

Using Videos for Counseling Center Outreach

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Objectives

- Describe how videos may enhance Counseling Center outreach and education efforts.
- View and discuss a selection of outreach videos.
- Be prepared to use a needs assessment, collaborate with campus partners, and develop videos as effective outreach tools.
- Explore ethical concerns relating to the development of video content and identify best practices.

Why Videos?

Community Intervention Approach

Socio-Ecological Model

The Spectrum of Prevention

1. Strengthening Individual Knowledge & Skills
2. Promoting Community Education
3. Educating Providers
4. Fostering Coalitions and Networks
5. Changing Organizational Practices
6. Influencing Policy Legislation



Why Videos?

The screenshot shows the AlcoholEdu website interface. At the top, there is a logo for "AlcoholEdu COLLEGE" and a "TECHNICAL HELP" button. Below the logo, there are two main sections: "RETURNING USER" and "NEW USER". The "RETURNING USER" section has fields for "Email address" and "Password", with a "Log In" button and a "Lost Password?" link. The "NEW USER" section has a "Login ID" field, a "Submit" button, and a "What's a Login ID?" link. There are several annotations on the page: a green sticky note that says "RECOMMENDED BROWSER SETTINGS", a yellow sticky note that says "Other Problems Logging In?", and a blue box with text: "Important Note for Incoming Freshmen: If you have been asked to complete AlcoholEdu, please refer to the directions you received from your institution for your start date; you will not be able to access the course until that date." There is also a "TECHNICAL HELP" button in the top right corner.

The screenshot shows a YouTube channel page for "Cal Poly Connecting Services". The page features a banner image of a sunset over a body of water. Below the banner, there are navigation tabs for "Home", "Videos", "Playlists", "Channels", and "About". The "Home" tab is selected. The page displays a "Recent uploads" section with five video thumbnails. The first video is titled "How to Help a Student in Distress or Self-Harm". The second video is titled "Connecting Your Student to Resources". The third video is titled "Orientation at Cal Poly Connecting Services". The fourth video is titled "How To Stay A Freshman". The fifth video is titled "What I Did Wrong". The page also includes a "Liked videos" section and a "Channel description" area.

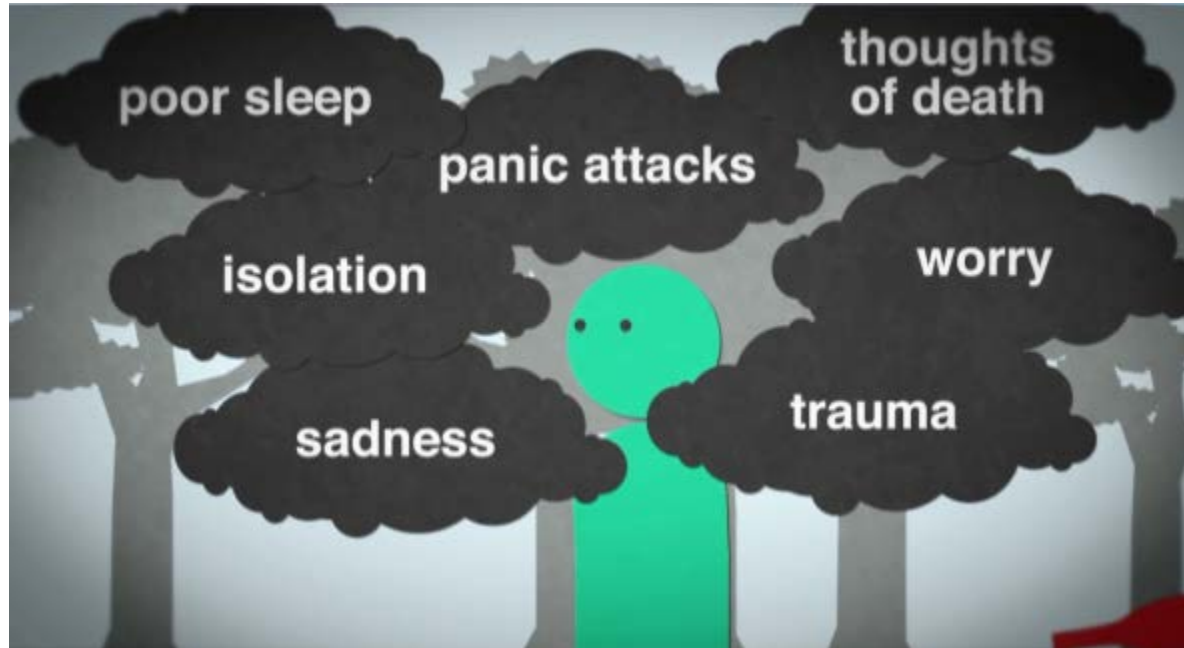
The screenshot shows the "Student Health 101" website. The main heading is "Student Health 101 The College Survival Guide". There is a "Enter to Win" banner at the top left. On the right side, there is a "Enter 2 Win \$4,000" promotion with a "CLICK HERE" button. Below this, there is a "Questions about your health?" section with a "What's your biggest concern for this school year?" question. The website also features a "READ UP ON" section with various health-related articles and a "HEALTHY" section with a list of health services. The footer includes social media links for Facebook, Twitter, and YouTube, and a "Contact Us" button.

