

ANNUAL REPORT

STUDENT HEALTH
& WELLNESS

2024

[SHW.FIU.EDU](https://shw.fiu.edu)



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MISSION AND VISION

At FIU Student Health & Wellness we aim to support the overall well-being of students. We use a multi-faceted approach (i.e., services, programs, trainings, and campaigns) that educates, engages, and empowers the university community to sustain lifelong health and wellness.



MEET THE EXECUTIVE TEAM



Dr. Brenezza (Breny) D. Garcia
Associate Vice President
Student Health & Wellness



Mariela Gabaroni
Director
Student Health Services
& Wellbeing



Shantelle Gloria
Office Manager



Vanessa Gondar
Senior Director
Administrative Services



Dr. Todd Lengnick
Director
Counseling &
Psychological Services



Wendy X. Ordóñez
Assistant Director
Marketing &
Communications



Dr. Saara Schwartz
Medical Director
Student Health Clinics



Dr. Ronald Wabomnor
Dean of Students

MESSAGE FROM THE ASSOCIATE VICE PRESIDENT



*“Planning is bringing the future
into the present so that you can
do something about it now.”*

- Alan Lakein

This past academic year brought into focus several of SHW's priorities, which led us to publish our first strategic plan. In developing the 2024-2027 strategic plan, FIU Student Health & Wellness reviewed relevant research and national reports, departmental utilization data for the last four years, and student survey data for the last two years. The five areas of strategic focus we chose were:

- **Ethically-driven management** - Ethical practices, along with federal, state and institutional regulations, drive much of the work we do. Maintaining those standards is critical in providing a safe, welcoming environment to our students.
- **Metrics-guided decision-making** - Quantitative data, qualitative data, and assessment standards are important factors for quality care and impactful change.
- **Integrated approach to student care** - With all key wellness units now reporting to the same department, we must look at ways to make the student experience (especially for those that use multiple services) as seamless as possible.
- **Centralized approach to operations** - With multiple departments across two campuses and several buildings, a unified operational structure can be challenging, but it is necessary for creating efficiencies and increasing the impact on student services.
- **Effective outreach and communication strategies** - Utilizing multi-modal approaches are critical to reaching as broad an audience as possible. Knowledge and understanding of the latest tools, trends, and social norms will help us stay relevant to the student body.

By the end of the 2023-2024, we had accomplished all the goals set out for the year. We look forward to continuing this progress.

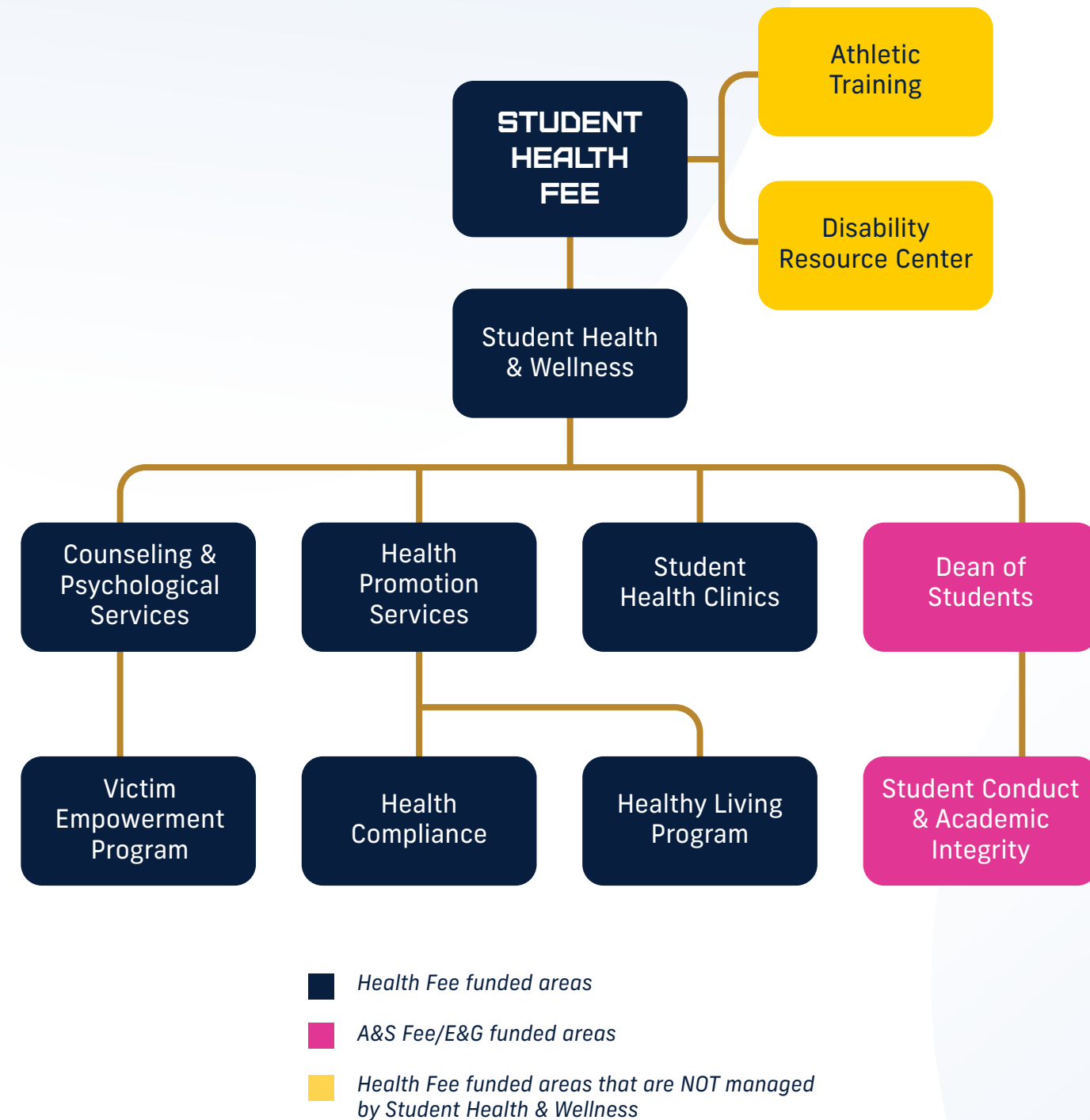
Additional highlights from the year included the hiring of our new Dean of Students, securing institutional funding to expand the Student Conduct & Academic Integrity staff, raising \$34,000 for suicide prevention, and receiving approval for the expansion of the Student Health Center.

In the coming year, we look forward to hearing from our students at events and through surveys about our services, so that we may continuously improve. For any reader that may have questions or feedback about this report, please contact us at shwad@fiu.edu.

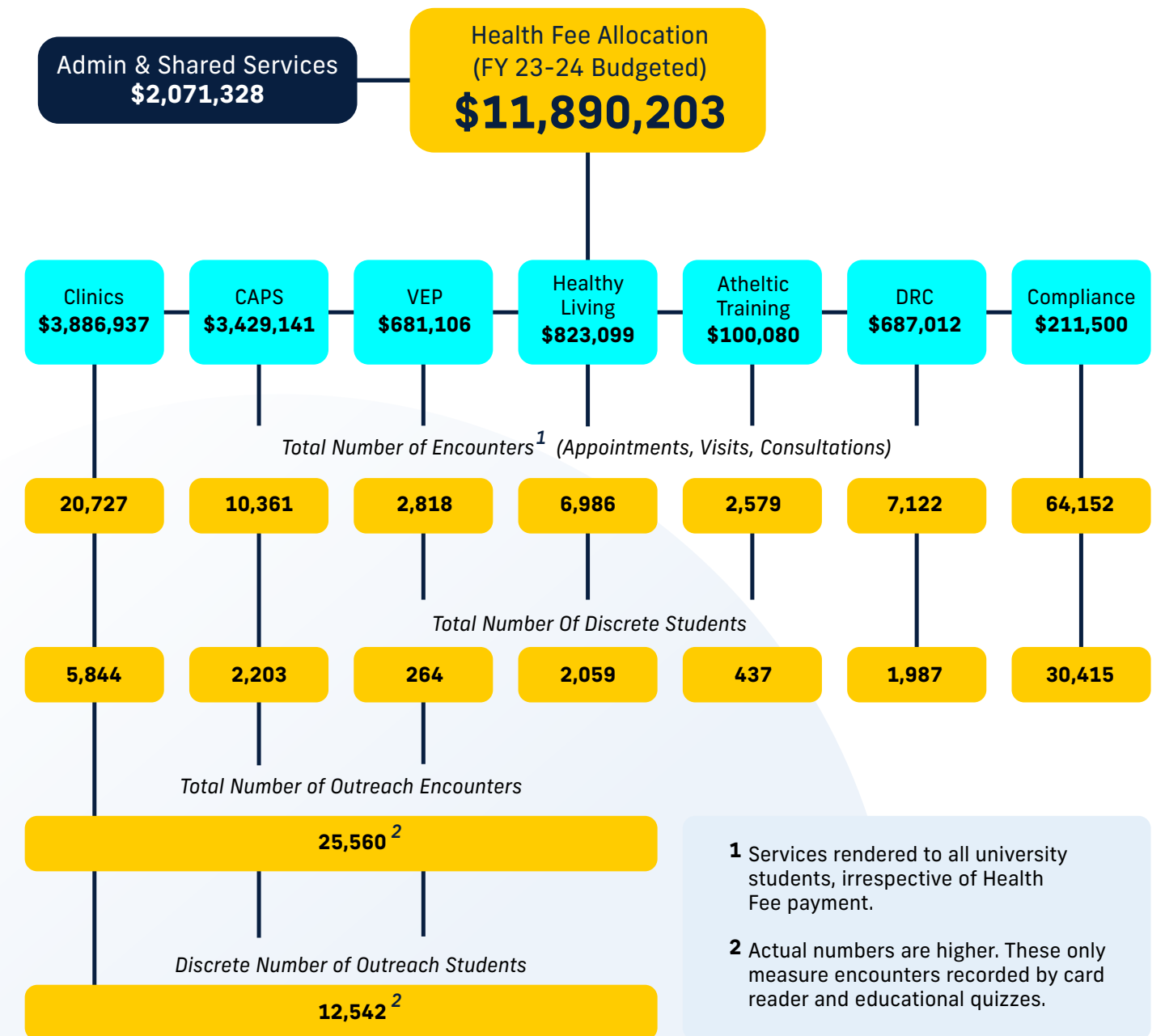


Dr. Brenezza (Breny) D. Garcia
Associate Vice President

HEALTH FEE ORGANIZATIONAL CHART



HEALTH FEE ALLOCATION



Data Source: Medical Records (Titanium by CAPS and VEP, PyraMED by AT, SHC, and HLP); FIU OneCard by DRC, HLP, and VEP



COUNSELING AND PSYCHOLOGICAL SERVICES & VICTIM EMPOWERMENT PROGRAM

The mission of Counseling and Psychological Services (CAPS) is to provide affordable and accessible high-quality, student-focused mental health services and related prevention and educational services to enhance personal learning, emotional well-being, and academic skills development. We strive to maintain a caring, professional, and culturally sensitive environment where all staff and students are treated with dignity and respect.

The Victim Empowerment Program (VEP) provides free, confidential assistance to FIU students who have been victimized by threatened or actual violence. Clinicians who specialize in treating trauma, support the healing process of survivors of violence and provide information about response and ongoing support options.

Modesto A. Maidique Campus
Student Health Center 270
Phone: 305-348-2277

Biscayne Bay Campus
Wolfe University Center 320
Phone: 305-348-2277

caps.fiu.edu
vep.fiu.edu

OVERVIEW

This past year can be characterized as one of “building on our strengths.”

Several staff members throughout the department brought ideas for enhancing existing services (e.g., re-establishing and updating our Body Acceptance Program services) and developing new services (e.g., creating a “relaxation space” to help students decompress, unplug, and recover from situational stress or frustration).

Several staffing situations were addressed, including finalizing our leadership team, adding a clinician from FIU’s Social Work Program, adding several OPS clinicians, and filling our remaining clinical vacancies.



