

HEALTH & COUNSELING CENTER ASSESSMENTS & STRATEGIES: **Linked to Health & Learning**

Reviews of Health & Counseling Services

It is a common assumption that assessments are only needed when there is an obvious problem, but **assessments are helpful for identifying and exploring opportunities and strengthening programs and services**, too. When performed with “the big picture” – the health of the whole campus community, and the relationships of health and learning -- in mind, assessments provide campus health and counseling programs with essential insights and strategic recommendations that result in **improved outcomes: better health and more effective learning**.

Reasons to Perform An Assessment

All campus health and counseling programs benefit from periodic assessment by external reviewers, whether they're facing financial or structural problems, coming up for accreditation, experiencing transitions in leadership, or seeking to improve their performance and results by adopting best practices.

Campus health and counseling programs commonly seek assessments in order to:

- Ensure that their values, vision, structure, operational models, programs, services, and organization are aligned with the campus mission and contribute in meaningful ways to the achievement of student learning outcomes
- Address any questions created by previous *and* ongoing changes in administrative or clinical leadership, financing, staffing, and services
- Modify utilization patterns through better marketing, demand management, and service patterns
- Compare current health and counseling resources, programs, and services against benchmarks and best practices from other colleges of similar type, scope, and stature
- Develop a stronger focus on community health and determine better ways to link the work of health and counseling with learning – creating a healthier campus community and a stronger learning environment.
- Make better use of limited resources by reassessing the value and scope of programs and services
- Prepare for the recruitment and appointment of a new director
- Prepare for successful accreditation

What Can Be Achieved

Colleges and universities that conduct regular assessments of their health and counseling programs make better use of resources, develop better systems and structures to understand and respond to the changing needs of emerging generations of students, and effectively support student learning.

Institutions that have partnered with Keeling & Associates to complete an assessment have used our insights and recommendations to produce measurable results:

- Increased student satisfaction with services
- Improved quality and continuity of care
- Administrative support for new facilities, positions, and resources
- Better, easier access to services
- Increased employee satisfaction
- Improved image of health and counseling services within the campus community

Why External Assessments

“You can’t see the field from within the field.”

– Robert Frost.

We don’t think Mr. Frost specifically had health and counseling service assessments in mind when he wrote that line, but he makes a good point.

Outside assessments from K&A provide:

- An unbiased perspective, unaffected by personal prejudices and conflicting interests
- Specialized knowledge and experience from our extensive practice of providing assessments and recommendations for institutions of all types
- The advantage of both historical and national context – K&A not only *knows* trends, but has *led* key developments in both campus health- and learning-related programs and services

To learn more about K&A and our services in this area, please visit www.keelingassociates.com or call us at 212.229.4750.

Related Resources:

- **Information Sheets from Keeling & Associates:**
 - Campus Community Initiatives for **Health & Learning**
 - Stress on Campus: **Increasing Awareness**
 - Executive Recruitment for Student Affairs and Health & Counseling Services: **Linking Resources**