-enabled device.

- ▶ Tools and exercises to practice daily, which can be completed through use of client’s PC or iPhone app.
- ▶ Weekly sessions with their therapist for a 15-minute videoconference which can be accomplished in any location where students have Internet access, privacy and a webcam. This allows clients, especially professional students, who have limited availability to more easily have access to treatment as they are not burdened by travel time to the CWC and can sometimes meet outside of regular CWC business hours.

Clients have responded positively to this new initiative; on a scale of 1 to 5 (with 5 indicating “extremely satisfied”) clients reported an average of 4.16 for the instructional materials included in the weekly modules and 4.17 for the videocon-

ferencing sessions, indicating mean user satisfaction is “very satisfied.” Development continues to make these materials more relevant and accessible to students. In particular, development of an Android app that will allow Android-based smartphone users to complete TAO homework continues as well as professionally-produced video content to supplement existing materials.

96

unique clients

463

individual TAO videoconferencing appointments

“It was great to finally understand that I’m not alone in feeling the way that I do. I always kind of knew that before, but never to the extent that I finally felt from the instruction in the module. It was great to be able to put into words exactly how I am feeling and the reasoning behind it.”



Your Journey to Wellness

Begins Here

CERC – Crisis & Emergency
Resource Center
@ Peabody Hall, 4th Floor



Drop-In
Workshops

Group Therapy
over 30 options
every semester

IN CRISIS?

Walk to CERC, the
Crisis and Emergency
Resources Center,
Peabody Hall,
4th Floor, for
emergency
consultation

NEED MEDS?

Consult with Student
Psychiatry for

STRESSED?

Check-out **thedesk**
online self-help to
learn how to manage
time, overcome



Online
Self-Help
www.counseling.ufl.edu



Online
Therapy



Biofeedback

Massage
Chair

Short-Term
Individual
Therapy

Yappy Hour with
CWC Therapy
Dogs



Wellness



Back on TRAC

SINCE ITS INCEPTION in August 2012, The Back on TRAC Program (Treatment, Responsibility and Accountability on Campus) has grown to be an invaluable resource to UF and the greater community.

Serving 38 students and retaining more than \$188,000 in tuition and fees over the last two years, the Back on TRAC program offers a “second chance” for student who would otherwise be suspended or expelled from the University due to drug and/or alcohol related conduct code violations. It is an assessment-based, collaborative campus

approach that uses a community drug court model to address alcohol and drug issues among students. The student’s grade point averages have increased by .73, and 75% of the students who have completed Back on TRAC who were slated to graduate have gone on to graduate on time from the University.

In this past year, Back on TRAC has been refined to become a “restorative justice” program, where community stakeholders participate as mentors and provide feedback regarding students’ successes as well as areas of needed improvement. As a requirement of the program the

students are expected to “give back” to the Campus and the local community and our students have reached out to local middle and high schools, presented at the IFC meeting and even presented to President Machen at the Community Alcohol Coalition. The impact continues to grow, on and off Campus.

In September of 2013, The University of Florida Collegiate Recovery Community had a kickoff celebration to a sold-out house at the Hippodrome state theater. The movie “The Anonymous People” was shown to increase awareness of the need for services dedicated to students who are in recovery from addictions. This was the FIRST EVER fundraiser hosted by the Counseling and Wellness Center.

The UFCRC has grown exponentially since that time. The programming includes:

- ▶ Three AA meetings per week.
- ▶ Recovery Support Group Weekly process group for students who need group support.
- ▶ Recovery Night! Weekly social hang-out for students.
- ▶ “It Works” milestone celebration where students can celebrate years in recovery.

“Sobriety means many things to me. It means waking up every morning without the regrets of a black out, without a hangover, and without having trouble looking myself in the mirror. It means moving forward in my new career knowing that I’ll be able to give people the care they deserve. It means giving me the care I deserve.”

“Before I got into this program I was trying to figure out a way to get control of my life. I was allowing personal issues at school, with family members, and friends cloud my mind and build up such a dense fog that no matter how much I fanned it away I still couldn’t see the road ahead of me. I will use the MANY, MANY things I have learned in this program, from other members’ experiences, and from myself to lead a bright and healthy future. I turned what I thought was a hopeless existence to a hopeful future. Thank you.”

