

2016 – 17 SHCC Strategic Plan Template
Strategic Priorities, Objectives and Learning Outcomes

Priority One

Enhance teaching and learning through best practices, innovative programs, and high impact experiences that attract talented and diverse students and contribute to retention, extraordinary learning, the development of the whole student, and lifelong success.

University Theme/Goal #_C_

Theme/Goal Description: Move towards an integrated care model of practice.

Objective: Routinely screen students for depression using PHQ-9 at every visit.

Target Date for Completion: End Spring 2017

Action Plan: Staff training. Identify who will track and monitor scores. Identify score cut off.

Responsible Party: Director Health Services, Director Counseling Services

Metric - How will you measure if the objective has been achieved? Tracking primary care visits, measuring the rate of counseling visits.

Division Learning Outcome #1-6: 1

(You may select more than one if necessary.)

University Theme/Goal #_C_

Theme/Goal Description: Utilizing technology to provide resources and links to education information for patient education.

Objective: Using Student Health 101 to improve health education for students

Target Date for Completion: End of Spring 2017

Action Plan: Customize content, train staff, and launch

Responsible Party: Director Health Services, Director Counseling Services, Coordinator HPWS

Metric - How will you measure if the objective has been achieved? Regularly review Google analytics

Division Learning Outcome #1-6: 1, 4

(You may select more than one if necessary.)

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University Theme/Goal #_C_

Theme/Goal Description: Let's Talk Program

Objective: Implement the Let's Talk program in housing to give students an alternative to coming to the counseling center when they need brief support

Target Date for Completion: 09/01/16

Action Plan: Train counseling interns and supervisors to conduct Let's Talk. Utilize various marketing strategies (social media, flyers, class announcements, etc.) to inform students of the service

Responsible Party: Director Counseling Services

Metric - How will you measure if the objective has been achieved? Number of students who utilize Let's Talk in the Fall Semester

Division Learning Outcome #1-6: 1, 4
(You may select more than one if necessary.)

University Theme/Goal #_A_

Theme/Goal Description: Students will utilize their reproductive life plan to decide upon a birth control method

Objective: Provide education to students to develop an individual reproductive life plan

Target Date for Completion: Spring 2017

Action Plan: Train family planning facilitators, develop curriculum, verify content and medical providers, market, schedule classes and evaluate

Responsible Party: Director Health Services

Metric - How will you measure if the objective has been achieved? Provide education to a minimum of 50 students during the academic year with 30% of attendees scheduling a follow-up appointment with a provider.

Division Learning Outcome #1-6: 1, 3
(You may select more than one if necessary.)

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University Theme/Goal #_B_

Theme/Goal Description: Implement individual depression screening for students accessing medical services at the Student Health and Counseling Center

Objective: Identify previously undetected mental health issues among students seeking medical services.

Target Date for Completion: Spring 2017

Action Plan: Train staff to enter survey results into the electronic health record and collaborate with Counseling and Psychological Services (CAPS) to identify appropriate treatment and/or referral.

Responsible Party: Director Health Services, Director Counseling Services, Medical Chief

Metric - How will you measure if the objective has been achieved? Over 90% of all students accessing medical services will complete the Patient Health Questionnaire (PHQ-9) during their medical services appointment.

Division Learning Outcome #1-6: 1, 3
(You may select more than one if necessary.)

Theme/Goal #_C_

Theme/Goal Description: Identify health/wellness priorities (topic areas) on which to focus HPWS programming efforts to support student retention and a sense of belonging.

Objective: Develop a decision-making matrix, with weighted evaluative criteria, to identify health/wellness priorities.

Target Date for Completion: August 2016

Action Plan: HPWS staff identify-evaluate criteria, weigh them, and narrow down to topics of priority for program planning.

Responsible Party: Coordinator, HPWS

Metric - How will you measure if the objective has been achieved? A matrix put in place for HPWS program planning.

Division Learning Outcome #1-6: 1, 2, 3, 6
(You may select more than one if necessary.)

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University Priority Two

Invest in a dynamic environment to attract, develop, and retain talented and diverse faculty and staff.

University Theme/Goal #_E_

Theme/Goal Description: Enhance communication processes and operations.

Objective: Creating and maintaining staff resources for better communication of policies and procedures.

Target Date for Completion: End of Fall 2017

Action Plan: Directors will work with staff to identify and create resources necessary.

Responsible Party: Directors

Metric - How will you measure if the objective has been achieved? Content and material made available and presented to staff.

Division Learning Outcome #1-6: 6

(You may select more than one if necessary.)

University Theme/Goal #_A_

Theme/Goal Description: To strengthen cultural competence among SHCC staff and faculty.

Objective: Increase participation in cultural awareness activities and provide opportunities and training

Target Date for Completion: Spring 2017

Action Plan: Identify cultural awareness events/trainings available to staff, bring in outside speakers on the topic of cultural competence, and review all forms for inclusivity of language.

Responsible Party: Professional Development Committee, Coordinator, HPWS, and Assistant Vice President

Metric - How will you measure if the objective has been achieved? A minimum of three forms will be reviewed to ensure the use of inclusive language.

Division Learning Outcome #1-6: 3

(You may select more than one if necessary.)

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University Priority Two

Invest in a dynamic environment to attract, develop, and retain talented and diverse faculty and staff.

