Chancellor’s Office Advisory Group on Student Mental Health (COAGSMH) Meeting Summary
September 27th, 2013 ~ Sacramento, CA

COAGSMH Members Present
Jennifer Ajinga-Osborne, Foster Care Education Programs, San Joaquin Delta College
Kim Aufhauser, Emergency Planning and Preparedness, West Valley-Mission Community College District
Diana Brown, Riverside County Department of Mental Health
Ann Collentine, CalMHSA
Jenny Qian, Orange County Health Care Agency, Prevention & Intervention Division
Stephanie Dumont, Academic Senate for CCC, South Representative, Golden West College
Jerlena Griffin-Desta, UC Office of the President
Becky Perelli, Health Services Association CCC, West Valley College
Brian Olowude, CCC Mental Health and Wellness Association, Fresno City College (remote)
Vic & Mary Ojakian, Parent Advocates/AFSP (remote)

Facilitation
Kerrilyn Scott-Nakai (CARS)
Christina Borbely (CARS)

SMHP Staff
Betsy Sheldon, CCCCO
Heather McClenahen, FCCC

SMHP Project Partners
Miranda March (CARS)
Amy Springmeyer (CARS)
Kari DeCelle (CARS)
Bob Saltz (PIRE) (remote)

If you were unable to attend the COAGSMH Partner Updates webinar on September 16, please access the archived webinar at this link: https://emt.ilinc.com/join/frwpwm. The webinar will provide you with an updated overview of the CCC SMHP’s program implementation efforts with campus based grants, suicide prevention (Kognito), training and technical assistance (CARS), and evaluation (PIRE).

If you were unable to attend the COAGSMH meeting on September 27, you may access a digital replay of the Call Confer conference. This recording is available for 30 days from the date of the conference.

Dial: 1-888-203-1112
Enter Confirmation Code: 300347504
Playback Controls:
• Return to the beginning – press 5
• Back up 30 seconds - press 7
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Member Issues Raised About the Scope and Function of COAGSMH

Alignment with Student Success
- Build on the SSSP Summit since student success is the force forward
- Need to have those participants (SSSP) provide leadership and “steer the ship”
- Need for effective practices that align SSSP

Connect with Career Pathways
- Connect to [http://www.californiacommunitycolleges.cccco.edu/Students/AssociateDegreeforTransfer.aspx](http://www.californiacommunitycolleges.cccco.edu/Students/AssociateDegreeforTransfer.aspx)
- Governor's Career Technical Education Pathways and Workforce Development Program to support the system
- Tie in to the dearth of providers anticipated in future

Capture and Share the Student Voice
- Mental health services in general are poor in PR/messaging
- Nothing is more impactful than having student voice
- Sharing the voice of students is motivating, but there may be ethical considerations if counselors request participation
- Explore other avenues, such as IOOV from NAMI
- Many students may self-identify/self-represent
- By sharing broad information with this population, we may inspire students to communicate needs
- Meet with County Mental Health to share the student voice
- Feedback from County stakeholders is key

Provide Guidance and Leverage Resources
- Reality check – large cohort of CCCs do not have any SMH services – including County resources
- CCCCO could provide significant contribution/guidance, which would change the way the CCCCO operates
- Disparate systems and practices across the campuses- why are we doing 112 of these practices differently?
- Foundation level of education for many CCCs missing (e.g. “what is a BIT?”)
- Riverside and other counties provide guidance, but for those CCCs or CMH that have limited resources, people need plug/play resources
- Lack of messaging
- Lack of continuity
- Not leveraging internal resources at CCCs.
- Need for templates, resources, etc.

What Does SMHP Success Look Like?
- Connection between campuses and county mental health departments
• Long term support of student mental health services, systems, and infrastructure
• Reduction of stigma and discrimination
• Suicide prevention
• Student academic success

How the COAG can Support the SMHP?

The role of COAGSMH members is advisory, not one of advocacy. Entities such as HSACCC, MWHA Academic Senate, and other organizations are more appropriate in this role. The purpose of the COAG is to support, advise, and counsel the Student Mental Health Project (SMHP) initiative and to increase the capacity of SMHP to work collaboratively across systems.