Student-Led Organizations



IN ITS THIRD YEAR OF existence, AWARE continues to grow and expand its mission in promoting wellness and mental health awareness throughout the UF community and Gainesville area in addition to working to reduce the stigma towards seeking mental health resources and services. The group, comprised of a highly dedicated and innovative subset of UF undergraduates, has expanded its membership to 20 members. This growth has allowed for more flexibility and planning of independent programming, such as the Live Optimally Fair and Play Day, which brought together organizations from all over campus in an outreach effort to inform students of services that may help them through their college career.

From a total of 78 outreach events, a combination of tabling, original programming, presentations, Preview, and joint ventures with other campus organizations, AWARE ambassadors were able to reach a total of 5,090 UF students for the 2013-14 academic year.

In addition to its outreach and education services, AWARE continues to be a vital part of the CWC in advising staff in ways to best connect and offer services to students through digital outreach and other initiatives, providing valuable perspective from a student point-of-view.

78 events
5,090 students reached



UFITT IS AN INTERDISCIPLINARY group working for UF international and study abroad students and globalization of campus.

During 2013-14, our team has expanded to include seven new members. Overall, UFITT represents 17 UF units and departments including CWC.

- ▶ 134 hours of consultation to 275 campus stakeholders.
- ▶ 45 hours of tabling for 13 events
- ▶ Over 100 hours of outreach. programs and presentations to 39 separate events.
- ▶ 83 hours of group therapy.
- ▶ Presented eight papers in two national conferences.

Overall reached out to over 3000 campus stakeholders through clinical service, outreach and consultation and through our research and advocacy.

ASPIRE

ASPIRE'S MISSION is to support the retention and time-to-degree of African American/Black, Hispanic/Latino, and First Generation students through social justice and mentorship.

Our role is to:

CONVENE: Bringing campus community together by hosting events and/or sharing information

COLLABORATE: Working with campus community to provide services that support the retention of ASPIRE subpopulations and support a climate of social justice

CONSULT: Providing consultation to strengthen services that support the retention of ASPIRE subpopulations and aid in UF's attention to diversity

During the 2013-14 academic year we provided two ASPIRE-specific counseling groups (Invincible Black Women's Group and First Generation Empowerment Group), advocacy on six advisory boards, councils or university committees, and hosted the 3rd Annual Stakeholders Collective, co-sponsored by the Division of Student Affairs, to bring pre-selected administrators, faculty, staff and student leaders to organize social justice efforts on campus. As a result of this event, a Contributions Report was compiled outlining specific social justice outcomes each unit would meet during the 2013-14 academic year.

37
ASPIRE-specific consultation meetings with UF Gators (students, faculty & staff)

49
ASPIRE-specific outreaches reaching 1,992 UF Gators (students, faculty & staff)



“Mostly, I just want to express all my gratitude for all that you were able to help me with as I was struggling at UF. Your mentoring and the different programs I was able to attend helped tremendously at a time when I needed it the most. Thank you and all of Aspire for everything. Without Aspire I don't think I would have even known about the counseling center.”

— UF Junior

“As a campus advocate who supports counseling services, I think outreach is vitally important with certain populations especially. Relationship building is key. Students are timid to blindly call an office and schedule an appointment because of the cultural expectations that they don't share their “issues” with strangers. Aspire helps to build the necessary relationship that makes seeking support less scary. It's like taking counseling to them instead of expecting they just come to you.”

— Division of Student Affairs Professional

Website Redesign

IN AUGUST OF THIS YEAR the CWC launched its redesigned website in response to industry standards and reorganization. The original website had been an award-winning design in its time, but technological trends have changed the way we interact with websites and a redesign was needed.

The redesigned website is/now:

- ▶ A tool for students, faculty, staff and family to find information and resources about mental health.
- ▶ Targets students.
- ▶ In-line with current design trends
- ▶ Structured and organized for easier navigation.
- ▶ Features sections on the home page for each of our audiences, UF Students, Faculty & Staff and Family & Friends.
- ▶ Includes a new groups accordion listing that expands when you click on a group title.

