**Continuous Improvement Plan**

**Date:** January 30, 2025 **Name of Program/Unit:**  CounselingServices

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**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

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| **A. Expected Outcomes**Results expected in this unit(e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) | **B. Measures**Instrument(s)/process(es) used to measure results(e.g. sign-in sheets, surveys, focus groups, etc.) | **C. Targets**Level of success expected(e.g. 80% approval rating, 10 day faster request turn-around time, etc.) |
| Increased student awareness of Counseling and Mental Health Services at Collin College | The Drug Awareness and Perception Survey asks students if they are aware of Counseling Services at Collin College as a resource. In 2018, this survey indicated that 64% of the 456 students surveyed said they were aware. | 5% increase of awareness as reported in the drug awareness and perception survey and department surveys.  |
| Enhanced knowledge, skills and ability of counselors in the area of crisis response.  | This will be measured with certificates of completion. | 100% of counselors will complete crisis counseling training related to both in person and virtual counseling. |
| Departmental procedures are informed by data collected and analyzed from crisis response and Client Load Index. | Department Survey and Titanium (Counseling Services case management and scheduling system).  | Accessibility to quantitative and qualitative data specific to Counseling Services. Data to include crisis statistics.  |

**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

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| 1. **Outcome #1**

Increased student awareness of Counseling and Mental Health Services at Collin College5% increase in student awareness of Counseling Services. |
| 1. **Measure (Outcome #1)**

The Drug Awareness and Perception Survey and department surveys. | 1. **Target (Outcome #1)**

Increase Counseling Services Awareness to 69% according to the Drug Awareness and Perception Survey. |
| 1. **Action Plan (Outcome #1)**

Year 2 - Continue to utilize the counselor class visits each semester to educate students about the mental health resources available to them. Also, create videos and other creative tools to market to students taking classes virtually. Continue monitoring data regarding effective marketing to inform marketing focus. Year 4 - Counselors have expanded their scheduled class visits at the start of each semester and have also given presentations to raise awareness at various events, including housing, athletic and new student orientations, Faculty Development Day, targeted outreach sessions, and division meetings.  |
| 1. **Results Summary (Outcome #1)**

Year 2 - Based on the 2020 Drug & Alcohol survey sent to the Collin College student body, counseling services reported an increase in awareness of over 10%.Year 4 – The number of class visits increased from (52) in 2023 to (89) in 2024. A focused effort was made to connect with students on social media to boost awareness of counseling services. To enhance Instagram's appeal and relevance, a marketing plan was developed, resulting in a **114%** increase in followers, a **75.7%** rise in engagement from non-followers, a **131%** growth in impressions, and a 96.7% increase in profile visits, according to Instagram analytics. The 2022 Drug & Alcohol Awareness Survey reported a decrease in awareness of counseling services. However, it's important to note that, despite this reported decrease in awareness by survey participants, the utilization of counseling resources significantly increased during this period.  |
| 1. **Findings (Outcome #1)**

Respondents to the Drug & Alcohol Awareness Survey indicated an 8% decrease in awareness and use of various resources/activities offered by Counseling from 2020 to 2022 as indicated below. The 2024 survey results were not available at the time this CIP was submitted.

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| Service | 2018 | 2020 | 2022 | 2024 |
| **Counseling & Resources** | 64% | 74% | 66% | n/a |
| **Online screening for mental health/substance abuse** | 25% | 39% | 39% | n/a |
| **Campus Well** | 42% | 45% | 37% | n/a |

Year 2 - Respondents who were not aware of any resources declined 10% from 2018 to 2020. Not only did the awareness increase, but also the use of all resources/activities increased in 2020 compared to 2018. The highest increase was noted for “Know Now” (11%) followed by “Referral Information” (7%) and “Educational Materials” (7%). It appears the programming and marketing contributed to the increase in awareness of counseling resources.Year 4 – While the target to increase Counseling Services Awareness to 69%, as measured by the Drug Awareness and Perception Survey, was not met, there were marked gains in alternative measures of student awareness, including a noticeable increase in both the utilization of counseling services and engagement across social media platforms. Higher attendance rates at counseling sessions and workshops reflected an improved understanding among students of the available resources. Counseling services saw a utilization increase of 5.8% and a CLI (clinical load index) increase from 83 to 91. |
| 1. **Implementation of Findings**

Year 2 - The Counseling department will continue to explore outreach through social media, additional programing and targeted marketing to faculty.Year 4 -The Counseling Services Department will maintain its commitment to promoting awareness by expanding its outreach efforts. This includes a continued focus on intentional social media promotion aimed at engaging students where they are most active, enhancing the visibility and accessibility of mental health resources. Additionally, counselors will deliver presentations tailored to specific student needs during orientations, campus events, and academic gatherings to reach students in diverse settings.To strengthen these efforts, Counseling Services will collaborate closely with Academic Services, Student Engagement, and other campus departments, creating a united front that integrates mental health awareness into all areas of student life. This cross-departmental collaboration will involve shared initiatives, co-hosted events, and coordinated messaging to ensure that students recognize the support available to them as part of a comprehensive college experience. |