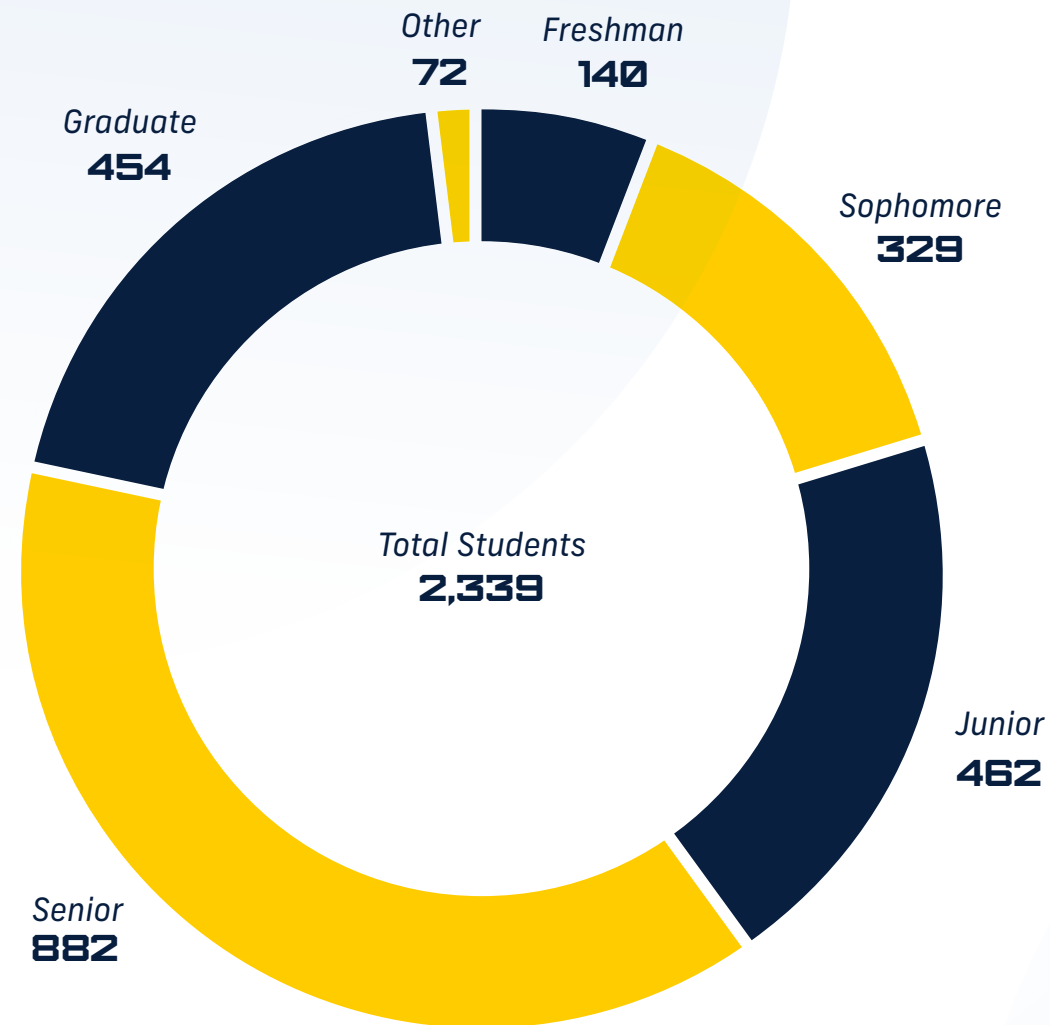
Achievements

- Created operational efficiencies through improved use of technologies and updated procedures (e.g., system upgrades, new referral processes, updated manuals).
- Developed new initiatives with campus and community partners in order to improve our service model (e.g., housing liaison, athletics liaison, HCA Kendall liason).
- Provided several advanced trainings for the clinical team on topics including suicide prevention, group therapy, and current best practices in treating anxiety, depression, and eating disorders.
- Hired two Assistant Directors, one psychologist, and three Registered Mental Health Clinician Interns.
- CAPS Staff and trainees created and offered four new workshops: “Gaming and Mental Health,” “Take a Breath,” “Transitioning Out of Sports,” and “We to Me.”



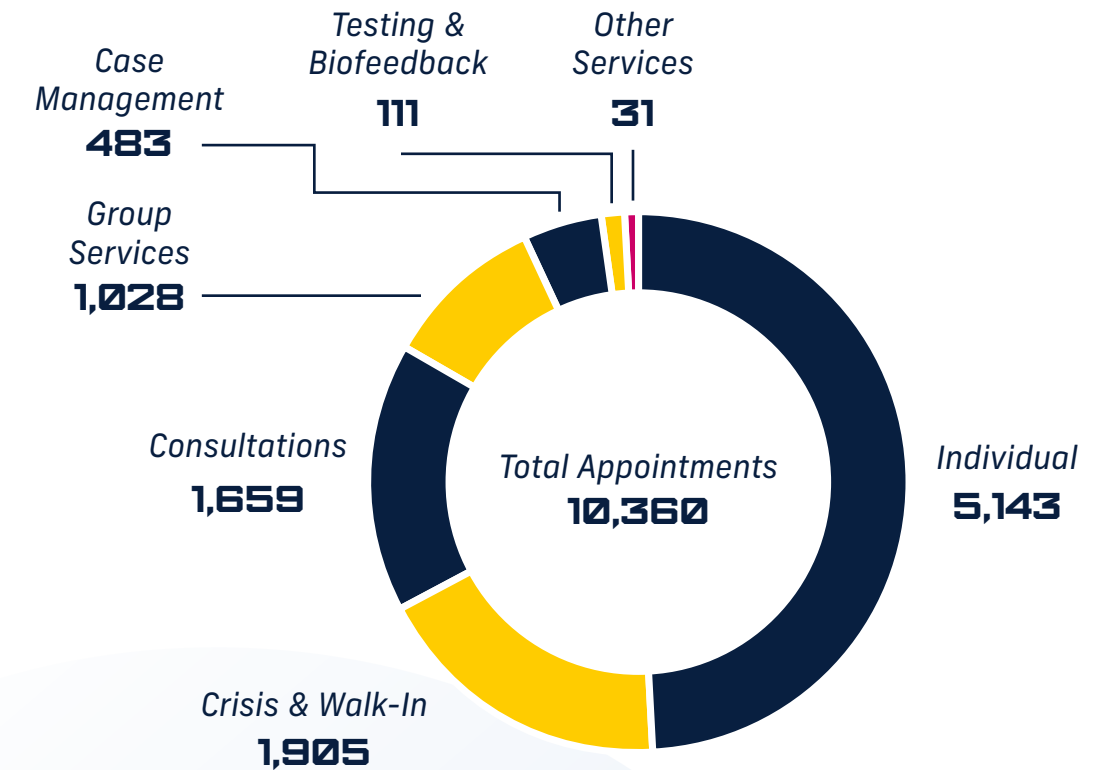
UTILIZATION

CAPS - VEP Student Demographics

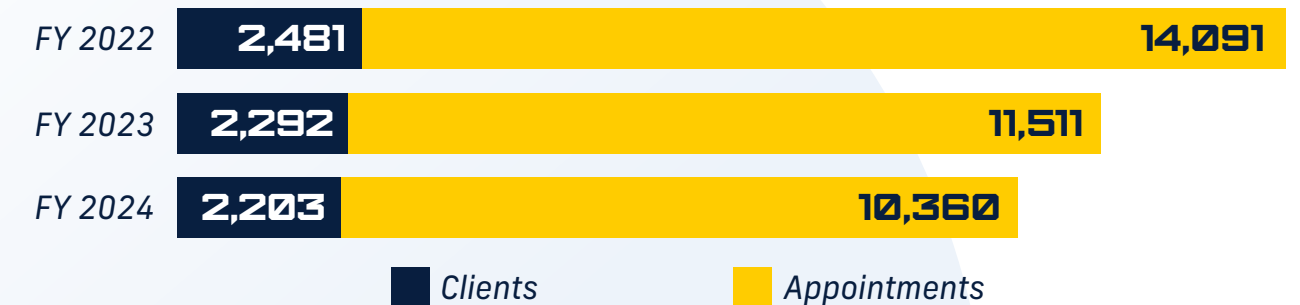


Some students use both CAPS and VEP services, so Total Students here counts them only once, making this number different than the data noted on page 9 from adding all CAPS + VEP students separately.

CAPS Utilization



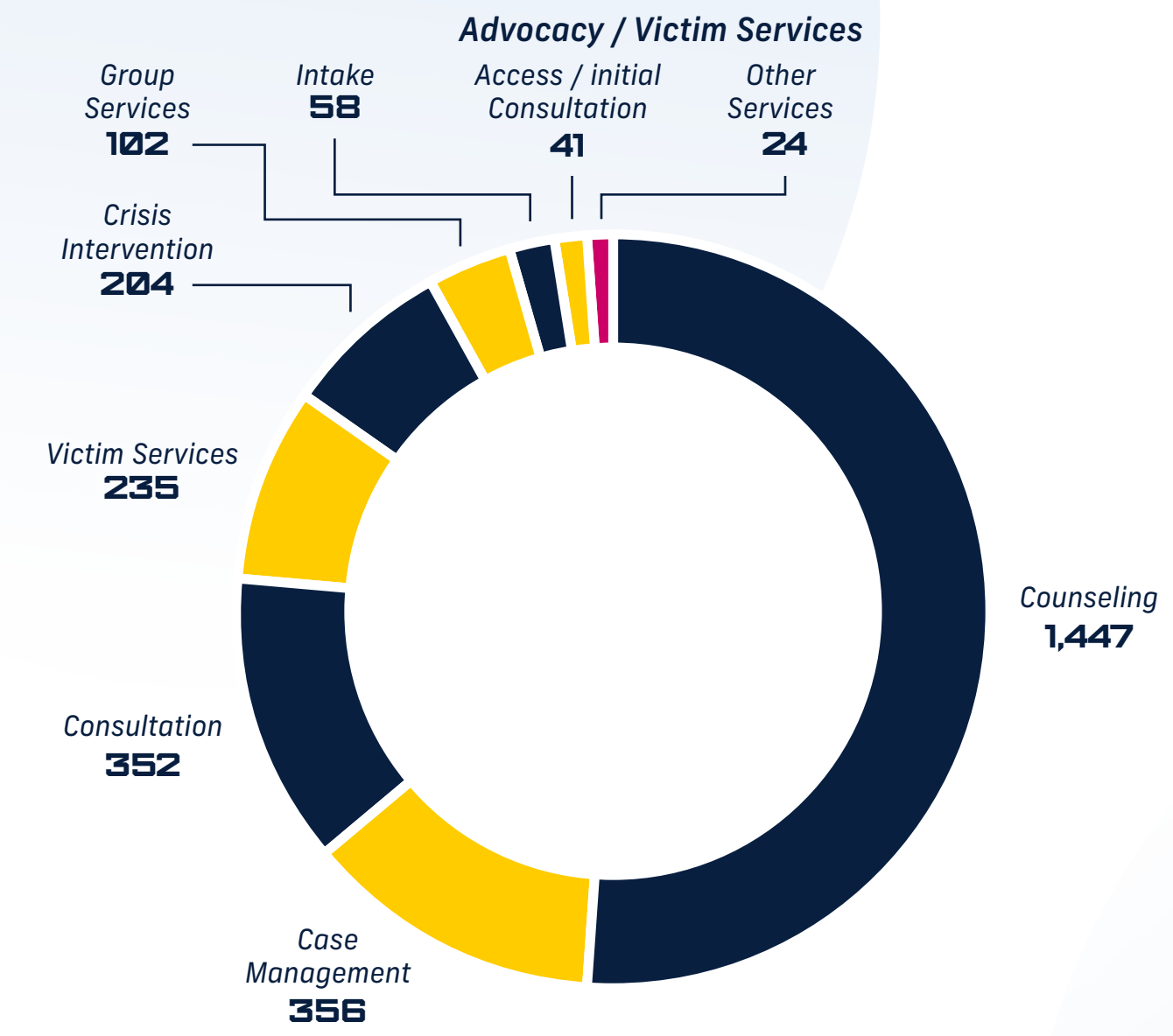
CAPS Appointments



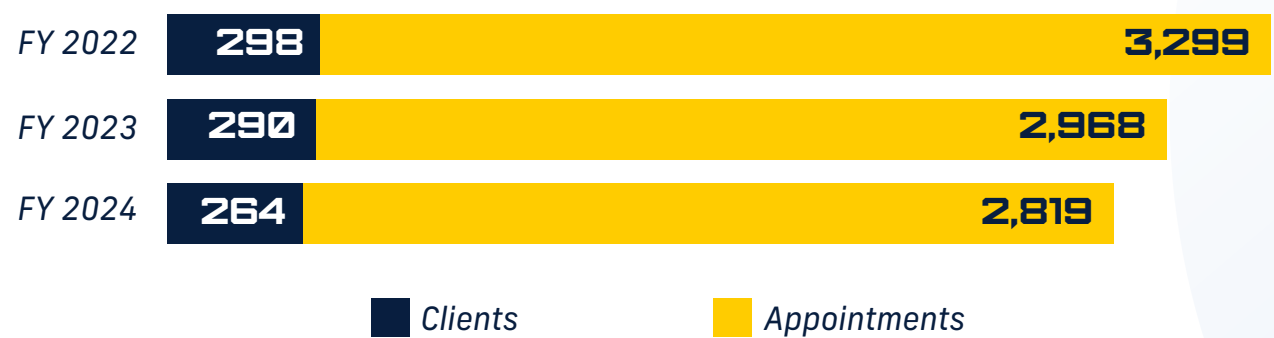
Although utilization has declined, our utilization numbers have mostly matched those of the other Florida universities. As such, the Florida Counseling Center Directors (FL-CC-DIRs) have had multiple discussions on what may be underlying the reduction in utilization despite what is often described as a mental-health crisis within the college student population. While there could be many factors leading to reduced utilization in college counseling centers, there are no clear ideas on which contribute to changes in utilization.

The 2022 Center for Collegiate Mental Health annual report reflects a downturn in trends starting in 2020 in depression, eating concerns, frustration/anger, and alcohol use. Generalized Anxiety, Social anxiety, and distress, however, were at their highest levels in 10 years as of 2022.

