



Conversations that change lives.

Back-to-School TOOLKIT

Your one-stop resource guide
designed to boost
the impact of Kognito's
At-Risk simulations
on your campus.

WELCOME

Welcome to Kognito’s Fall 2016 Back-to-School Initiative. With each new semester comes the potential for new learning opportunities. At Kognito, that means refreshing the focus on mental health and wellness.

It has always been our goal to make our simulations easy to roll out, manage, and assess. We know that the more people who use our simulations, the better we can support academic performance, retention, and campus safety.

This year, in addition to our Back-to-School Webinar, we have created the Back-to-School Toolkit. It is a one-stop resource guide filled with information to help you get the most value and impact out of your *At-Risk for Students* and *At-Risk for Faculty & Staff* simulations.

This toolkit includes:

- **Launching Simulations: Tips & Tricks** page 2
- **Talking Points** page 3–4
- **Social Media** page 5
- **Email & Newsletter Promotions** page 6–7
- **Promotional Flyers** page 8–9

We hope you find this information useful. Please feel free to contact your Kognito Account Manager for additional support throughout the year. It is our goal that all of our campuses achieve exemplary results in the 2016–17 school year.

Best regards,

Brian Nido
Director, Client Experience

LAUNCHING SIMULATIONS: TIPS & TRICKS

3 SIMPLE WAYS TO IMPLEMENT THE *AT-RISK* SIMULATIONS ON YOUR CAMPUS



WHY ARE THE *AT-RISK* SIMULATIONS IMPORTANT?

- **Academic Achievement**—The *At-Risk* simulations have been proven to be effective in helping users connect students in distress to the support they need.
- **Student Retention**—Students experiencing psychological distress are more likely to drop out or take time off. Connecting students to support helps keep them in school.
- **Campus Safety**—A healthy campus is a safe campus. The *At-Risk* simulations support student mental wellness.

WHAT WORKS: FIELD NOTES FROM OUR CAMPUSES

Hundreds of campuses have been successful in rolling out the *At-Risk* simulations. We are happy to share the secrets of their success.

GET SCHOOL LEADERS ON BOARD	SPREAD THE WORD	INCENTIVIZE
<ul style="list-style-type: none">• Urge the Chancellor, Provost, Dean, or Vice President of Student Affairs to send an email to all faculty and staff requesting participation (see page 6)• Work with HR and Residence Life to integrate the simulations into new staff on-boarding and student orientation• Engage professors to use the simulation as part of their coursework	<ul style="list-style-type: none">• Engage student groups (e.g., Greek Life, Active Minds, honor societies, athletic teams, student veterans) to help promote the simulation• Utilize social media to help increase awareness (see page 5)• Feature information on your school website and in school publications (see page 7)• Distribute or post flyers around campus (see pages 8 & 9)	<ul style="list-style-type: none">• Partner with on-campus businesses to offer freebies or discounts to individuals who present a Certificate of Completion• Enter those who complete the simulation into a raffle for a chance to win an iPod or Kindle• Throw a pizza party for departments or residence halls that reach 100% participation

HELP IS AVAILABLE. If you need assistance or more ideas, contact your Account Manager at **212.675.9234** or **info@kognito.com**

TALKING POINTS

ENGAGE STAKEHOLDERS ABOUT THE VALUE OF THE *AT-RISK* SIMULATIONS WITH THESE FACTS AND STATS.

1

Why should college leadership support the use of the At-Risk simulations?

Explain the prevalence of student mental health issues

- Nearly 40% of college students have symptoms of depression that impact their performance
- More than 1,000 suicides occur on U.S. college campuses each year. Veteran and LGBTQ students are the highest risks.