University Theme/Goal #_B_

Theme/Goal Description: Provide opportunities for SHCC staff to participate in professional development experiences.

Objective: Maintain and improve professional competence among SHCC staff.

Target Date for Completion: Spring 2017

Action Plan: Survey staff to identify professional development interests and opportunities to increase their clinical competence. Based on survey results, work in collaboration with the Professional Development Committee to bring outside speakers to campus. Provide budget line for conferences, webinars, podcasts, etc.

Responsible Party: Professional Development Committee

Metric - How will you measure if the objective has been achieved? During the academic year, 75% of staff will attend one professional development class, training, presentation, etc.

Division Learning Outcome #1-6: 6
(You may select more than one if necessary.)

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University Priority Three

Align our physical and technological infrastructure to support a sustainable and welcoming campus environment.

University Theme/Goal #_C_

Theme/Goal Description: Explore alternative health services and education for students.

Objective: Explore options and viability of telehealth and education in providing services to students.

Target Date for Completion: End of Fall 2018

Action Plan: Consult with other providers on their experiences.

Responsible Party: Directors and Medical Chief of Staff

Metric - How will you measure if the objective has been achieved? Identification of viable options for implementation of services

Division Learning Outcome #1-6: 1, 6
(You may select more than one if necessary.)

University Theme/Goal #_C_

Theme/Goal Description: Provide services to students in an updated and welcoming environment.

Objective: Update (remodel) counseling and clinic areas to make them clean, safer and more inviting to students.

Target Date for Completion: Spring 2017

Action Plan: Continue Phase II of remodel, discuss budget implication of updating furniture in offices.

Responsible Party: SHCC Admin Team

Metric - How will you measure if the objective has been achieved? Offices furnished

Division Learning Outcome #1-6: 5
(You may select more than one if necessary.)

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University Priority Three

Align our physical and technological infrastructure to support a sustainable and welcoming campus environment.

University Theme/Goal #_A_

Theme/Goal Description: Utilize technology in more strategic ways to improve services to students and meet community practice standards in health care.

Objective: Implement Electronic Prescribing and Controller Substance (EPCS) software for the pharmacy and providers. Increase use of Point-n-Click application to include, but not limited to: provide easier access to appointments through use of web booked (on-line) appointment scheduling, increase use of PNC camera to improve care between providers and expand communication between student and providers by allowing two-way messaging.

Target Date for Completion: Spring 2017

Action Plan: Analyze costs, prescribing practices and budget implications. Assess hardware and software needs. Analyze data in EHR, educate providers on new applications, encourage their use and evaluate their effectiveness.

Responsible Party: Director Health Services

Metric - How will you measure if the objective has been achieved? EPCS software will be launched in SHCC and providers will be able to electronically send controlled prescriptions to outside providers and to the pharmacy. Data will show increase % of students utilizing messaging services and web booked appointments.

Division Learning Outcome #1-6: 5,6
(You may select more than one if necessary.)

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University Priority Four

Grow and develop collaborative and engaged community partnerships to increase support for students and the University.

University Theme/Goal #_A, B_

Theme/Goal Description: Developing and enhancing campus and community partnerships

Objective: Collaboration and partner with campus and other strategic partners in the community to assist staff to provide new services, locations and programming to students, including groups in collaboration with student housing, Student Support Services and Cross-Cultural and Gender Center.

Target Date for Completion: Spring 2017

Action Plan: Develop strategies to leverage support for awareness and education.

Example, Liaison Program matching SHCC Counselors with specified Colleges/Departments as a point of contact regarding SHCC services in support of students in distress. Example: Outreach programming such as Question, Persuade, Refer (QPR) and Project Safe. Example: Partnerships with University Registered Dietician Program, Physical Therapy Program, Nursing Programs, etc. in the provision of direct services to Fresno State Students. Example, Partnership with Fresno County Public Health in managing TB exposure cases, and assistance with administration of vaccine supplied by the county.

Review NCHA data, based on students identified academic impacts determine who may be able to assist in developing services. Identify student groups who can assist with idea generation, marketing and implementation of new services and programming. Developing and implement psychotherapy groups for target campus locations.

Responsible Party: Director Health Services, Director Counseling Services, Coordinator HPWS

Metric - How will you measure if the objective has been achieved? Increase in strategic partners and NCHA percentages will move in a positive direction. Group attendance and feedback.

Division Learning Outcome #1-6: 2, 3
(You may select more than one if necessary.)

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University Priority Four

Grow and develop collaborative and engaged community partnerships to increase support for students and the University.

University Theme/Goal #_A_

Theme/Goal Description: Community Partnerships

Objective: Enhance community relationships and referral list

Target Date for Completion: June 2017

Action Plan: Evaluate current referral resources. Network with community professionals to learn more about their services and educate them about Health Center. Do site visits and invite professionals to visit. Educate all staff and students about available referral resources and make easily accessible

Responsible Party: Director Health Services, Director Counseling Services, Coordinator HPWS, Project HOPE Graduate Assistant

Metric - How will you measure if the objective has been achieved? Number of available referral resources that meet Fresno State standards and have an active relationship with SHCC.

Division Learning Outcome #1-6: 1, 3, 6
(You may select more than one if necessary.)