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| 1. **Outcome #2**

Enhanced knowledge, skills and ability of counselors in the area of crisis response. |
| 1. **Measure (Outcome #2)**

This will be measured by the counselor’s completion of telehealth crises management training (via certification course). | 1. **Target (Outcome #2)**

100% of counselors will complete crisis counseling training related to both in person and virtual counseling. |
| 1. **Action Plan (Outcome #2)**

Research professional development for counselors that includes virtual counseling crisis response. Counselors will complete the training. |
| 1. **Results Summary (Outcome #2)**

Year 2 - 100% of Licensed Professional staff completed a mandatory online training, *Telehealth: Crisis Management with High Risk Clients.*Year 4 - Counseling Services achieved the goal of enhancing the knowledge, skills, and abilities of counselors in crisis response. All counselors employed at that time successfully completed the Telehealth Crisis Management Certification course, equipping them with advanced techniques and strategies to support students in crisis. Additionally, the Counseling Department took an important step in strengthening its crisis response capabilities by establishing a certified Mental Health First Aid (MHFA) trainer within the team. This trainer has provided targeted MHFA training to new staff members, equipping them with essential skills in identifying, understanding, and responding to signs of mental health crises. This initiative has enhanced the department’s overall readiness to support students facing mental health challenges and reinforces a proactive approach to campus-wide mental health support. |
| 1. **Findings (Outcome #1)**

Year 2 - Licensed Professional Counseling staff now have a baseline knowledge of telehealth crisis management as a result of this training.Year 4 - All counseling staff are building on their foundational crisis management training and are following department directives to pursue ongoing professional development and training. By earning continuing education credits throughout the year, they are strengthening their skills to meet the evolving needs of Collin students. |
| 1. **Implementation of Findings**

Year 2 - Licensed Professional Counseling staff will continue to operationalize this training while working with students in telehealth environments (such as Doxy.Me). Year 4 - Counseling staff are encouraged to incorporate the core values of creativity and innovation in their approach to serving students. This focus has led to the development of new treatment modalities, including telehealth group sessions, interactive psychoeducational workshops, and the creation of videos and presentations. These initiatives enhance engagement and provide students with varied, accessible ways to receive support.  |

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| 1. **Outcome #3**

Departmental procedures are informed by data collected and analyzed from crisis response and Client Load Index.  |
| 1. **Measure (Outcome #3)**

Titanium can be configured to capture crisis data. Department surveys can be updated to include more quantitative measures. | 1. **Target (Outcome #3)**

Accessibility to more quantitative and qualitative data specific to Counseling Services. Data to include crisis statistics. |
| 1. **Action Plan (Outcome #3)**

Capture more data to inform procedures and training. Client Load Index will be calculated each year and procedures will subsequently be assessed and appropriately adjusted.  |
| 1. **Results Summary (Outcome #3)**

Year 2 - The goal was to expand reporting of Crisis Response and that was realized by adding a new appointment code in Titanium labeled “Walk In Crisis” that allows Counseling Services to capture crisis data. Year 4 - During the recorded period from 2022-2023 to 2023-2024, counseling services experienced an increase in utilization, with 194 more students accessing services compared to the previous 2 years. This growth highlights a rising demand for mental health support among students and underscores the importance of expanding resources and optimizing our service delivery to meet the evolving needs of our campus community. |
| 1. **Findings (Outcome #3)**

Year 2 - Counseling Services increased its utilization by 256 over the recorded time period (2020-2021 to 2021-2022). Year 4 - Counseling Services continues to utilize the Client Load Index to inform procedural decisions. To improve access, we’ve implemented a session model format and introduced online appointment scheduling, which has significantly reduced wait times, especially for students indicating a need for crisis response. This streamlined approach enables us to respond to student needs more efficiently, enhancing both the timeliness and quality of our support. |
| 1. **Implementation of Findings (Outcome #3)**

Year 2 - Counseling Services continues to use Client Load index to inform procedures. Counseling Services implemented a session model format to ensure students were seen in a reasonable amount of time. Year 4 - Based on trends identified in the data, Counseling Services staff adopted mandatory Mental Health First Aid training. Additionally, a staff member became certified as a trainer, allowing us to expand outreach efforts to equip faculty and staff as a vital first line of support for students in crisis. Counseling Services has also expanded its data reporting capabilities to now include crisis response metrics via our EHR software, Titanium. Additionally, we’ve implemented the Client Load Index to help inform and refine our procedures.The expansion of data capture allows us to strengthen behavioral intervention efforts and tailor programming based on identified trends. This approach has enhanced our ability to track crisis patterns, allocate resources more efficiently, and develop response strategies that are both proactive and data-driven. These tools are expected to greatly improve our insights into crisis intervention and the quality of support provided to our students. |