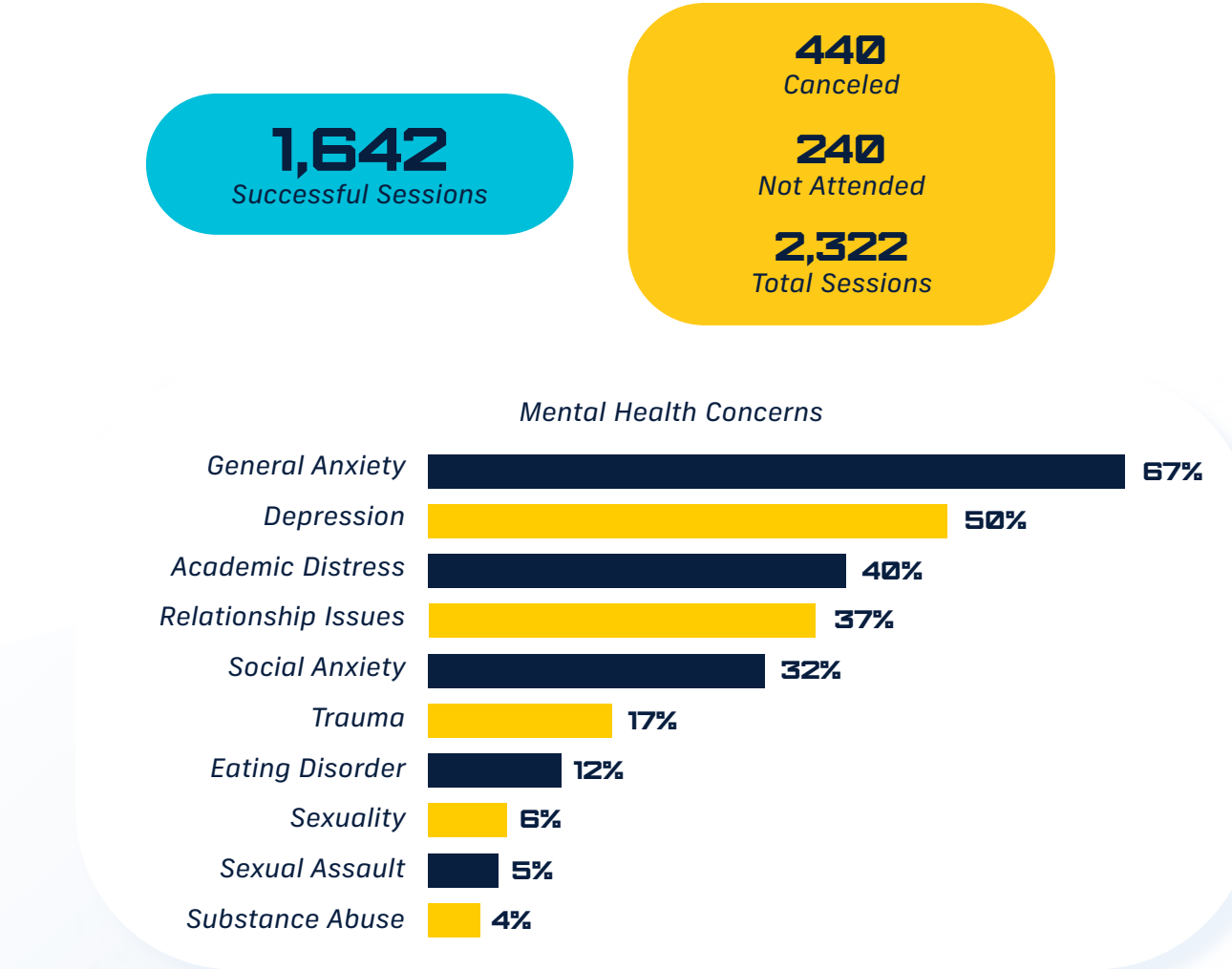
VEP Utilization



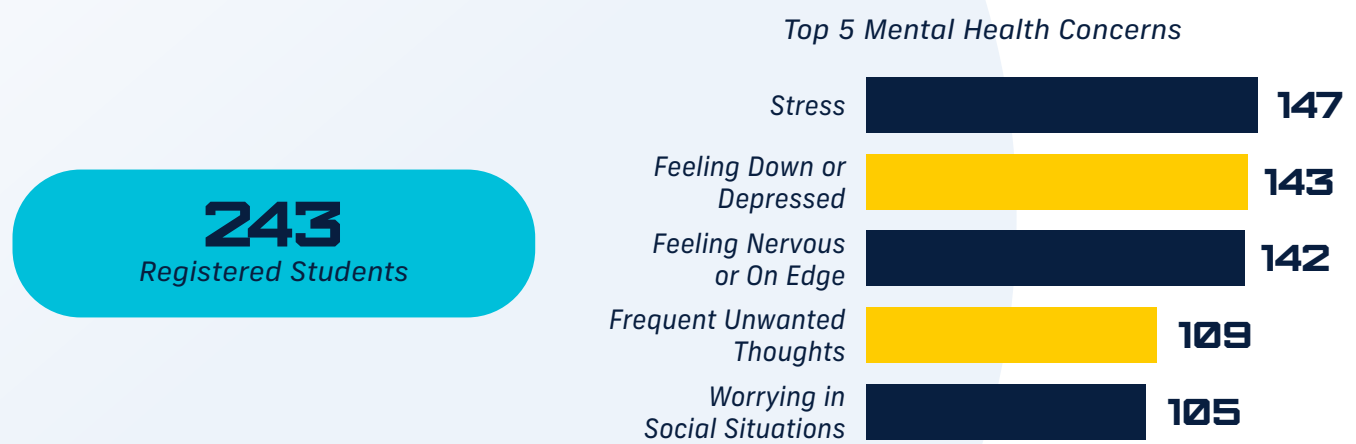
VEP Appointments



BetterMynd Utilization



TogetherAll Utilization



2023-2024 psychology
training class results:

484
clients

2,222
attended therapy
appointments

2,443
hours

CAPS - VEP Outreach

51 Events

48 Presentations

85 Psychoeducational
Activities

CAPS and VEP collaborated with 33
university departments across various
outreach request types

10,383 Students
Reached

Workshop Committee

The Workshop Committee offered 61 virtual workshops, reaching
2,390 students.

Summer 2023
8 workshops
141 students

Fall 2023
23 workshops
776 students

Spring 2024
20 workshops
1398 students

Student Satisfaction

	Individual Therapy	Group Therapy	VEP Services
I am satisfied with my experience	98% n=257	91% n=33	100% n=33
I would recommend this service to other students	98% n=238	88% n=32	100% n=33

GOALS FOR NEXT YEAR

- Utilize emerging technology to enhance and expand services to students.
- Analyze utilization by academic year to determine what additional services (e.g., Graduate Student Groups) may be needed to complement our current programs.
- Explore research opportunities in the department and set up appropriate documentation, framework, and methods to facilitate research projects in 2025-2026.
- Develop workshops and groups to educate students and process how technology may be impacting their mental health (e.g., feelings of loneliness and lack of meaningful connections).



DEAN OF STUDENTS

The Dean of Students office identifies and addresses student concerns and crises. Some students will face obstacles along the path toward their academic goals, such as personal distress, anxiety, depression, family emergencies, health issues and more. There are excellent support services on campus to assist students with the purpose of getting them back on track toward their goals. Through the Panthers Care initiative, the Dean of Students office can assist students one-on-one by identifying the appropriate campus resources to best help them.



Modesto A. Maidique Campus

Graham Center 211
Phone: 305-348-3396

Biscayne Bay Campus

Wolfe University Center 325
Phone: 305-919-5943

dos.fiu.edu

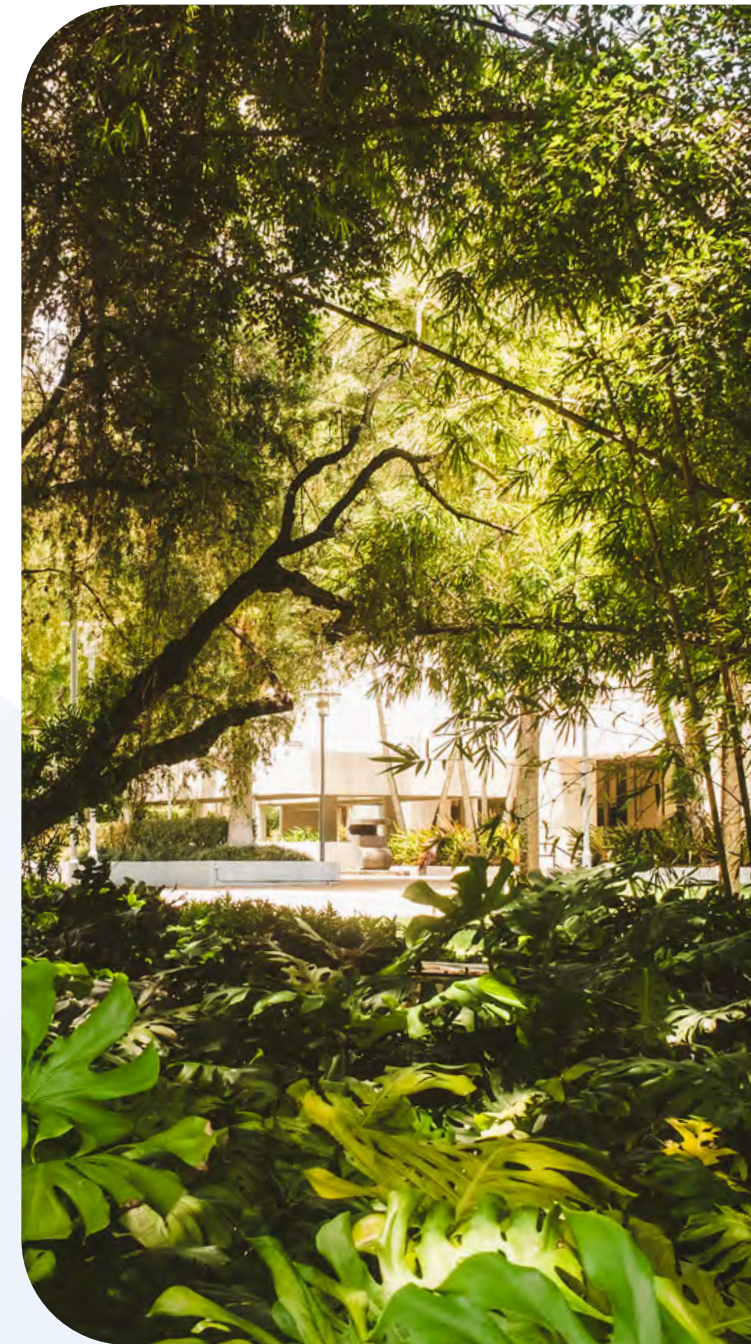
OVERVIEW



The Panthers Care team in the Dean of Students office had a successful year as they managed 16% more cases in FY 24 than the previous year despite the vacancy of the Dean of Students role for 9 months and extended periods of staff leave. Specifically, in FY 24 there were 1,223 new cases opened vs FY 23's where 1,053. There are approximately 33 open cases at the start of FY 25. The Panthers Care team continues to expand its reach and support to distressed students and students in crisis.

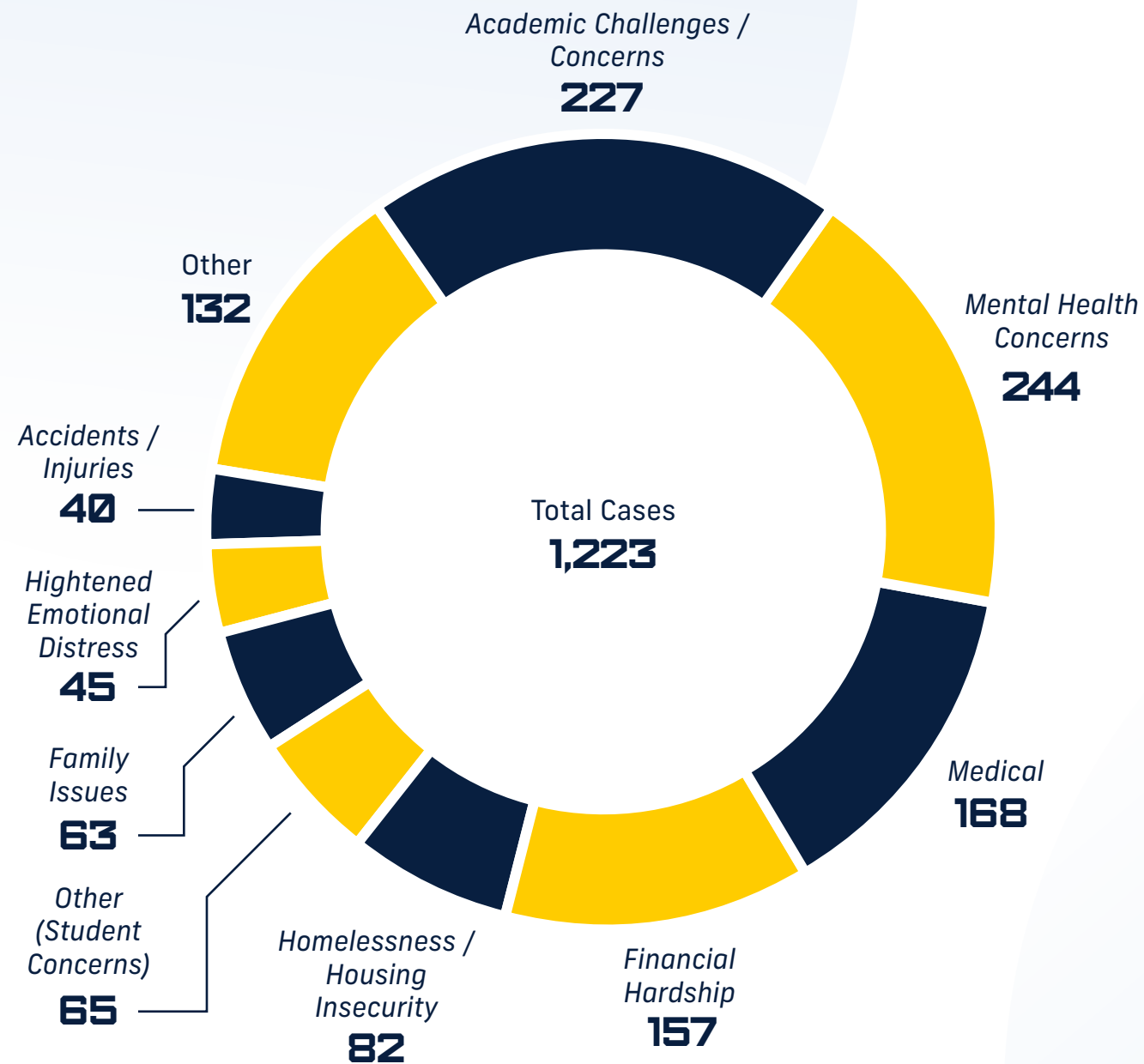
Achievements

- Hiring a new Dean of Students.
- During the transition of leadership, the Panthers Care team focused on making processes more efficient and effective - new staff guides and manuals were created (e.g., Care Manual, MyFIU Guide); case management procedures were improved (e.g., updated care letters); coordination of care with SHW departments and other campus partners was streamlined (e.g., unified consent); financial guidelines were refined (e.g., foundation accounts, gift cards).