Emphasize the connection between mental health, academic performance, retention, and safety

- Depressed and anxious students are more likely to be absent, take semesters off, or drop out
- 25% of students who drop out with a GPA below 3.0 have a mental illness
- Only 40% of students with a mental illness seek help
- A mentally healthy campus is a safer campus

Request that college leadership issue a Statement of Support *(Please refer to the email promotion template on page 6)*

- Supporting the *At-Risk* simulations demonstrates the college's commitment to student wellness
- The *At-Risk* simulations increase student referrals to counseling services and their intentions to refer themselves
- Treating an additional 100 students for depression in a single school year can avert 6 dropouts and save colleges \$240,000 in tuition and fees

BUILDING THE CASE FOR *AT-RISK* SIMULATIONS

See the Kognito report
Benefits of Investing in Student Mental Health
to help discuss the importance of the
At-Risk simulations for campus leadership.

TALKING POINTS CONTINUED

2

How can other college groups engage users?

Human Resources & Department Leadership—Make the *At-Risk for Faculty & Staff* simulation a requirement for tenure and promotion

Residence Life, Student Services & Study Abroad programs—Make the *At-Risk for Students* simulation a requirement for student orientations

Psychology Faculty—Add the *At-Risk for Students* simulation to class assignments

Greek Life—Allow members to receive one-hour community service credits for completing the *At-Risk for Students* simulation

Student Groups—Advocate making the *At-Risk for Students* simulation available to student clubs (e.g., Active Minds, Student Veterans of America) and in courses (e.g., Psychology, Gender Studies, Education)

Student Newspapers—Publish stories about the *At-Risk* simulations during Suicide Prevention Month (September), Coming Out Month (October) and Mental Health Awareness Month (May)

3

Why are the At-Risk simulations unique?

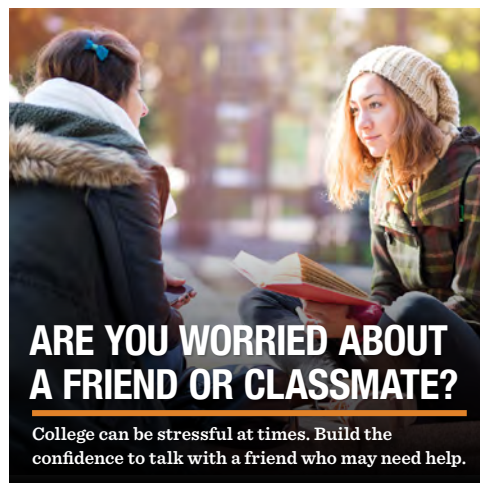
- Emphasize hands-on practice, situated learning and immediate individualized feedback with the convenience of 24/7 online access
- Engage users in conversations with virtual students who have memory and emotion, and can respond realistically to users
- Proven to increase the number of students who are identified, approached, and referred to counseling services
- Provide impactful and engaging learning. More than 90% of users say that they would recommend the simulation to peers.

SOCIAL MEDIA

Below are several different social media copy options and sample graphics that you can use to help promote the usage of *At-Risk* simulations. Modify the **highlighted** text to fit your needs. Please customize the language as you see fit.

- Learn to connect friends to help when #campus struggles start to drag them down. [\[insert link\]](#)
- Be ready to help your #friends with their #collegestress & be #StigmaFree. [\[insert link\]](#)
- Being a #collegestudent isn't easy. Be ready to talk with #friends when the semester gets tough. [\[insert link\]](#)
- College [\[Midterms\]](#) [\[Finals\]](#) can be overwhelming. Learn to listen and connect friends to help. [\[insert link\]](#)
- Adjusting to #campus life can be hard; being a great friend can be easy. [\[insert link\]](#)
- Exams & your workload can be stressful. Learn to help #friends struggling with the pressure. [\[insert link\]](#)
- Learn to help your #friends who feel social pressures. [\[insert link\]](#)
- Classes, relationships, friends, finances—college can be stressful. Are you ready to connect friends to help? [\[insert link\]](#)

To download graphics to post to social media, click [here](#).



*Sample graphics shown on this page are for illustration purposes only. Download graphics to post to social media from link above.

EMAIL & NEWSLETTER PROMOTIONS

Below is sample content you can use for emails, newsletters, or posts on your college website. Here are a few tips:

- Request that the Chancellor, Provost, Dean, or Vice President of Student Affairs send an email to help emphasize the priority of using the *At-Risk* simulations on your campus.
- Send the emails multiple times, such as at the beginning of a semester, during midterms, and during finals.
- Modify the **highlighted** text to fit your needs. Please customize the language as you see fit.

