



STUDENT HEALTH & COUNSELING CENTER STRATEGIC PLAN

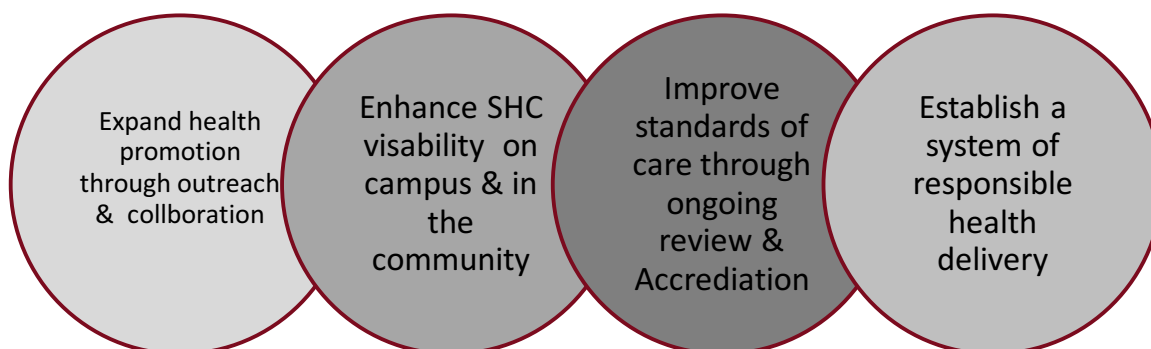
Vision 2020 – Creating a Culture of Campus Health on “The Hill” Strategic Plan for The John & Ella Byrd McCain Student Health & Counseling Center 2017-2020

Establishing a culture of health on our campus is imperative, and aids in assuring academic success, improved retention and overall enhanced quality of life among our students.

Our mission is to promote the well-being of the Alabama A&M University community and generate a healthy campus culture by providing integrative healthcare services based on industry best practices by promoting physical, emotional, and spiritual development in a safe, supportive, and confidential environment. Through strategic planning, we will seek to establish key priorities that integrate health into every aspect of campus life.

Our vision is to (1) Provide high quality care that meets the mental, physical, and emotional needs of the Alabama A&M University Community (2) Treat everyone with dignity, respect, and sensitivity, and (3) commit to on-going training and professional growth and development. The Student Health Center will be referred to as “SHC” throughout this document.

Our values are rooted in our ability to 1) Maintain strict confidentiality, function in a professional atmosphere, and hold to the highest clinical and ethical standard of care 2) Provide accessible and receptive culturally competent care that supports the acquisition of knowledge, skills, and behaviors necessary to build and maintain a healthy lifestyle 3) Promote self-awareness, teach effective self-care and wellness strategies and encourage personal responsibility and empowerment.





Strategic Priority 1: Improve Standards of Care through Ongoing Review & Accreditation

We will improve our medical and counseling care delivery by updating our current policy and procedure manual in order to improve the protocols that guide our daily work. We will review our Standards of Care (SoC) to ensure they meet the current national trends by using rigorous internal and external evaluation methods. In our commitment to ensuring high quality care, we will seek to gain accreditation through The Accreditation Association for Ambulatory Health Care (AAAHC), and we will participate in on-going self-evaluation, external peer review, and continuing education to improve our care and services.

- Establish an internal P&P (Policy & Procedure) Committee to develop, review, and enforce SHC policy manual (2018-ongoing).
- Review SoC - operating hours, methods of care delivery, and services offered - to better meet students' needs (2018-ongoing).
- Conduct bi-annual student survey to gain feedback on SHC care delivery and identify areas of improvement. (Spring 2018/Fall 2018).
- Conduct (1) major student behavioral health survey during even numbered years, using the American College Health Association's (ACHA) National College Health Assessment (NCHA) to guide programming (Fall 2018).
- Review current behavioral health classes to determine best course offerings in collaboration with other university departments (Spring 2018-ongoing).
- Establish working group to prepare for AAAHC accreditation standards and site visit (Spring 2018-Fall 2018).
- Participate in site visit and national accreditation review from AAAHC. (Spring 2019).

Strategic Priority 2: Establish a system of responsible health delivery

We will establish a system of responsible health and counseling services that focus on student centered care delivery while integrating a culturally competent, technologically advanced, and evidence based approach. In order to ensure these standards are met, we will encourage ongoing training and education for the SHC staff, ensure our technology portfolio is continuously updated, and use surveys to measure service quality to ensure the highest levels of customer service are practiced. We will utilize technology to improve access by adding an Electronic Medical Record (EMR) system, and fully digitize the immunization verification process for incoming students.