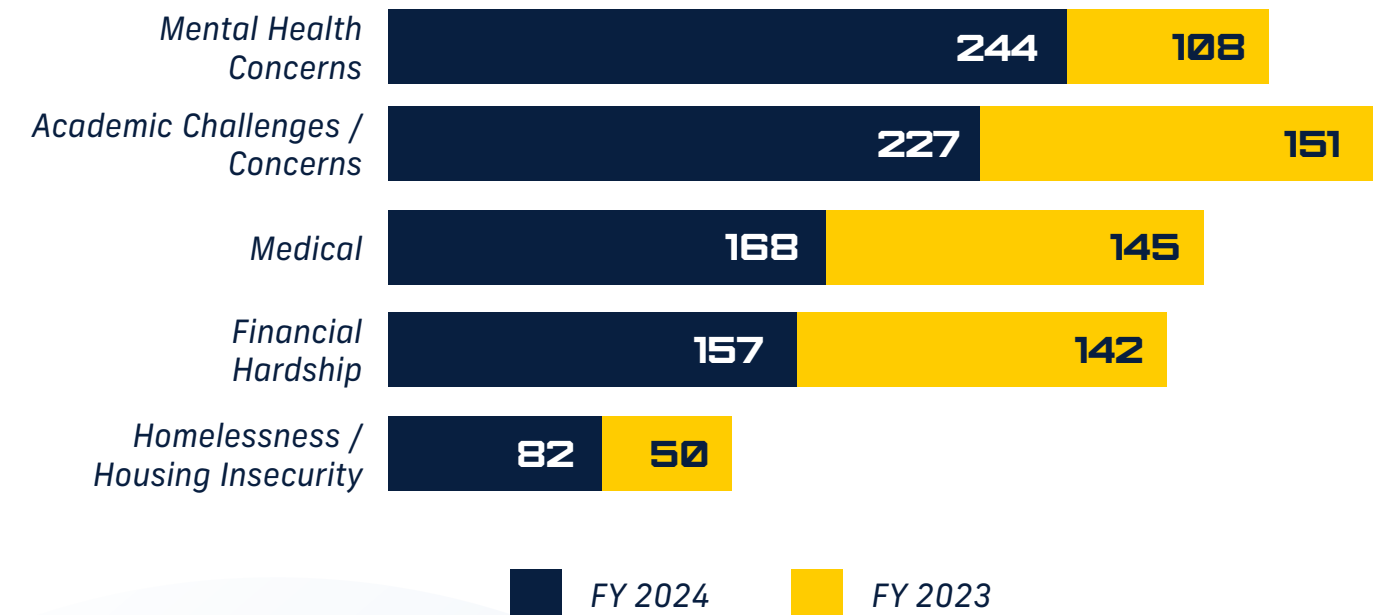
UTILIZATION

Case Totals - New Cases

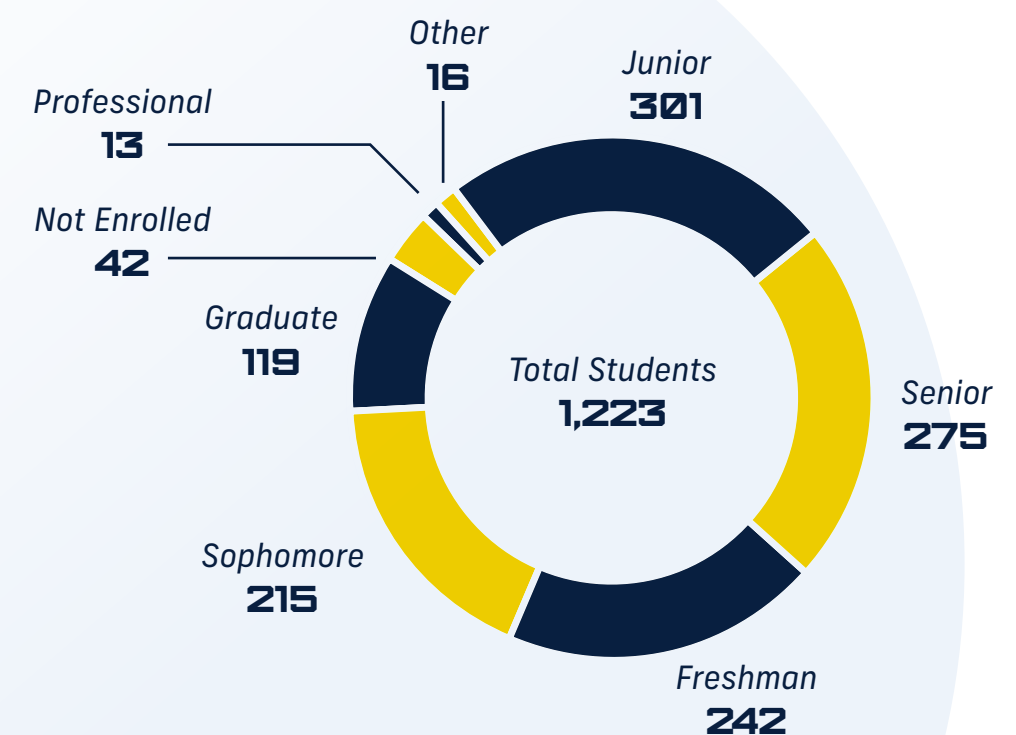


This page has been corrected as of November 22,2024, specifically the "other" category.

Top 5 New Cases

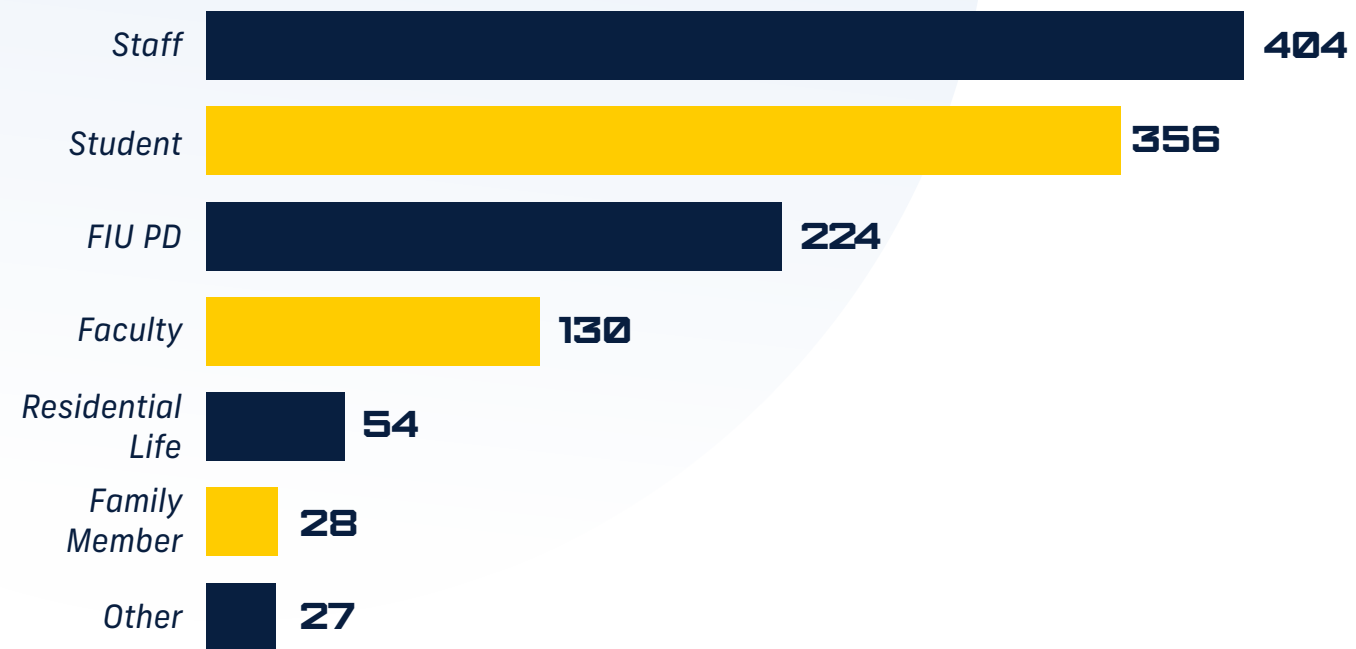


Student Demographics



This page has been corrected as of November 22,2024, specifically the index and "mental health concerns" category.

Referrals



Programming and Outreach

2

External Presentations

9

Internal Presentations
(Campus Partners)

GOALS

- Create and align standard responses in Care manual following NABITA and HECMA best standards.
- Provide an assessment of BIT structure and SOPs utilizing best practices and benchmark data from SUS institutions.
- Expand outreach efforts to campus partners and student leadership groups to assess and raise awareness of identifying and reporting students of concern in the FIU community.
- Assess and expand access and awareness to campus and community resources for students.
- Assess the usage of “Every Student Counts” fund and identify strategies to replenish account.



HEALTH PROMOTION SERVICES

The Healthy Living Program, Health Compliance, and Student Health and Wellness IT make up the Health Promotion Services (HPS) department. Through its programs and services, HPS offers a holistic and preventative approach to health by encouraging FIU students to engage in everyday healthy lifestyle practices!



Modesto A. Maidique Campus

Health Compliance

Student Academic Success Center 120

Phone: 305-348-2688

go.fiu.edu/insurance

Healthy Living Program

Student Health Center 180

Phone: 305-348-4020

hlp.fiu.edu

OVERVIEW



Health Promotion Services (HPS) had a successful 23-24 fiscal year (FY 24) as it continued to adapt to the changing needs of students and the university. Utilizing lessons learned from the prior year and by leveraging technology, HPS units enhanced workflows, improved efficiency, and developed programming/services to better align with the needs of our students.

Health Compliance (HC) was able to remove 10% more immunization holds and 7% more insurance holds than in the prior year. The use of established interfaces and continued exploration of new technologies created a consistent workflow which helped to minimize prior challenges faced during peak registration periods.

The Healthy Living Program (HLP) shifted to a peer education model. Having student assistants develop and implement programs resulted in higher student engagement as programs seemed to resonate more with their specific needs. Despite staffing challenges, HLP saw its most successful year post COVID, with a 6% increase in student encounters.

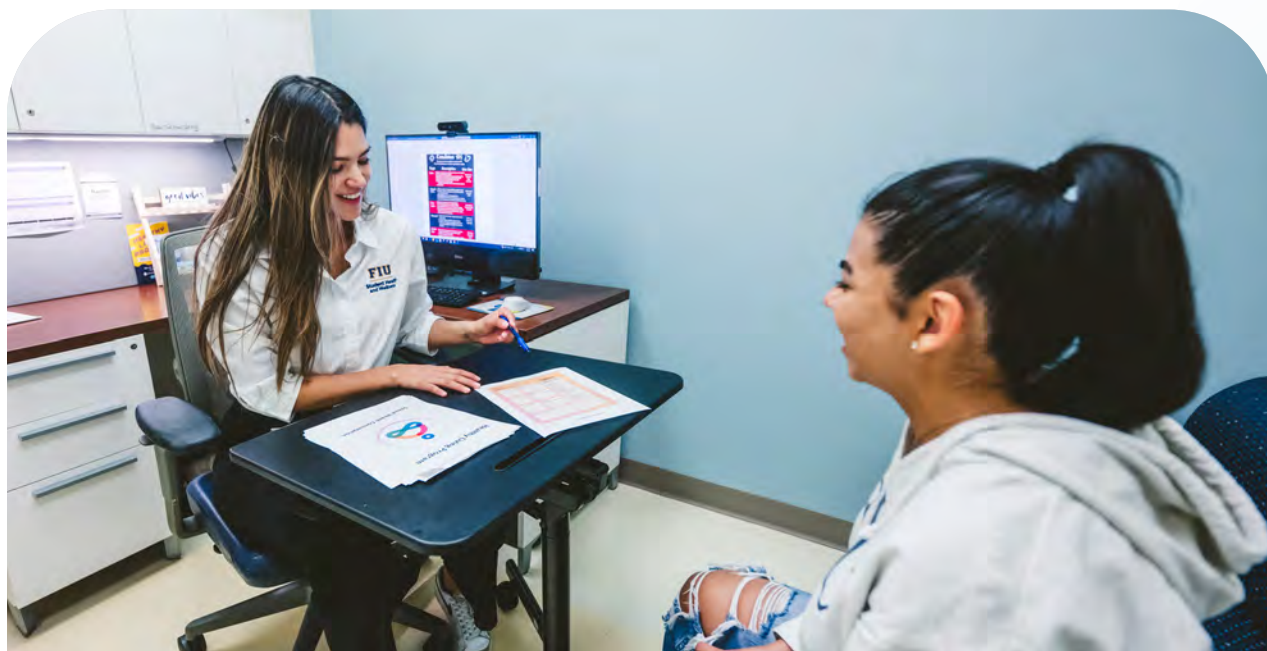
Student Health and Wellness IT (SHWIT) worked with all Health Fee funded units in SHW, while also assisting the FIU Division of IT (FIU DoIT) and the FIU IT Security Office on various projects. They assisted with responses to a university audit, setting up checks and balances for data loss prevention and cybersecurity.