- ▶ Features a quick link and our phone number on every page.
- ▶ Streamlined to make sure information and graphics are consistent and relevant.
- ▶ Features beautiful photography
- ▶ Includes a sidebar that highlights videos and internal and external links to resources.

The result is a professional web presence that is now clean and contemporary, structured in a way to make navigation easy and in-line with current design trends.

We are currently conducting usability testing to get feedback on the redesign and to look for more ways we can improve this important resource.

The Groups Listing page features an accordion slide that opens to reveal descriptions.



Follow Us
on Social
Media!
UFCWC

Online
Self-Help
www.counseling.ufl.edu

Our social media posts aim to

- ▶ Increase mental health awareness
- ▶ Keep students informed about available resources and campus events
- ▶ Inspire and motivate our campus community



Digital Outreach

Website

Top 5 pages visited

- ▶ How to Deal with Loneliness
- ▶ Home
- ▶ Stress and College Students
- ▶ Types of Intimacy
- ▶ Common Relationship Problems

*Data collected from Google Analytics
from 8/8/13 - 8/8/14.*

602,738

page views

↑ 33%

326,151

website visits/sessions

↑ 47%

Social Media



3,213

facebook likes



18,940

youtube views

34

videos



1,089

tweets

227

followers

Reaching Out to Campus

Why Outreach & Consultation?

- ▶ To inform students about available services
- ▶ To provide psycho-educational information, tools and tips
- ▶ To promote wellness
- ▶ To prevent mental health concerns
- ▶ To increase campus cohesion and wellness

OUTREACH AND CONSULTATION are services integral to support the CWC’s mission of facilitating total development of students. Through these services, we expand beyond our basic clinical in-house services and reach out to the campus, and we do so in many different ways. At times, it is a consultation with a faculty who is concerned about a student or training a whole department about helping students in distress. At other times, we get invited to present on a particular topic, provide students with skills and tools to improve their wellness or level of functioning. We table at Weeks of Welcome, Preview, or Student Government Events, Graduate School orientations and more. We collaborate with other campus units such as Dean

of Students Office, RecSports, Housing and Residence Education and more to support each other’s efforts to serve our community with excellence. We provide in-house trainings and workshops on managing stress, adjusting to campus, enhancing emotional wellness and more. In addition, specific CWC initiatives such as ASPIRE, Veteran Student Services, UF International Initiatives Team as well as our AWARE ambassadors plan and execute their own programming and reach out to thousands in a year. On other pages of this annual report, you would have the opportunity to learn more about these fantastic efforts. Here, we provide you with a summary of our successful year of outreach and consultation at CWC.

2013-14 Outreach & Consultation

Category	# of Appts	Hours Served
Consultation	2,737	1,952
Tabling	114	250
Presentations and Programming*	470	736
Biofeedback Training	98	96
Mentoring	22	32
Media Interviews and Content Development	95	154
TOTAL	3,536	3,220

**28% increase in outreach program delivery compared to 12-13 academic year.*

Teaching and Training

MOST NOTABLY WE PROVIDED TWO WORKSHOPS by Scott Miller, Ph.D., a nationally renowned speaker and psychologist, *Achieving Clinical Excellence: Three Steps to Superior Performance* and *“What Works” in Therapy: Translating 40 years of Outcome Research into Strategies for Effective Clinical Practice*.



2014-15 doctoral interns.