Process: Creating an Outreach Video

- Objectives & Target Audience
- Timeline
- Funding & Resources
- Partners
- Creator
- Casting
- Distribution & Promotion



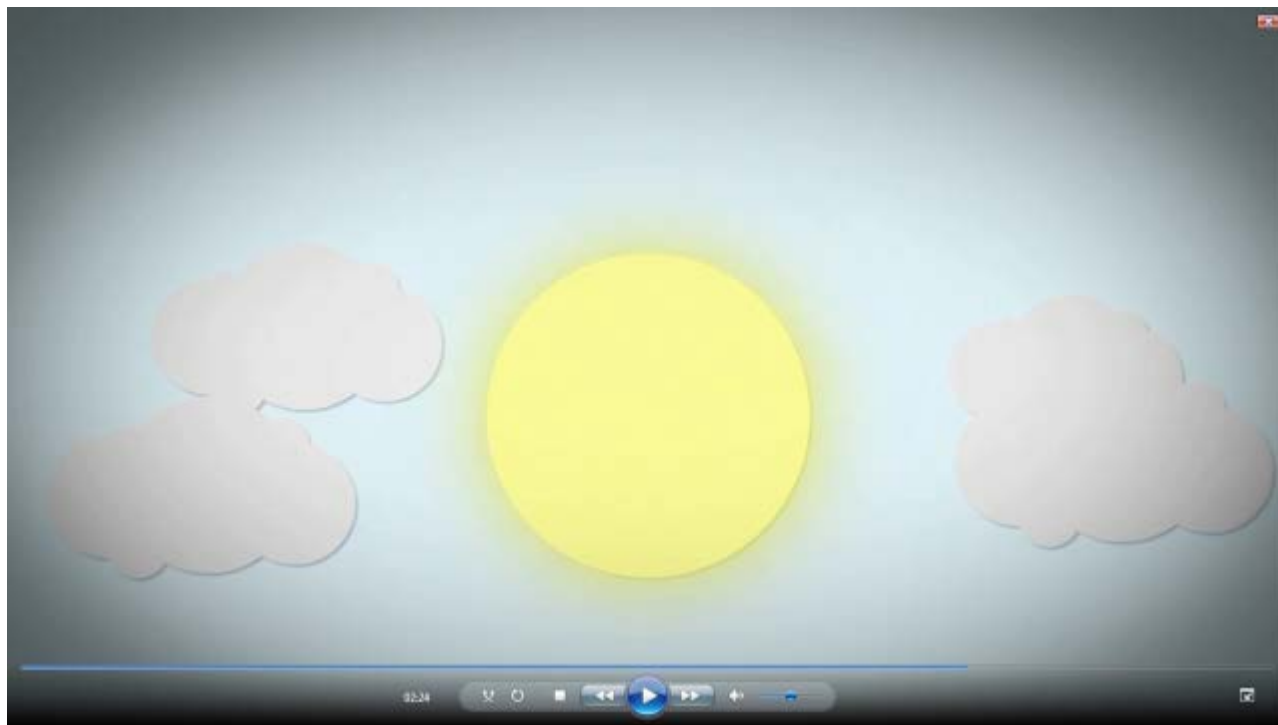
Video Example #1



Video 1: Diversity & Ethics



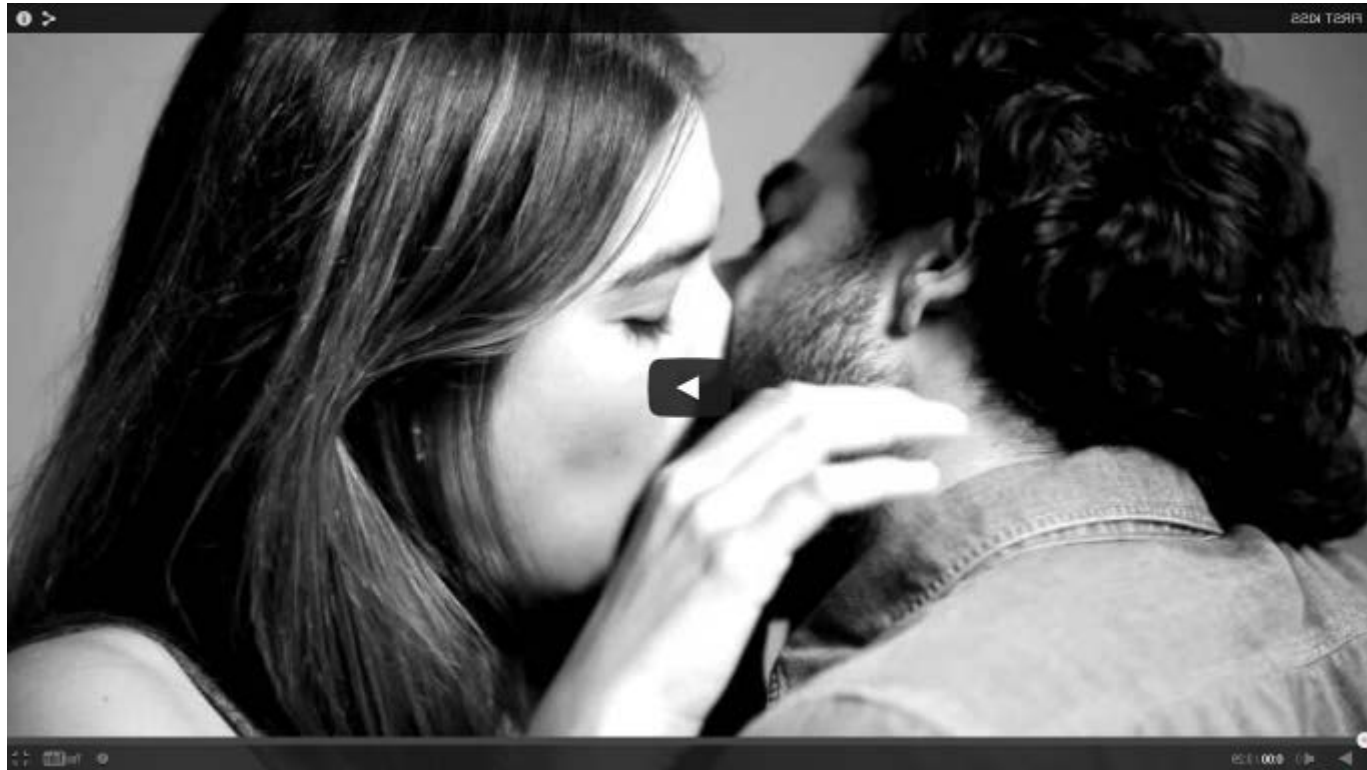
Video 1: Tone



Video 1: Social Norms



Lessons Learned



Video Example #2



Tie In With Bystander Model



THE MUSTANG WAY

PRIDE RESPONSIBILITY CHARACTER

As Cal Poly Mustangs:

**We are focused on excellence. We embrace one another.
We are one community. We accept responsibility.
We lead by example.**



Video player controls: 25:28, play/pause, stop, previous, next, volume, and full screen icons.



Sharing Your Videos

References

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