- Integrate responsible care models that include ongoing student feedback, quality assurance mechanisms, and improved access protocols (2017-ongoing).
- Support staff to participate in professional development to ensure competent student-centered care is delivered (2017-ongoing).
- Fully implement and utilize current technologies with the addition of EMR (Vivature) and on-line portal for accepting student medical records (Med + Proctor) (Spring 2018).
- Place electronic kiosk in lobby for easier student check- in and identification of medical records by staff, the kiosk will be synced with Vivature software (Summer 2018).
- Hire medical billing specialist to handle responsibility of increased billing duties as a result of new EMR (Summer 2018). Become completely cashless by adopting point of sale (POS) system to accept all forms of credit card payments (Spring 2018).



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Strategic Priority 3: Expand health promotion through outreach & collaboration

We will expand health promotion and prevention efforts through outreach and collaboration with other AAMU departments and units. As a SHC, we have an obligation to treat medical and counseling needs, and to develop programs that promote health by educating students to prevent chronic disease, reduce sexually transmitted infections (STI's), and limit the use of alcohol and drugs. As a result, we will partner and collaborate with other departments to identify opportunities for health promotion with a focus on program development, grant writing, and the establishment of a health promotion initiative. Counseling staff will be trained to conduct mental health first aid seminars for AAMU faculty & staff to improve campus response to student mental health crisis.

- Expand alcohol and drug education offerings, and review existing offerings to ensure relevance and effectiveness using evidence-based approaches (Spring 2018-ongoing).
- Partner with Freshman Academy, Residential Life, and Student Activities to review offerings in sexual health education initiatives that aid in reducing STI's among student community (Summer 2018-ongoing).
- Establish "Bulldog Strong" as a health promotion initiative that will develop and host wellness events, lectures, and workshops aimed at addressing risk factors of chronic disease (Spring 2018-ongoing).
- Develop competitive grant applications in partnership with other AAMU departments, with a focus on RFP's from state foundations and federal agencies (Fall 2017-ongoing).
- Further expand "AAMU CARES" to be incorporated in a mobile app format (Fall 2019).
- Train counseling staff in Mental Health First Aid to better prepare AAMU campus community in recognizing mental health emergencies and reporting procedures (Spring 2018).
- Hire Certified Health Educator (CHE) to develop, lead, and execute SHC health promotion initiatives (Spring 2018).

Strategic Priority 4: Enhance Student Health Center visibility on campus & in the community

We will enhance visibility of the SHC through ongoing marketing and social media efforts that include a branding strategy in accordance with the Student Affairs guidelines. We will further establish an online presence by developing updates to our university webpage, designing consistent social media content, and hosting regular campus outreach programs inclusive of the entire campus community. We will redesign our marketing materials to reflect a modern health service model to also be consistent in look and delivery.

- Expand social media efforts through (1) consistent posting on all platforms including; Instagram, Facebook, Twitter, Snapchat (2) establishing monthly focus on a specific health topic (3) increase number of followers through sponsored advertisements and collaborations with other university health centers (Spring 2018-ongoing).
- Recruit student communication/marketing intern to actively engage with SHC social media following (Spring 2018).
- Establish departmental working group to monitor and update SHC webpage at www.aamu.edu (Spring 2018-ongoing)
- Re-brand marketing materials by updating information, modernizing look and experience, and ensuring consistency with AAMU style manual (ongoing).
- Ensure rebranded design is consistent across all SHC materials both print and digital (ongoing).
- Staff will host regularly scheduled educational workshops in collaboration with other AAMU departments (ongoing).



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- Create “Vision 2020 – Creating a Culture of Campus Health on “The Hill” promotional materials to keep staff and campus community engaged with SHC vision (Spring 2018).



SITUATIONAL ANALYSIS (SWOT)

INTERNAL

Strengths (+)

- Health center is modern and capable of meeting student health needs
- Highly experienced and qualified staff, majority hold advanced degrees
- Strong relationship with key AAMU units in Student Affairs
- (2) Medical Doctors (1) Nurse Practitioner (1) Certified Medical Assistant (2) Licensed Professional Counselors on staff
- Primary medical/counseling center for 6,001 students

Weaknesses (-)

- Understaffed due to recent turnover in key positions
- Absence of clear vision that guides SHC care delivery
- Inconsistent expectations across AAMU departmental relationships
- Lack of scheduling system for medical appointments
High volume of paper student health records
- Underfunded travel budget; limited opportunities for professional development

EXTERNAL

Opportunities (+)

- Addition of Vivature and Med + Proctor
- Established relationships with key external vendors
- Ability to generate grant funding in key health areas
- Opportunity to gain national accreditation
- Becoming key partner in improving campus health

Threats (-)

- Changes in federal/state higher education funding
- Student “opt out” option for Consolidated Health Plans (CHP)
- Lack of approved policy and procedure manual
- Student perception of SHC and stigma associated with receiving services
- Inconsistency in availability of medical services