

# Outreach for Commuter and Non-Traditional Students

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# UHCL Students

- Upper-level (junior, senior, graduate)
- Approximately 8,000 students
- Commuter campus – no dorm housing
- Average age = 31 years
- Over 50% racial and ethnic minorities
- Over 10% international students
- Over 40% have no health insurance
- Nearly 40% are first-generation college students
- Multiple responsibilities – family, work, school



# Challenges Engaging Students

- Many students only come to campus for classes
- About 10% of students heavily involved in student government & organizations
- No “captive” audience
- Generally low attendance at campus events
- Stigma & misunderstanding of mental illness & treatment

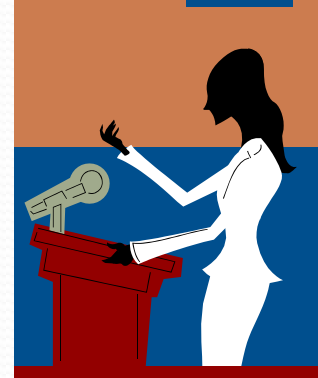
# Approach to Outreach

- Marketing
- Increasing visibility of office and counseling staff
- Educating staff, faculty, and students about services
- Developing working relationships on campus
- Providing relevant information
- Portable format (handouts, online)
- Collaboration on events



# Class Visits

- Collaborate with Career Services
- Go to 80-100 classes per semester
  - Undergraduate and graduate courses
  - Across disciplines
- 10-15 minute presentation about services
- Handout of events and ongoing services
- Goal of reaching 20-25% of students each semester
- Also aim to inform instructors



# Informational Displays - Rolly

- Four-sided free-standing bulletin boards
- Topics relevant to our students
  - Mental health topics (depression, anxiety)
  - Quality of life/general concerns (parenting, relationships)
- Include handouts with supplemental information
- Contact information for Counseling Services

# Self-Help Resources

- Wall of handouts *outside* our office
- Resource library for students
  - CDs
  - Books/handbooks
- Online screenings
  - Depression
  - Alcohol
  - Bipolar Disorder
  - Eating Disorders
  - GAD
  - PTSD



# Collaborative Programming

- Orientation and New Student Programs
  - Orientation for transfer & new students is mandatory
- SLICE (Student Leadership, Involvement, and Community Engagement) Workshops
- Intercultural Student Services
  - International Student Workshops
  - International Student Orientation
  - Women's & LGBTQ Health Fair
- Joint Career Workshops with Career Services



# Training & Consultations

- Responding to Distressed and Distressing Students
  - Faculty and Staff
  - Student Organizations
- Orientation Leader Training
- CARE (Crisis Awareness Response Emergency ) Team
  - Director of Counseling Services on CARE Team
  - Ongoing consultation to Dean of Students, police

# Success of Outreach

- Ways clients hear about Counseling Services
  - UHCL Faculty – 37%
  - Other UHCL students – 30%
  - UHCL Staff – 27%
  - Class Visits – 22%
  - Rolly Displays – 19%
  - Orientation – 17%



# Non-Outreach Engagement

- Extended hours – Open 8:30am to 7pm M-Th
- Free personal counseling for current students
  - individual, couples, group
- Walk-in crisis available during office hours
- Couples counseling to student/non-student dyads
- Alumni participation in group counseling (\$40/mo)
- Psychiatrist 3 hrs/wk – (\$40 eval, \$15 follow-up)