COAGSMH Goals
1) Extend COAGSMH beyond life of grant
2) Engage in big picture conversation around overall SMHP Initiative
3) Prepare CCCs to make connections with county mental health
4) Foster community/CCC connections
5) Develop recommendations to put forth to CCCCO on messaging

Messaging may be key to COAGH success, and the CCCCO could be responsible for messaging across system. Messages from CCCCO impacts response rates and levels of interest at CCCs. One important message is that collaboration works. For example, K12 SMH policy workgroup passed state credentialing program for administrators. The major point to share with leadership is that awareness exists. The COAGSMH should consider messaging framed in other systems, K12, UC, CSU, etc. by moving forward with guidance on systems level.

COAGSMH puts forth recommendations to CCCCO to provide messaging on student mental health. Messaging used by Associate Degree transfer program is one example of successful communication campaign.

Who to Message?
• Staff and faculty
• Administrators
• DSPS
• Chancellor leadership
• Students
• Board of governors
• District level board of trustees
• Campus security/law enforcement

What Message?
• Everyone has a role in supporting student mental health—one does not need to be a licensed counselor to help. (Examples of successfully supporting student mental health include:
attending a meeting about student mental health; participating in the Kognito trainings; getting student mental health training and education into orientation or professional development days.)

- There doesn’t need to be a crisis to play a role in helping a student cope with stress.
- Make the connection between student mental health and academic success.
- Mental health is everyone’s responsibility.
- California Community Colleges are OUR community. California Community Colleges are IN our community—in more counties, in more communities than any other institution of higher education.
- Counties view career pathways as important.

**Strategies for Messaging:**

- Invest in PR—the packaging of messages affects their impact.
- Engage students/former students to tell stories to faculty, staff, administrators, leaders—storytelling is powerful.
- Tailor marketing strategies to the audience—know that different people find different strategies compelling.
- Use data to substantiate stories.
- Employ digital storytelling (pull from existing videos).
- Capture tragedies (Saddleback, Santa Monica).
- Quantify data.
- Use the “road show” format to get the message out there to anyone who is willing to listen.
- Combine data and faces in the road show to appeal to the greatest number of listeners.

**Recommended Next Steps:**

**What:** Draft letter to County Mental Health about what the SMHP has accomplished as a step to fostering connection between counties and campuses.

**Next Step:** Develop a template for County Mental Health/Prevention/Early Intervention to summarize what SMHP has accomplished.

**What:** Chancellor’s office to distribute letter to campuses urging them to connect with their local county mental health department in order to participate in their comprehensive strategic planning process currently or soon underway.

**How:** CARS and Betsy to develop template and letter; Betsy to send from CCCO

**When:** ASAP

**What:** Letter to Bryce Harris, vice chancellors, and Board of Governors noting that the academic success of 600,000 students’ benefits from mental health supports.

The letter will come from the COAG as a recommendation, and will ask the Chancellor to distribute a message to the CSSOs asking them to support student
mental health through specific actions. COAG will also ask to use the Chancellor’s office communication systems and resources.

**How:** Include personal stories, research and data, and links to academic outcomes.

**When:** Draft of letter to COAG members by October 15; final draft for approval by January meeting.

**Next Steps:** Jennifer A. will draft letter with support from CARS to distribute to group for input/answers.

**What:** Package and publicize NCHA data as part of the road show.

**When:** Product ready for dissemination by early spring 2014. Becky will follow up with HSACCC consortium

**Next Steps:** COAGSMH January meeting will focus on strategizing to package data, messaging, and partnering with student storytelling. ACHA data will also be included.

### Sustainability

**Actions recommended for action at different levels to ensure project success and sustainability**

**High Level Action**:

- Academic Senate
  - Make sure they’re clear on the initiative
- Chancellor’s Office
  - Support investment in mental health by connecting it to student success
  - Support a research and planning group

**Midlevel Action**

- Student health fees
- Liaison tools for CCC to approach county
- Promote Kognito
- Mental Health 101
- NAMI
- Bring in important partner resources, including community-based and non-profit

**Potential Partners**

- Student Success (Linda, CSSOs)
- Law enforcement
- Health Services
- Others from CCCO
- RT Planning Group
- PEI coordinators/MHSA coordinators
- NAMI
- Community mental health resources
- Other CCC sectors that care about the implications of risk
**Relevant Conferences/Meetings**
- Academic Senate
- HSACCC
- CSSO
- Student Success
- CCC League
- CEO Conference
- MHWA (x2)
- CIO Conference
- Student Senate
- Academic Senate of all CBGs