Email: Faculty & Staff

Subject: Are you worried about one of our students?

Dear Colleague:

Students today face increasing pressures that can lead to emotional distress, depression, anxiety, substance abuse, and even thoughts of suicide. As faculty and staff, we can take small steps that make a big difference.

[SPONSOR ORGANIZATION] has adopted an online conversation simulation, *At-Risk for Faculty & Staff*, to help us learn to notice signs of distress, use techniques to discuss our concerns, and, if necessary, refer students to appropriate resources.

At-Risk for Faculty & Staff lets you practice these challenging conversations at your own pace through role-play with virtual students. In a national study of effectiveness, this simulation has been shown to increase the number of student referrals to counseling. It is also listed in the Suicide Prevention Resource Center's Best Practices Registry and under review for inclusion in the National Registry of Evidence-based Programs and Practices.

Open an account **[insert url link]** to take the simulation. It can be completed in multiple sittings and your progress will be saved.

Please be sure to complete the simulation by **[date]**.

If you have any questions or concerns, please don't hesitate to contact me or **[counselor if applicable]** at **[xx@xx.edu]**.

Sincerely,
[Signature]

EMAIL & NEWSLETTER PROMOTIONS CONTINUED

Email: Students

Subject: Are you worried about a friend or classmate?

Dear Student:

College can be stressful at times, but have you ever been truly concerned for a friend? Would you feel comfortable expressing your concerns and motivating your friend to get help? It can be difficult to deal with these kinds of issues, but an effective conversation can help more than you think—it can help change someone’s life.

At [INSTITUTION] we want to make sure that we can all recognize signs of distress and know what to say if a friend needs help. *At-Risk for Students* is an online simulation that lets you practice conversations with a virtual student, so you’ll know what to say in real life. You’ll learn how to determine when a friend needs help, how to talk with a friend who you’re worried about, and where you and your friend can turn to for help.

To complete the simulation, follow the instructions below:

- Go to [YOUR SIMULATION HOME PAGE]
- Create a New Account
- Use Enrollment Key: [YOUR ENROLLMENT KEY]
- Follow the on-screen instructions
- Choose your simulation and click “LAUNCH”

If you have any questions or concerns, please don’t hesitate to contact [counselor if applicable] at [xx@xx.edu].

Thank you,
[Name] [Title]

Newsletter or Website: Suggested language to promote availability of At-Risk on Campus

CONVERSATIONS CAN CHANGE LIVES

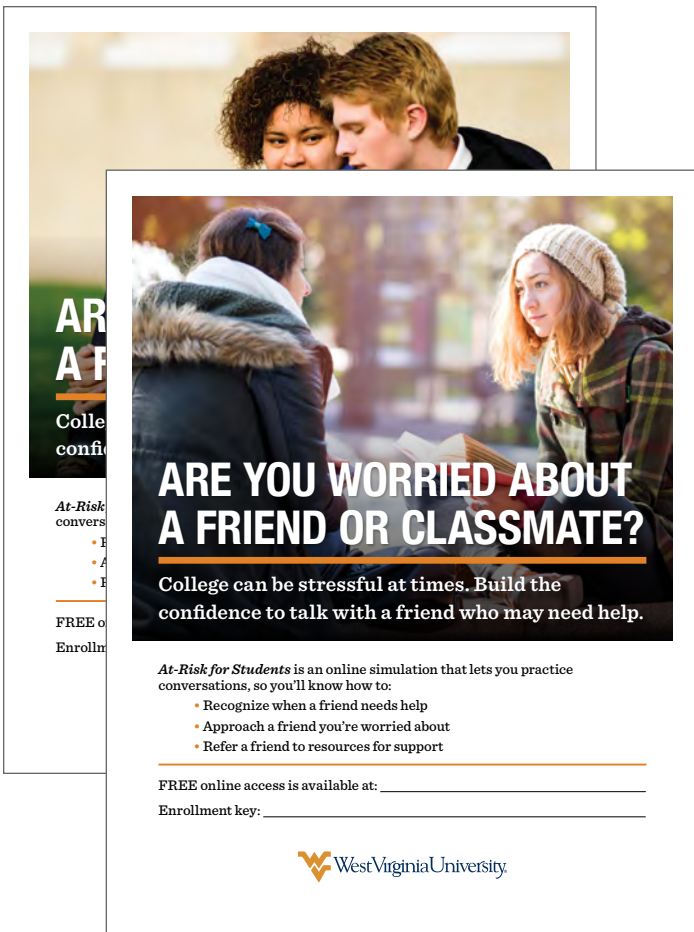
Have you ever been worried about a student or friend on campus? Faculty, staff, and students are in an ideal position to recognize when someone is struggling emotionally and may need help. [SIMULATION NAME] is an online simulation that lets you practice conversations with a virtual student, so you’ll know what to say in real life. [SPONSOR ORGANIZATION] is making this program available to [SPONSOR LEARNERS] to help create a safer and more supportive campus. To access this free resource, visit [URL of counseling center page] or contact [program champion] at [xx@xx.edu] for more information.