Achievements

- HC continues to utilize the FL SHOTS state immunization database to assist in finding student immunization records and facilitate the registration process. This tool was very useful during busy periods when the office faced staffing challenges. A comparison between FY 23 and FY 24 shows a 10% increase in overall immunization hold removals by HC. Additionally, the number of unique student-hold removal encounters increased by 4% compared to the 2022-2023 fiscal year.
- FIU successfully transitioned to a new insurance broker, *Academic Health Plans* (AHP), in August 2023. Under the new broker, *Aetna* became the new student health insurance plan (SHIP) for the 2023-2024 fiscal year.
- Transitioning to a more student assistant/peer education model allowed HLP to better align programs with students' needs. HLP was able to attract more students through comprehensive and innovative programs designed by their peers, making them more relevant and engaging.
- Virtual appointment scheduling for free massages and acupuncture continued to be the most popular scheduling method.
- The National College Health Assessment (NCHA) was disseminated to all FIU students in February 2024. Although the survey response rate was 1% (469 respondents), Spring 2024 had the most respondents for the NCHA survey in the last decade since Spring 2012.

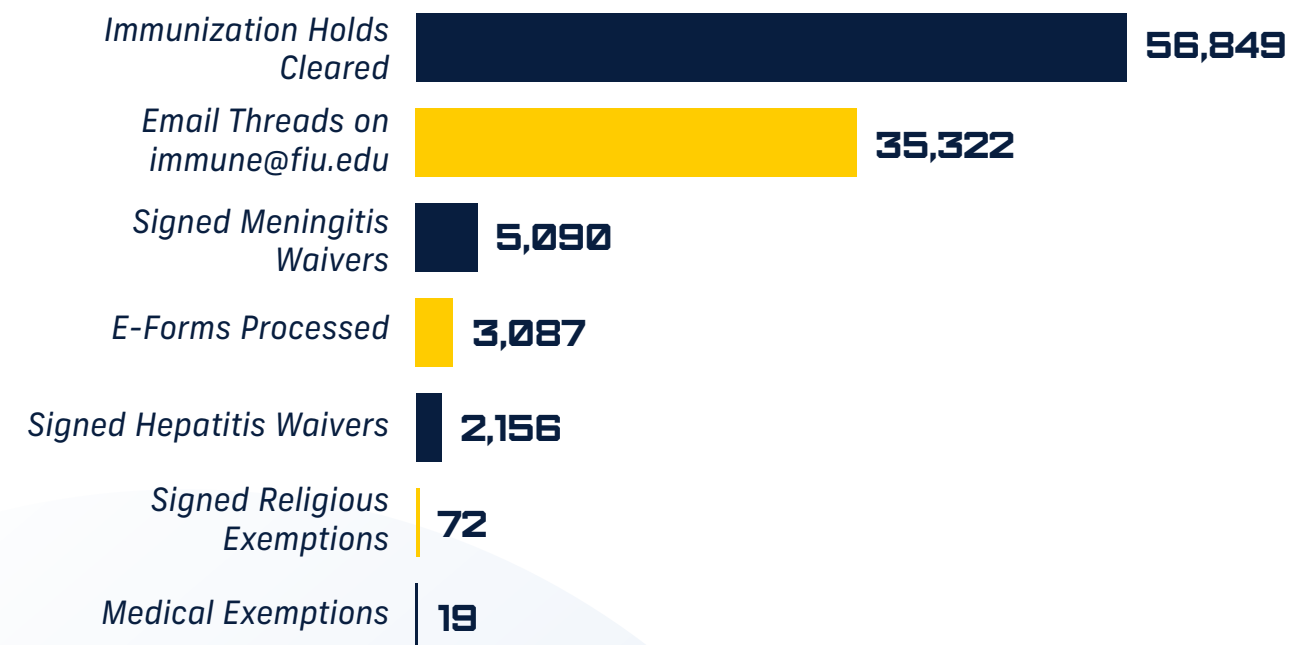
Achievements (cont.)

- An Alcohol and Other Drug (AOD) Coordinator joined the team in December 2023. They will focus on enhancing AOD strategies at FIU.
- The AOD program positively impacted 1,195 students by providing essential education and resources to promote safer behaviors, reduce substance misuse, and foster a healthier campus environment.
- During Spring 2024, the AOD program piloted an opioid risk reduction program. The Save-A-Life campaign educated attendees on the signs of an opioid overdose, the use of Narcan (an opioid antagonist), the university medical amnesty policy, and where to seek additional resources, if needed.
- The Alcohol and Other Drugs Task Force (AODTF) focused on finalizing and submitting the 2020-2022 Biennial Report, restructuring the existing committees, and establishing quarterly meetings.
- To maximize the impact of technology for the electronic medical record, SHWIT formed a Technology Committee to identify new system functionalities and determine a path to implementation, if beneficial to the department.
- SHWIT leveraged existing technology to virtualize several clinical and operational forms (e.g., visitor registration, data removal requests, and medical confidentiality). This helps to improve workflows for the different units and enhances efficiency.
- SHWIT assisted CAPS with addressing the findings of an internal university security audit. Findings resulted in a review of current processes and the implementation of action items to address the recommendations.

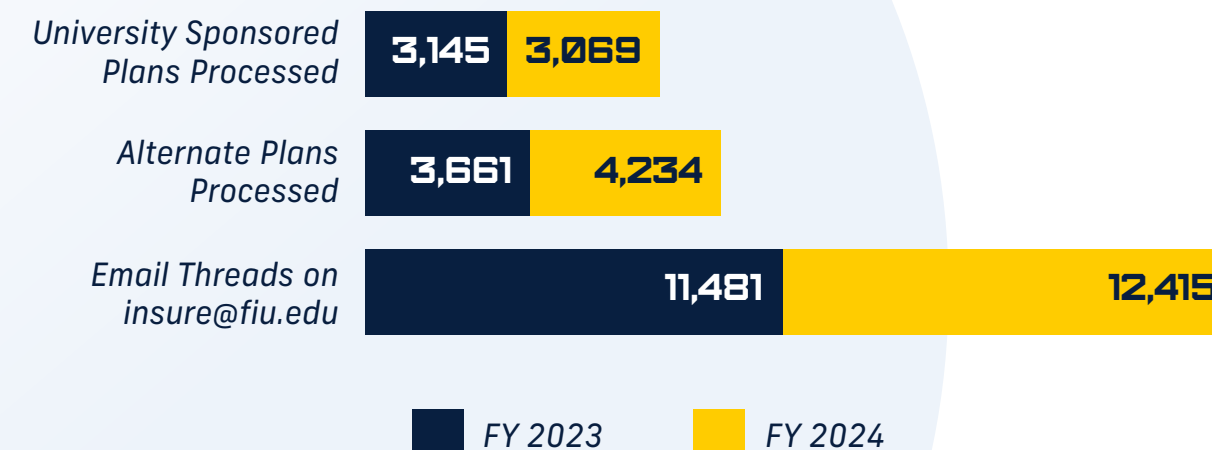


HEALTH COMPLIANCE

Holds and Waivers

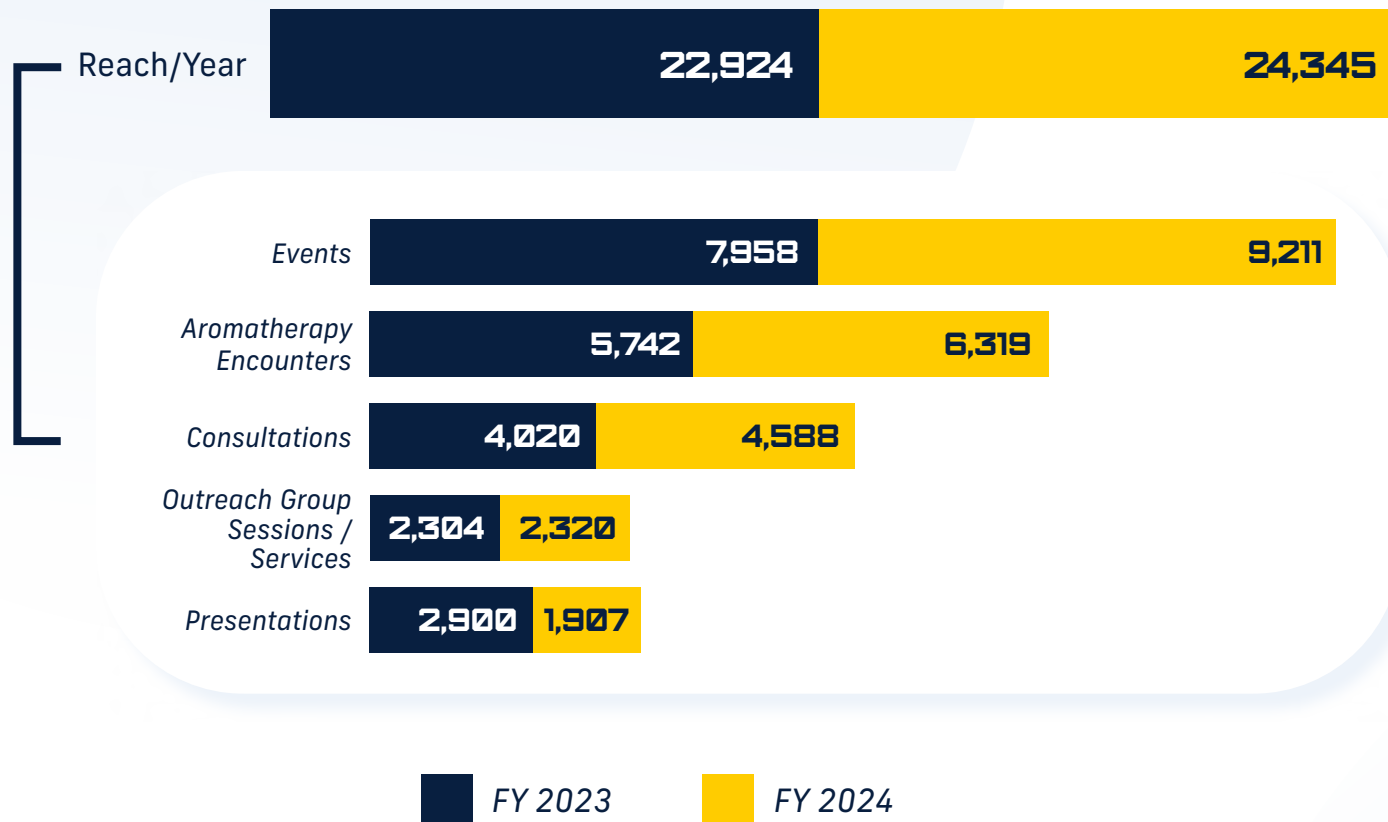


International Insurance

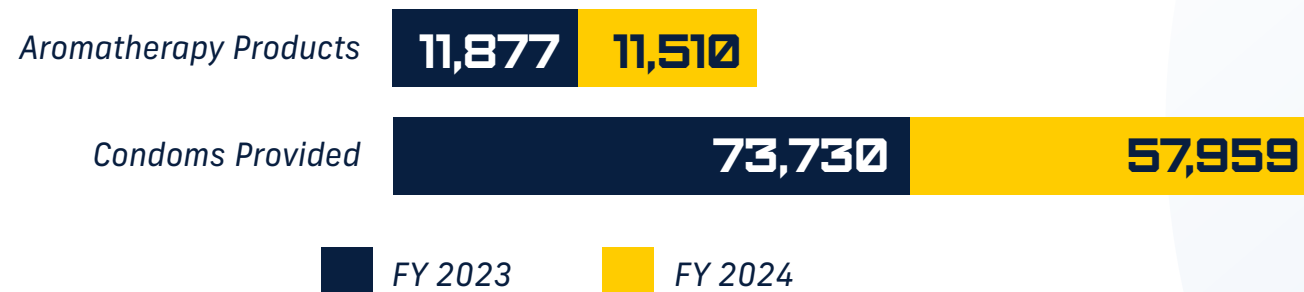


HEALTHY LIVING PROGRAM

Total Reach



Additional Reach



Top 5 Outreach Events



Fall 2023
1,535
First Night

Though this was not an HLP hosted event, the team attended this event on behalf of SHW to promote the services offered.



Fall 2023
339
HLP Housing Fair

This collaborative event with Residential Life and SHW Marketing promoted the services HLP offers in addition to the major topics the office covers.



Fall 2023
327
Who the Health is HLP?

This event celebrates HLP and all that it offers to the FIU community.