**Moving Forward With a Common Agenda**
- Let CC campuses populations know about the points of contact with counties:
  - MHSA coordinator
  - PEI coordinator
  - Directors of Mental Health
- Engage in cross-system sharing and lessons learned (e.g. UCs)
- Engage students/former students in the messaging

**Challenges**
- Tendency to be reactive rather than proactive
- Lack of ability to tap into resources
- Lack of foundational knowledge base in the system (e.g. “what is CalMHSA?”;“What is a BIT?”)
- Lack of acknowledgement/support at administrative level
- Need for messaging from CCCO

**Opportunities**
- County Mental Health: 3 year planning starts soon for integrated funding/services
  - Opportunity: let every CC know to ask to be a participant
- COAGSMH
  - Opportunity: Leadership/messages recommendations to CCCO
- MHWA
  - Opportunity: Leadership/advocacy

**Announcements/Member Updates:**

*West Valley College*: MH Initiative well received with 100 faculty/staff. Participants received a passport to visit 5 tables, included NAMI, Behavioral Health Incident Reporting, general information with survey of trainings needed/venue, EAP, consult/referral, Campus Police, and students

*CalMHSA*: Each Mind Matters released as a new resource. Working with Board on the sustainability plan. Teacher credentialing for K12 recently launched.
**UC Office of the President**: Current focus is on a balance between the remaining grant lifeline and sustainability approach. Large regional trainings on risk assessment teams with Higher Education Care Managers (national organization) on post event and bystander management are scheduled. New videos released. RAND evaluation sent to all students to complete survey for data/sustainability planning. The Mental Health Oversight Committee convenes in daylong meeting next week to map grant deliverables. Janet Napolitano starts as President Sept. 30.

**Transition Age Foster Youth**: Campuses received one-time funds through CalMHSA to develop Healthy Transitions, a foster youth curriculum specific to campuses. Curriculum identifies ways to empower students to seek services. Rollout with 22 campuses with each campus allocated $15,000.

**Riverside CMH**: Coordinating with local campuses to educate staff/students with a focus on career pathways. County funding is available for any college in county ($10k) to develop Active Minds. To date, 4 campuses funded with 2 pending.

**MWHA**: Fall meeting is scheduled October 25 in Chula Vista. Continuing education units will be available for psychologists.

**Fresno City College**: Butterfly event at Fresno City College was well received.

**Vic and Mary Ojakian, Parent Advocates**: Attended a mental health hearing this week and brought up the SMHP work and funding through CalMHSA and SMHP Initiative. Santa Clara County is focusing on vets and LGBQT communities. On October 12, the county NAMI is sponsoring an all community mental health education day in San Jose. The American Foundation for Suicide Prevention Out of the Dark Walk is coming up at DeAnza/Foothill College in Cupertino. The Ojakian’s were recent recipients of the Jefferson Award for their focus on mental health supports in both higher education and K-12 systems.

**Additional Resources:**

Cuesta College: Mental Wellness on Campus is geared as a teaching tool for students and faculty/staff. The 6.5 minute video provides information on the resources available at Cuesta College, testimonials from students, and support from the Cuesta College Student Health Center therapist. Watch the video clip here: [http://www.youtube.com/watch?v=hBeGSlamFlo&feature=c4-overview&list=UUT-l16I_my-o6wTmnvCwOqA](http://www.youtube.com/watch?v=hBeGSlamFlo&feature=c4-overview&list=UUT-l16I_my-o6wTmnvCwOqA).

Vic and Mary Ojakian, Parent Advocates, received recognition for their mental health and suicide prevention work, in particular for their continuing efforts for UC, CSU, and community colleges to expand their student mental health services. The Jefferson Award, administered weekly by KPIX-5, was awarded to the Ojakian’s for raising awareness and support for suicide prevention and mental illness. View the full story online at [http://sanfrancisco.cbslocal.com/2013/09/25/jefferson-award-winners-save-lives-by-getting-students-mental-health-help/](http://sanfrancisco.cbslocal.com/2013/09/25/jefferson-award-winners-save-lives-by-getting-students-mental-health-help/).
In effort to highlight the personal impact of suicide and to offer messages of hope and healing to our audience, CSU Fresno developed Survivors: Hope & Healing, a short video that could be shown at each QPR (Question, Persuade, and Refer) Training. The video may be viewed online at http://www.youtube.com/watch?v=AHw0e_pos68&feature=youtu.be. For more information on QPR, visit www.qprinstitute.com/.