PROMOTIONAL FLYERS

Below are sample flyers* you can use to increase awareness and usage of *At-Risk for Students*. The flyers can be customized with your portal URL and enrollment key, and can be printed with or without your institution's logo.

To download printable 8.5" x 11" PDFs, click [here](#).

Please note: To customize the flyer with a PDF of your institution's logo, you will need to use Adobe Acrobat Pro. To add your school-specific information only without a logo, use Acrobat Reader (available free online) and enter your URL and enrollment key. **Need help?** Contact your Account Manager at 212.675.9234 or info@kognito.com.



Flyer with logo for *At-Risk for Students*



Flyer without logo for *At-Risk for Students*

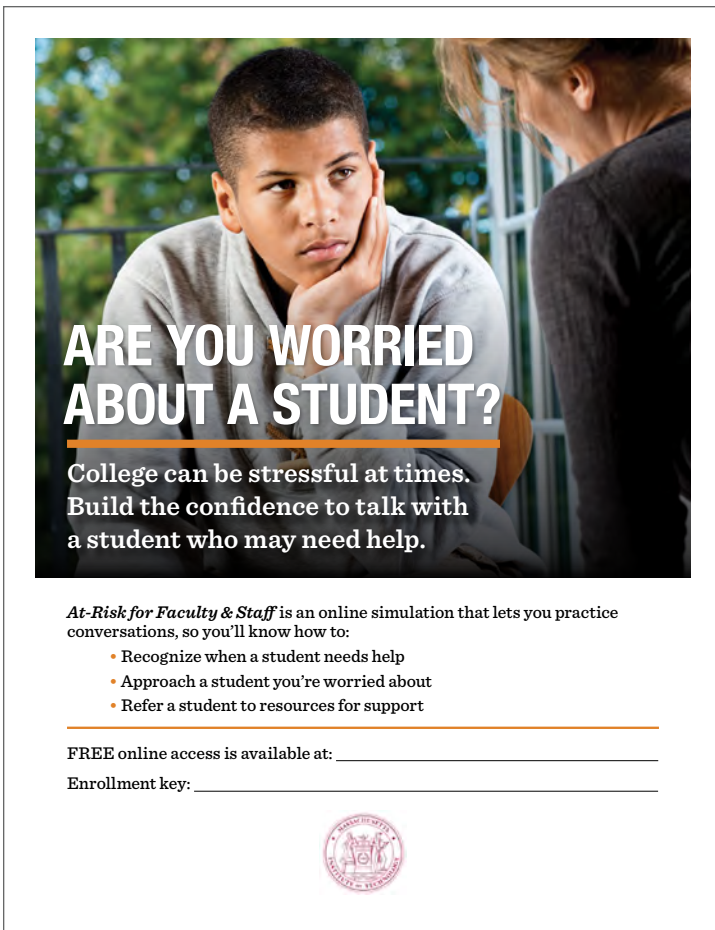
*Samples shown on this page are for illustration purposes only. Printable PDFs contain blank customizable areas.