Fall 2023
250
Sex and Your Health

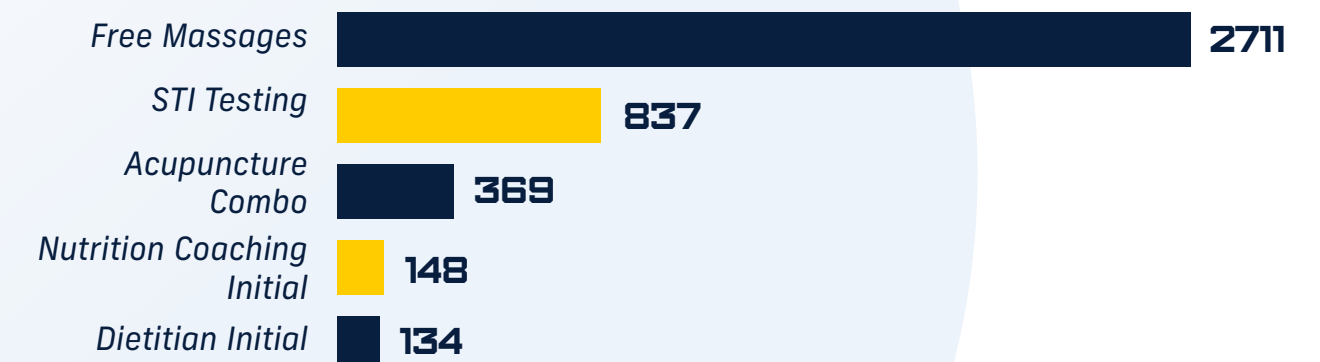
This event educates students on sexual health and consent.



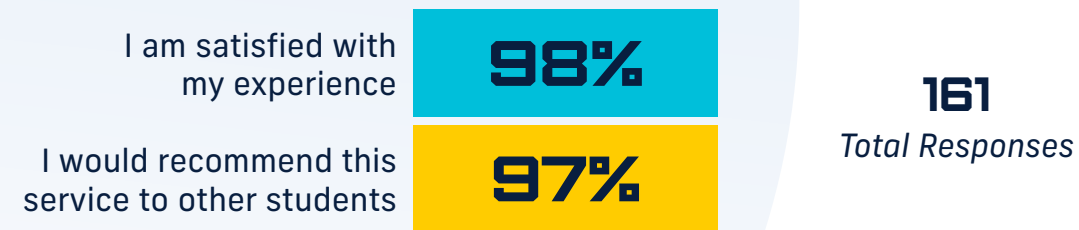
Spring 2024
286
Baes, Besties, and Boundaries (BBB)

This event focuses on healthy relationships and boundary implementation.

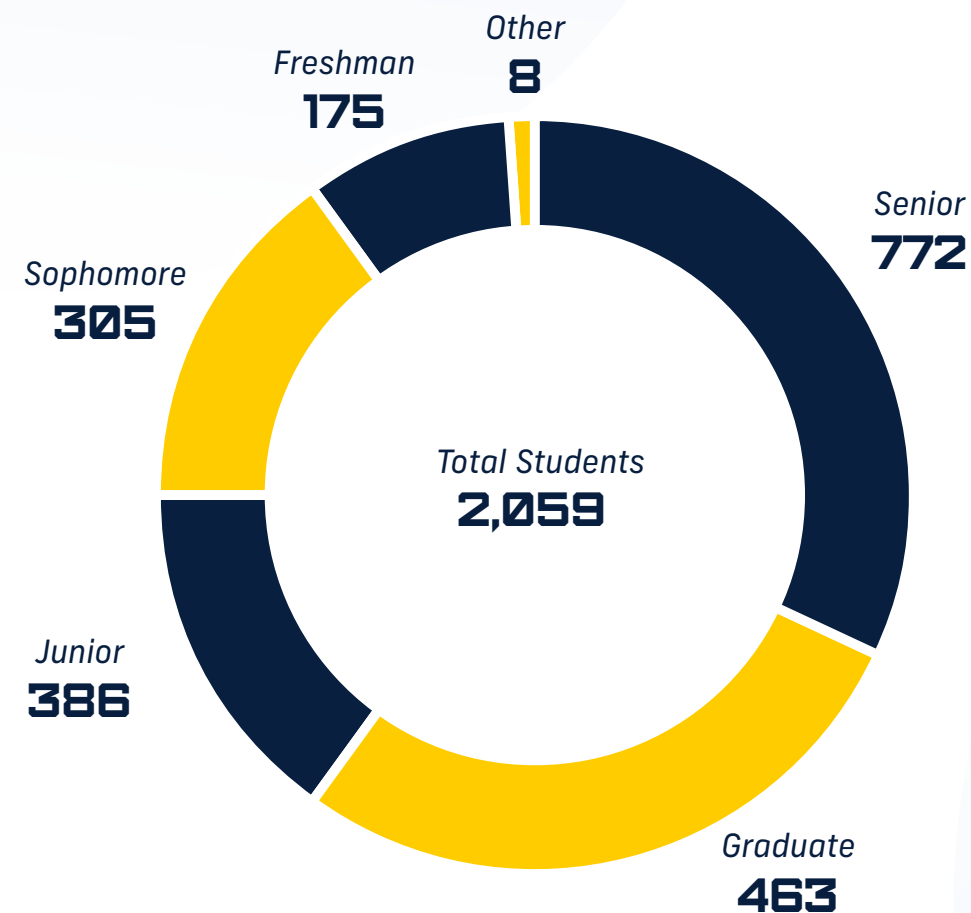
Top 5 Services



Student Satisfaction



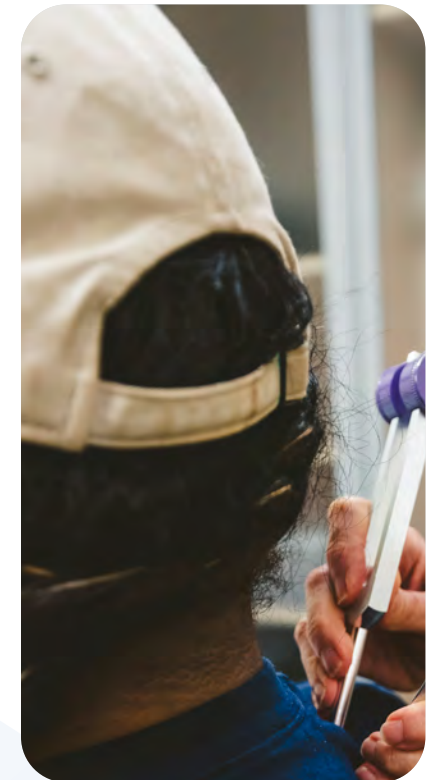
Student Demographics



For HLP encounters, visits, and consultations:
HLP Outreach encounters are not included.

GOALS

- HC will develop a presentation to better orient international students about the US health care system and will work with ISSS to conduct the presentation during their orientation sessions.
- HC will work with the FIU IT Security Office to explore the use of WhatsApp Business to better communicate with international students regarding pending holds.
- HLP will continue to work with SHWIT to make more HLP appointments schedulable online.
- HLP group health education consultations will be implemented by December 2024.
- By May 2025, recruitment for Panthers for Recovery (P4R) members will be completed, organizational documents reviewed and updated, and the student organization will be ready to apply for official recognition for the 2025-2026 academic year.
- SHWIT will work with the FIU IT Security office to complete the installation of the new firewalls.
- SHWIT will work with PyraMED to improve the utilization of some new features and workplaces in the EMR to improve data analysis.



STUDENT CONDUCT AND ACADEMIC INTEGRITY

Student Conduct and Academic Integrity (SCAI) promotes community, civility, respect, and accountability. SCAI educates our community members about the Student Conduct and Honor Code and the value of respecting others. Through the student conduct process, we hold students and student organizations accountable for their behavior in a fair and developmental manner while upholding the rights of the community.



Modesto A. Maidique Campus
Graham Center 311
Phone: 305-348-3939

scai.fiu.edu

OVERVIEW

The Office of Student Conduct and Academic Integrity (SCAI) overcame multiple challenges to start the fiscal year, including an influx of investigations related to organization misconduct and multiple vacancies in full-time roles. Even with these challenges, SCAI was able to accomplish most goals that were set last year and is now in a favorable position entering the upcoming fiscal year. The notable accomplishments from this past fiscal year include:

- Two revisions of FIU Regulation 2501.
- Onboarding of seven full-time positions.
- Increased focus on prevention efforts and awareness for the Student Conduct and Honor Code.

With a larger staff, SCAI has been able to increase prevention efforts and bring awareness to the campus community on the Student Conduct and Honor Code. In the last three months of the fiscal year, SCAI developed interactive programs that brought light to case trends on campus, while also collaborating with campus partners and their respective programs, to issue SCAI branded materials. As reflected in the programming and outreach data in this report, SCAI was able to surpass last year's participant numbers even without being able to present at all incoming first-year orientations for Summer 2024.

Achievements

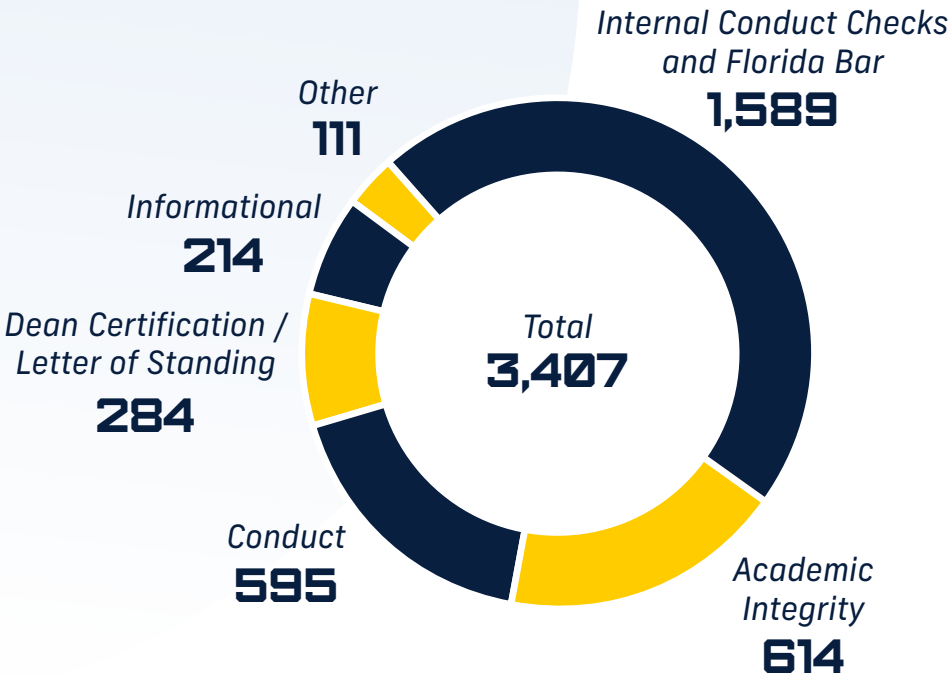
- The FIU Board of Trustees approved two amendments to the Student Conduct and Honor Code over the course of fiscal year 2023 – 2024.
- SCAI saw an increase in applications for the Student Conduct Committee (SCC) compared to the previous fiscal year. SCAI received 86 applications during FY 22-23, whereas in FY 23-24 SCAI received 150 applications of which 51 were accepted. The goal was marked as partially completed due to the majority of applicants being students and not all applicants following through with SCAI's requirements to join the SCC.
- SCAI set a goal to issue charge letters within sixty (60) calendar days of an incident report being submitted. By the end of the fiscal year, SCAI was issuing charge letters between thirty (30) to forty-five (45) days from when an incident report was submitted. Charging timeframes continued to be reduced over the course of the fiscal year due to additional full-time staff being hired and trained.



UTILIZATION



Case Totals

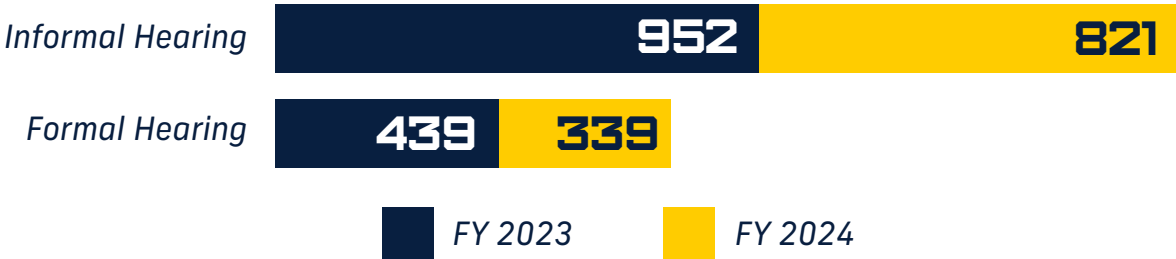


Compared to FY 2023, SCAI observed a decrease in academic and behavioral misconduct cases. Although the percent decrease in academic misconduct cases was far more significant than behavioral misconduct cases, there are multiple factors that may have contributed to this decrease. A likely cause for the decrease in academic misconduct cases is the return to in-person instruction. In-person instruction has reduced the number of cases SCAI has received involving alleged cheating on proctored exams by Honorlock. In addition, SCAI also modified their internal process for opening and adjudicating cases. During FY 23-24, SCAI addressed matters with multiple incidents of academic and/or behavioral misconduct under one case, should the incidents have occurred in the same semester and had yet to be charged. This change in process allowed for fewer meetings with the Respondent and a quicker turnaround in adjudicating an alleged violation of the Code. SCAI will look to monitor these trends in the upcoming fiscal year to determine if these factors contribute to a similar volume of cases in FY 24 – 25.