4,021

hours of clinical service

455

hours of teaching 9 graduate and 1 undergraduate courses

118

hours of outreach

20

hours of continuing education (CE)

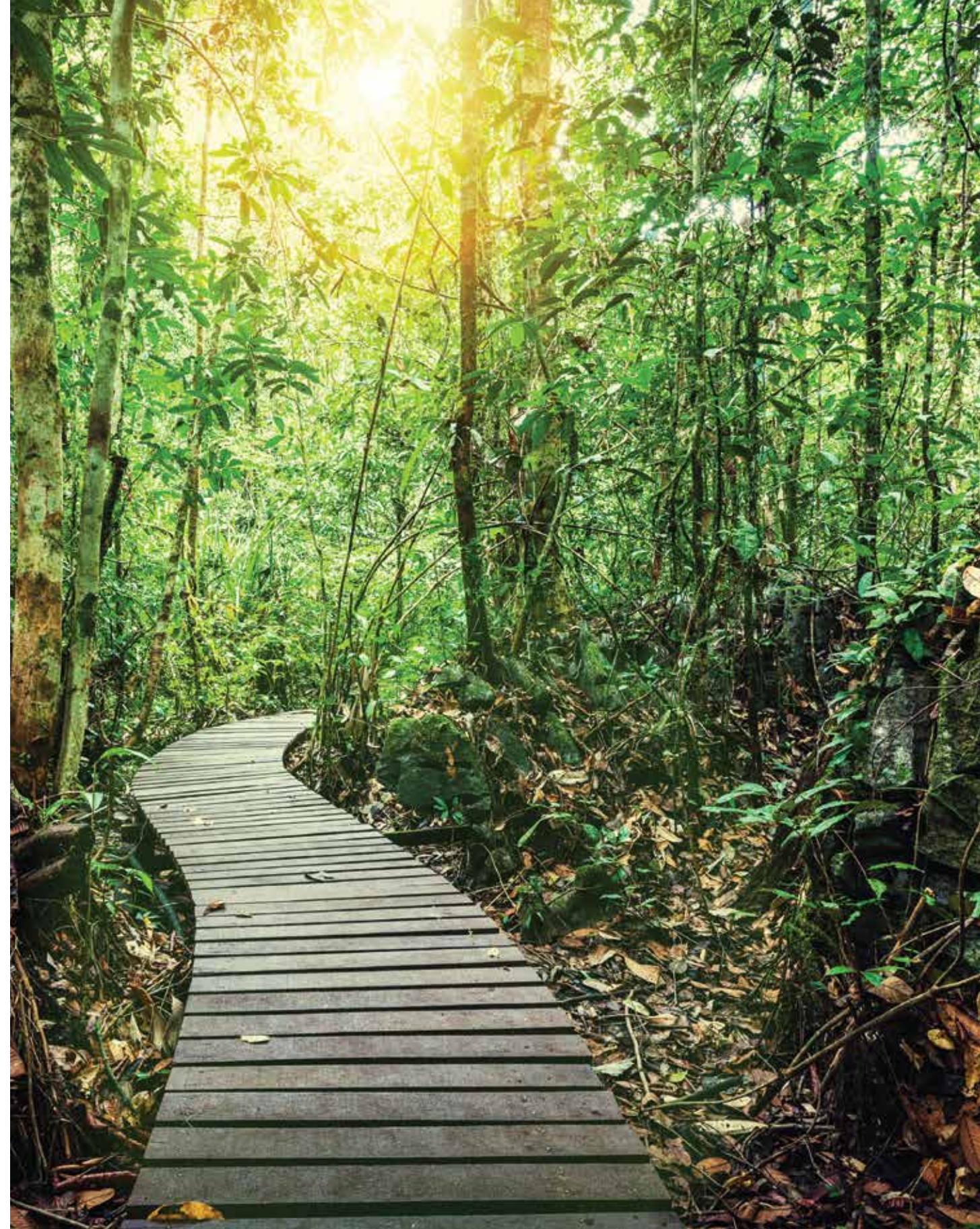
1,482

hours of supervision to graduate students



Veterans

- ▶ This year we have worked collaboratively with the Student Veteran Competency Advisory Committee in developing a cultural competency program for faculty and staff.
- ▶ This year CWC has been providing weekly office hours at the Collegiate Veteran Success Center.
- ▶ CWC continues to provide direct services to Veteran students through our myriad of clinical services.
- ▶ Since June CWC has begun working to develop outreach programming (workshops) to provide Veteran students; with anticipated availability in Fall 2014.





COUNSELING AND
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University of Florida
Counseling and Wellness Center
Annual Report 2013-14

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