PROMOTIONAL FLYERS CONTINUED

Below are sample flyers* you can use to increase awareness and usage of *At-Risk for Faculty & Staff*. The flyers can be customized with your portal URL and enrollment key, and can be printed with or without your institution's logo.

To download printable 8.5" x 11" PDFs, click [here](#).

Please note: To customize the flyer with a PDF of your institution's logo, you will need to use Adobe Acrobat Pro. To add your school-specific information only without a logo, use Acrobat Reader (available free online) and enter your URL and enrollment key. **Need help?** Contact your Account Manager at 212.675.9234 or info@kognito.com.



ARE YOU WORRIED ABOUT A STUDENT?


College can be stressful at times. Build the confidence to talk with a student who may need help.

At-Risk for Faculty & Staff is an online simulation that lets you practice conversations, so you'll know how to:

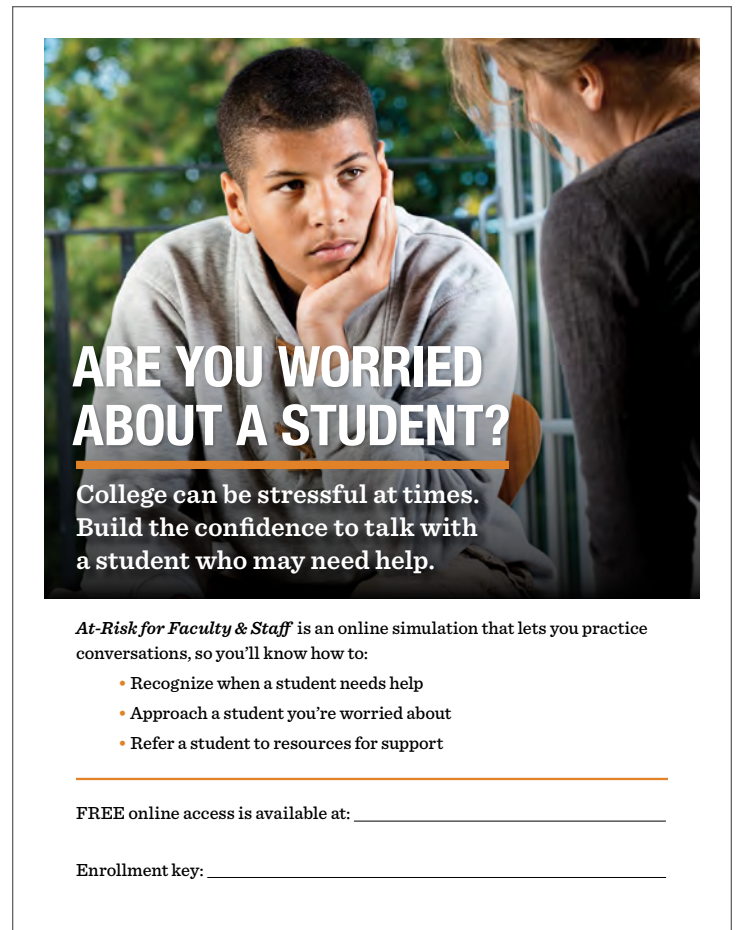
- Recognize when a student needs help
- Approach a student you're worried about
- Refer a student to resources for support

FREE online access is available at: _____

Enrollment key: _____



Flyer with logo for *At-Risk for Faculty & Staff*



ARE YOU WORRIED ABOUT A STUDENT?

College can be stressful at times. Build the confidence to talk with a student who may need help.

At-Risk for Faculty & Staff is an online simulation that lets you practice conversations, so you'll know how to:

- Recognize when a student needs help
- Approach a student you're worried about
- Refer a student to resources for support

FREE online access is available at: _____

Enrollment key: _____

Flyer without logo for *At-Risk for Faculty & Staff*

*Samples shown on this page are for illustration purposes only. Printable PDFs contain blank customizable areas.