File IDs - Fall
737

File IDs - Spring
1,081

Resolution Methods



	Academic Misconduct	Behavioral Misconduct
Administrative Hearing	105	153
Student Conduct Committee Hearing	62	19
Summary Resolution	410	411

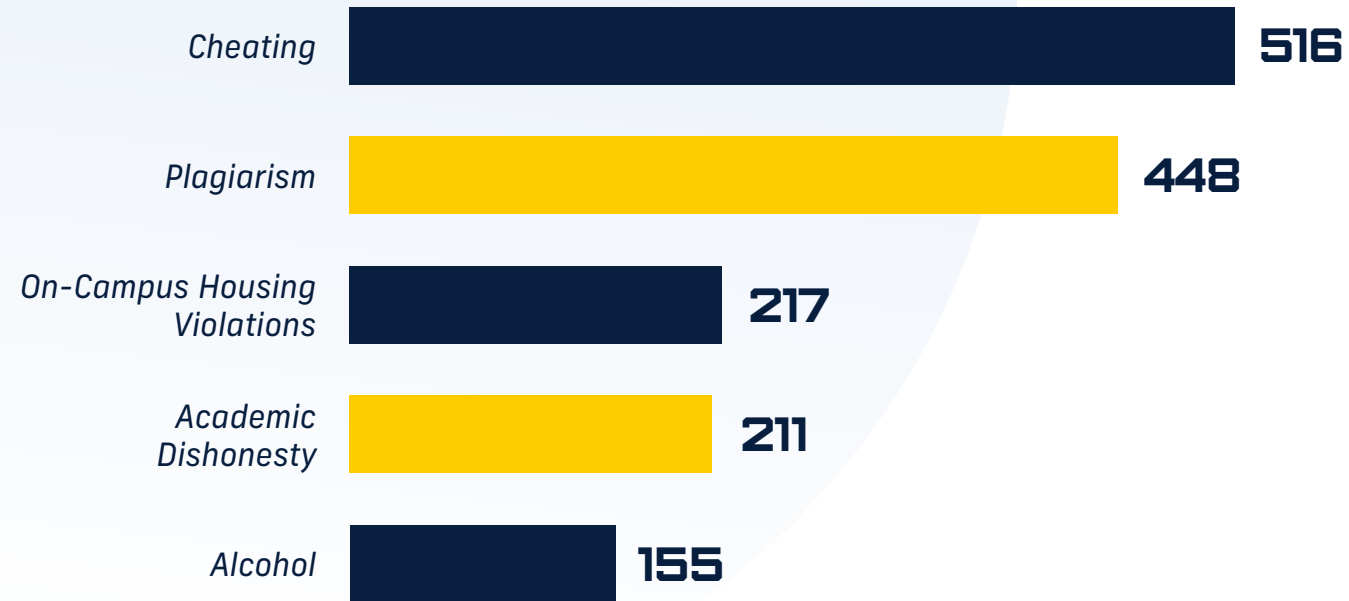
The percent decrease in cases adjudicated can be attributed to staffing challenges during the first half of FY 23 – 24. The data for the second half of the fiscal year shows a steep increase in the number of cases adjudicated. The number of informal hearings completed in the second half of the fiscal year more than doubled compared to the first half. This can be attributed to new staff members being on-boarded, trained, and adjudicating their respective caseloads.

As of June 27, 2024, SCAI had 413 cases pending adjudication.

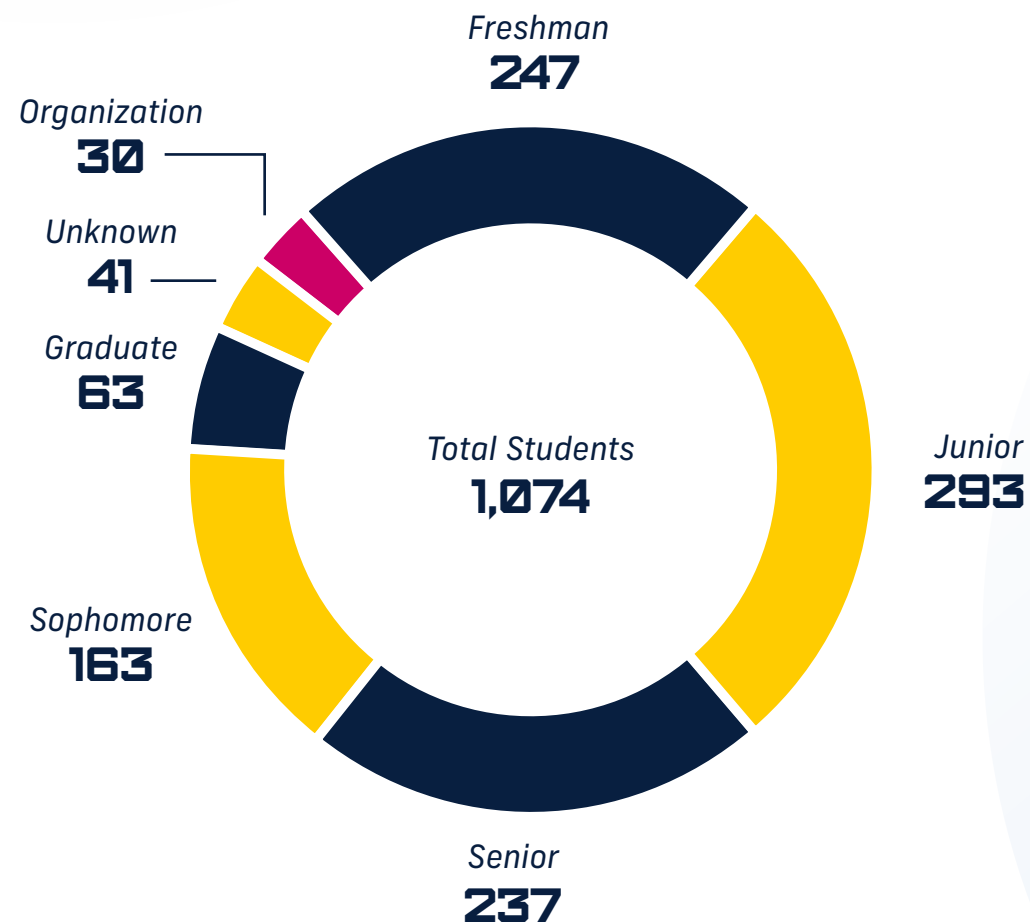
Programming and Outreach

	Number of Events	Number of Participants
Tabling Sessions	23	2,354
Training Presentations	35	4,270

Top 5 Total Assigned Charges



Respondent Classification



GOALS

- Beginning August 2024, SCAI will be delegating authority to the Office of Housing and Residential Experience to adjudicate violations of on-campus housing policies, as well as certain behaviors under the Student Conduct and Honor Code. This transition will partially alleviate the caseload managed by SCAI, while also fostering relationships between residents and their Residential Experience staff members.
- SCAI will be developing a programming calendar for the 24 – 25 academic school year. This calendar will include signature programs, such as International Day of Action for Academic Integrity and Summer B Kickoff with SCAI. These programs will also include interactive activities, pop-up events, and passive programming with giveaways of Know the Code apparel.
- Throughout FY 24-25, SCAI will be conducting an intentional review of all Maxient configurations for the University. This review will assist in ensuring that Maxient users are using the latest features available on the platform and improve the services provided to our students. One of the main features that will be rolled out prior to Fall 2024 will be a paperless appeal process. All appeals will be submitted via a Maxient reporting form, which then will be routed to the University staff member responsible for notifying an Appellate Officer of an appeal.





STUDENT HEALTH CLINICS

The Student Health Clinics offer affordable, accessible, and student-focused care, providing treatment for acute illness, routine health visits, psychiatric care, and services like PPDs and vaccinations to meet program requirements. Our commitment extends beyond immediate care; we promote healthy lifestyles through education, mentorship, and research to empower students to thrive academically and personally.

We continuously assess the diverse and evolving needs of our student population, adapting our services to ensure comprehensive, holistic care in a supportive and innovative environment. By partnering with university and community resources, we ensure personalized support for each student's unique health needs, fostering both their well-being and success.

Modesto A. Maidique Campus

Student Health Center

Phone: 305-348-8385

Biscayne Bay Campus

Health Care Center

Phone: 305-919-5620

studenthealth.fiu.edu



OVERVIEW

During the 2023-2024 academic year (FY 24), the Student Health Clinics (SHC) continued their second year under the management of Student Health and Wellness (SHW). SHC provided 14,890 active appointments and 20,727 patient encounters, marking a 3% increase in active clinical appointments. Primary care appointments rose by 5%, and behavioral health appointments saw an 8% increase, highlighting the growing demand for psychiatric services among students.

SHC employs a holistic patient care approach, addressing physical, mental, and emotional well-being. Significant time is allocated during each visit to promote health awareness among students.

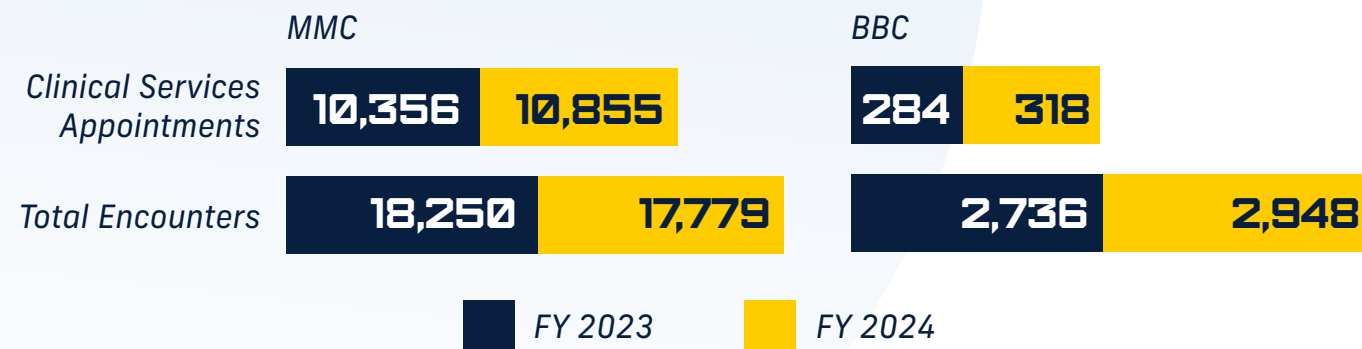
Patient experience surveys indicated that 89% of patients gained valuable insights and skills to improve their health and wellbeing, and 88% reported the services they received helped them achieve their academic goals.

Achievements

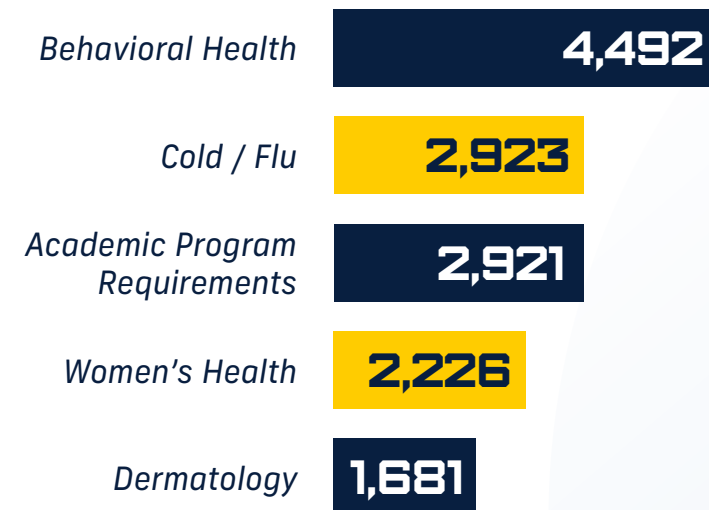
- Utilized new technology with Visual Dx to enhance dermatology consultations using AI technology.
- Introduced a standardized ADHD assessment method, to ensure consistent evaluation across providers and offer affordable testing, enabling students to receive accurate diagnosis and treatment.
- Hosted 14 students for health sciences rotations and provided 8 clinical shadowing opportunities to medical residents, delivering hands-on training and mentorship from expert staff. These experiences are pivotal in shaping future healthcare professionals, equipping them with practical skills and insights in a premier teaching environment.
- Conducted training to enhance cultural competency and sensitivity among SHC healthcare personnel, focusing on providing healthcare to LGBTQA+ students and trauma-informed care.
- Hired three new primary care Advanced Practice Registered Nurses (APRNs), a full-time Psychiatric Mental Health Nurse Practitioner, three full-time Medical Assistants, and three Patient Access Representatives. These additions extended clinical hours, enhanced appointment availability, boosted efficiency, and streamlined patient flow.
- Implemented a new integrative care consent and acknowledgment form to enhance communication and information sharing among SHW departments. This ensures that SHW providers, if appropriate, can access relevant information, improving care coordination, reducing errors, and allowing for more personalized treatment plans and better health outcomes.

UTILIZATION

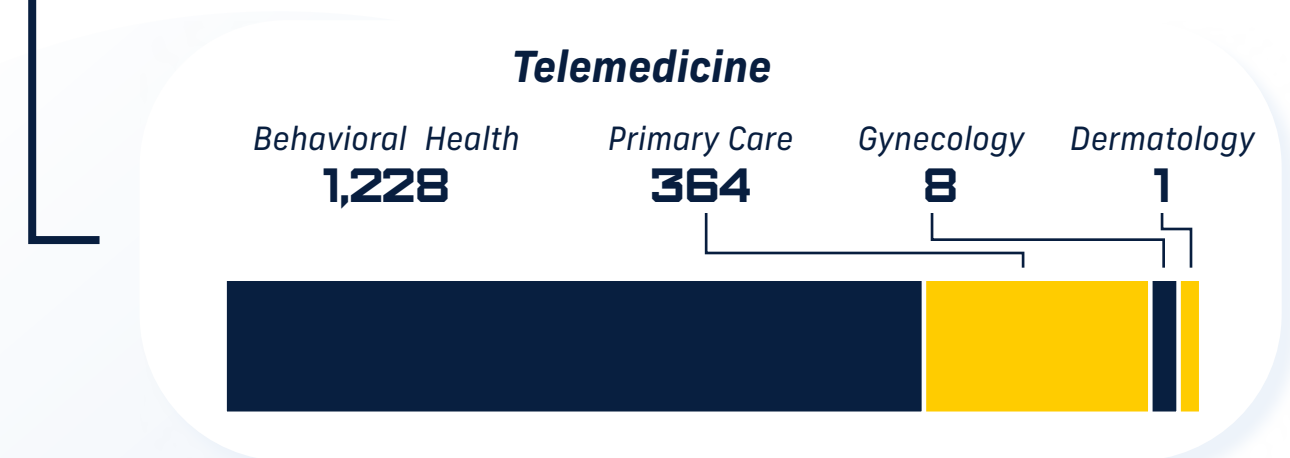
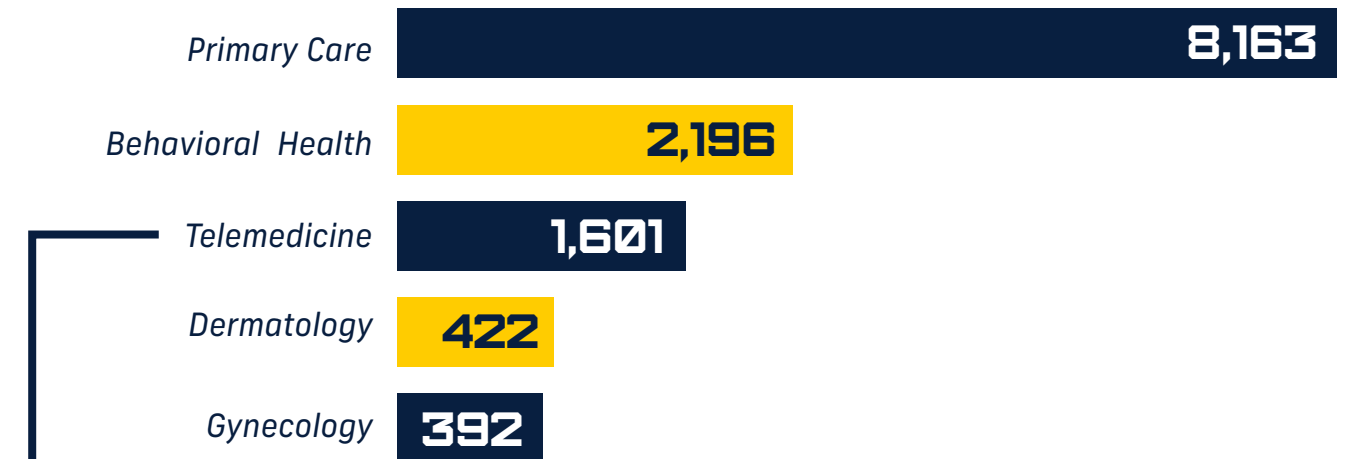
Clinical Appointment Overview



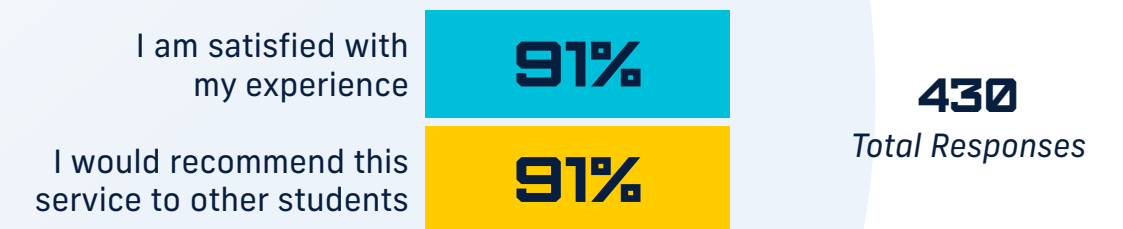
Top 5 Reasons Students Sought Services



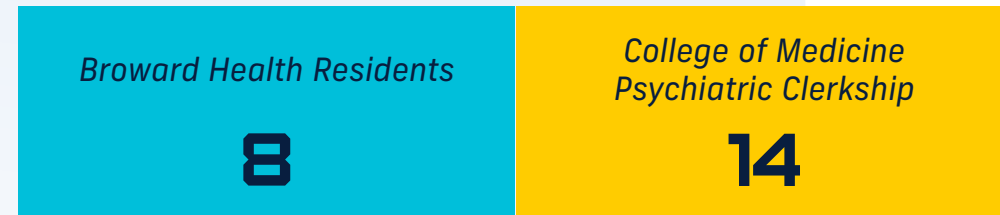
Total Appointments by Type of Clinical Care



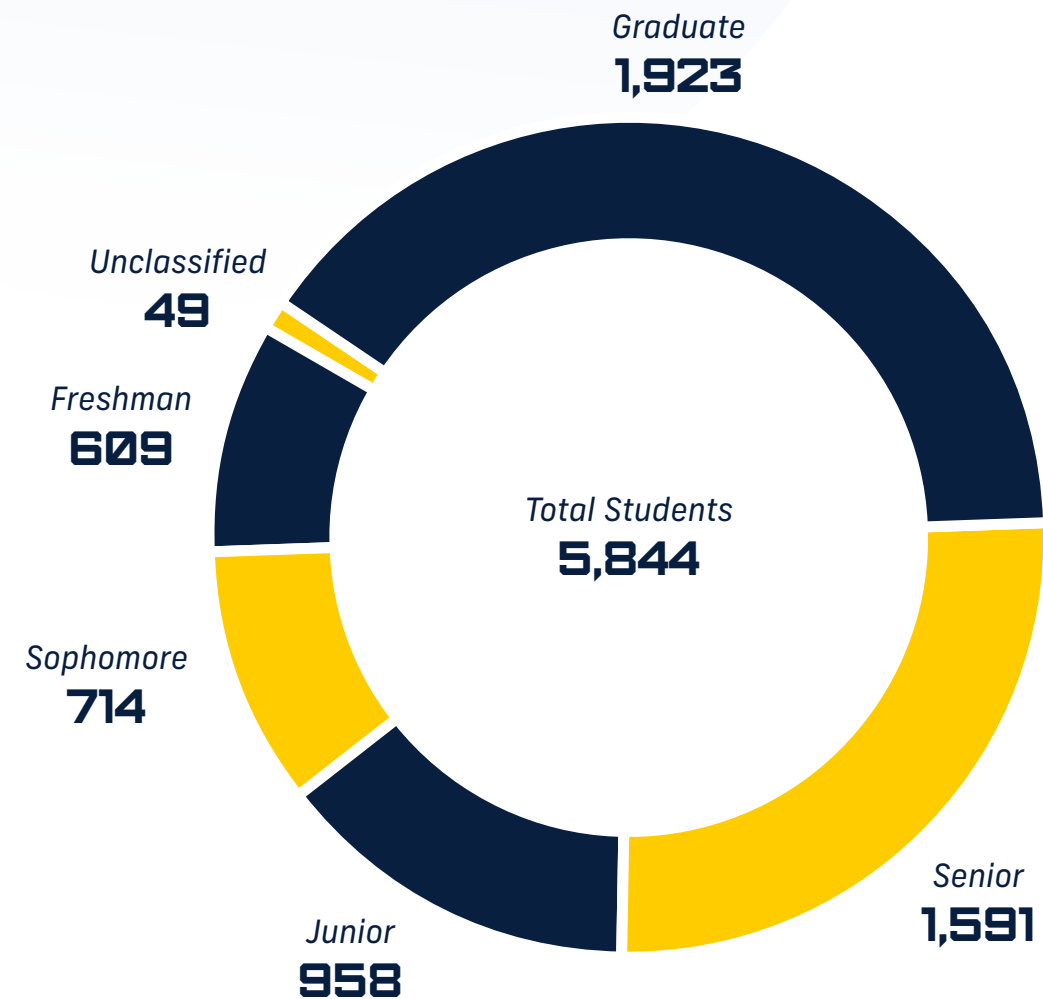
Student Satisfaction



SHC Internship Rotations



Student Demographics



GOALS

- Evaluate the current fee schedule by analyzing revenue and costs as part of the strategic plan to maintain affordable costs for students. This assessment will lead to the creation of a new fee schedule formula, ensuring that students can access the tests and treatments they need.
- Enhance the patient portal to improve access to information and communication. This will involve reviewing secure messages, identifying necessary automated messages, and exploring the potential for enabling patient chat on a trial basis to assess student engagement.
- Continue implementing patient experience surveys to gather feedback and improve service quality, aiming to increase the response rate to better capture student satisfaction and areas for improvement.
- Monitor clinic utilization to determine service demands along with seasonal variations. Analyze appointment attendance to identify patterns of missed appointments or no-shows. Assess current resources to meet student needs by working collaboratively with CAPS, VEP, and HLP for an integrated care model.



SHW MARKETING & COMMUNICATIONS

The marketing unit supports the mission of Student Health & Wellness by providing expertise to the units in terms of design, promotion, market research, and distribution. We work in collaboration with all SHW departments to create the highest quality print and digital products while always thinking of our target audience. We uphold the brand guidelines of the university as well as our internal brand.



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OVERVIEW

This year was a busy and challenging time, but one full of accomplishments for the SHW Marketing team. We were happy to get a couple of major projects completed and see new initiatives take shape.



Achievements

- Revamped the Panther Resource Navigator to include custom illustrations and online resources.
- Completed SHW master communications calendar.
- Surpassed 1000 followers on our text subscriber list, successfully completing 33 text blasts.
- Recruited a new batch of SHW Influencers.
- Helped plan and promote the annual Out of the Darkness Walk on March 16, 2024.
- Completed the process of relaunching the Health & Wellness Marketing Micro Credential.
- Designed and distributed several educational campaigns such as Alcohol Awareness, Tailgating Safety, Suicide Prevention, and Hazing Prevention.
- The initiative to reach more men was a success. From the data gathered from Panther ID collections during several events, we increased the number of men we reached through our events by 10%.

UTILIZATION

Requests

106

SHW presentations requests

53

SHW tabling requests

49

Material requests

363

SHW internal marketing requests (including website updates, graphic requests, etc.)
This number does not include requests placed via email.

Surveys

The Marketing & Communications team utilizes educational surveys during SHW events that are designed to raise awareness and promote healthy habits. Each survey consists of 3-5 questions, providing immediate feedback and correct answers to enhance learning.

Additionally, the surveys serve as a marketing tool, allowing students to click links to explore services that interest them. Lastly, by collecting Panther IDs, we track our impact on the target population.

1,453

Survey respondents from outreach events

Social Media

FY 2024 had our most viral post ever. Our Bridgerton spoof video surpassed 10K likes and almost 200K views.

Instagram Analytics

	FY 2023	FY 2024
Engagement Rate Average	4%	4%
Impressions Average	62,327	310,564
Follower Count (End of Year)	10,088	11,428
Average Number of Posts/Month	9.8	9.6
Average Number of Stories/Month	49.4	44.9

Annual Student Health & Wellness Survey

6,477

Annual Student Health & Wellness survey completions

A desire for greater knowledge of services offered by the Health Fee continues to be a major theme in the survey results. Therefore, the following should be considered:

- Continue to roll out a cohesive and comprehensive marketing strategy for Student Health and Wellness to aid in the dissemination of service awareness to include some innovative components:
 - Continue to recruit and develop the SHW Influencer Program.
 - Update the bathroom signs to display information about SHW as a whole.
 - Utilize the data to plan programming and awareness campaigns for the upcoming year, specifically the question on current stressors for students.
 - Have units who provide outreach table/host events in areas that are not typically used for events such as garages, the Paul Cejas Architecture building courtyard, and the Engineering Center’s Panther Pit to aid in message dissemination for students who do not frequent popular spots on campus.
 - Continue to work with FIU Online to remind our online students about services available to them.
 - Continue to grow the text-based communication service.
 - Continue to utilize the FIU App at least once more per year to create awareness about SHW services amongst students, faculty, and staff.
- Create/revamp the online scheduling process to make it a smooth experience for the end user for all direct services under SHW.
- Consider offering after-hours services (i.e., after 5:00 p.m.)
- Create opportunities for (and/or better explain) walk-in services.
- Continue to offer telehealth and other online services, as this is an area that is highly valued by students.

Based on the last three years of survey results, we have incorporated top trends and recommendations in the 2024-2027 Strategic Plan for Student Health & Wellness. We value your feedback, so please contact us via our feedback form (go.fiu.edu/shwrequests) if you would like to share your input.

GOALS

- Pilot a volunteer program for students.
- Increase followers for both the Instagram account and the text subscriber list.
- Complete a successful run of the SHW Health & Wellness Marketing micro credential.







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