



Mission

To support the academic mission of the university by increasing and sustaining all aspects of campus well-being.

Vision

We envision a vibrant university environment, free from violence, supporting student success and culminating in a culture of health where all community members are empowered to advance well-being.

Executive Summary

PCCW 2018-2019

During PCCW's first full academic year, focus was on obtaining campus input, creating a strategic plan, establishing PCCW membership and creating infrastructure for ongoing operation of PCCW.

Five strategic focus areas of health and well-being were established:



Safety



Substance Use



Physical Health



Mental Health



Social Connection

PCCW 2019-2020

PCCW's second academic year translates the broad direction set in year one into operational action. An operating plan was established that reflects the inter-connectedness of the 5 strategic areas and establishes priorities for well-being that build individual, institutional and cultural strengths.

Over 60 active members, including students, staff, and faculty, served on nine work groups that were mobilized to address goals related to NDSU policies, knowledge/data, community building, personal development and physical environments. The work groups made progress toward each goal and identified future steps of action. Although plans were interrupted for 2019-2020, PCCW remains organized for action to help address the challenges to well-being that the NDSU community will face in the "new normal."

2019-2020 PCCW Goals:

Embed health and well-being in all NDSU policies/practices

Increase institutional knowledge about well-being

Facilitate changes needed in the campus physical environment to better support well-being

Strengthen campus community of well-being through increased information, communication, collaboration

Provide health and well-being education and engagement opportunities for students, faculty and staff

2019-2020

PCCW Work Groups

1

CALL FOR RESEARCH

Engage with faculty and graduate students regarding research conducted around elements of well-being, look into the opportunity to incentivize continued research, and explore the idea of facilitating a faculty symposium.

2

DATA EXPLORATION

Work to identify well-being measures, continue to explore the current data we already have on campus regarding elements of well-being, and identify the potential gaps and suggest recommendations for data collection and dissemination.

3

WELCOME TO NDSU

Work to embed well-being language and education into employee position descriptions and into the new employee orientation. This will help to create understanding and awareness that well-being is a high priority at NDSU.

4

MAXIMIZING COMMUNICATION

Work to create a better understanding of the current communication tools NDSU has available and suggest ways to maximize the utilization of these tools, while focusing on increased communication around programming and collaborations.

5

ROAD SHOW

Organize and assist in scheduling outreach and presentations to campus groups, departments, organizations, etc. about well-being and PCCW.

6

WELL-BEING AWARENESS CAMPAIGN

Work to implement a social norming campaign addressing all areas of well-being. This group will work with a Marketing and Communication class to develop material and gain student feedback and insight.

7

STUDENT ENGAGEMENT

Continue conversations regarding student engagement and elements of social connection. Special attention will be focused on how to engage those students who are not already involved on campus.

8

HEALTH AND WELL-BEING IN ALL POLICIES

Research health and well-being in all policies, investigate what implementation tools might be needed, and determine how to implement on a college campus.

9

SEXUAL ASSAULT RESPONSE EDUCATION

Implement a survey around reporting awareness and develop an education curriculum for faculty and staff regarding response to disclosure and increase understanding of resources available.

Goal Progress

Each goal is supported by a strategic area of focus and Work Group outcomes.

GOALS

Increase institutional knowledge about well-being

Strategic Areas of Focus:

safety, physical health, mental health, substance use, social connection

Work Groups:

Call for Research, Data Exploration

Completed steps toward goal:

- **Campus Research Symposium on Mental Health scheduled for October 30, 2020**
- Created inventory of data that currently exists about well-being from prior NDSU surveys and studies
- Identified data gaps and submitted recommendation for participation in American College Health Association-National College Health Assessment (ACHA-NCHA)

Future steps toward goal:

- Continue to update inventory and tracking of current research on campus related to health and well-being
- Identify grant opportunities to support research and other PCCW projects
- Planning and implementation of Campus Research Symposium on Mental Health
- Spring 2021 administration of ACHA-NCHA assessment, identifying measures of well-being that will be tracked over time, analysis and dissemination of results

Strengthen campus community of well-being through increased information, communication, collaboration

Strategic Areas of Focus:

social connection

Work Groups:

Maximizing Communication, Road Show, Student Engagement, Welcome to NDSU

Completed steps toward goal:

- **Presented PCCW “Road Show” to over 230 faculty and staff in 14 departments across campus**
- **Established PCCW website**
- Created inventory of NDSU communication methods
- Created sample well-being messaging and made request to embed messaging into President’s communications
- Explored alternate student engagement methods to connect students to services and activities

Future steps toward goal:

- Continue to identify potential audiences and present PCCW “Road Show” to departments across campus
- Ongoing updates to PCCW website
- Investigate the use of myNDSU for expanded student well-being engagement opportunity (vs. adding another tool)
- Determine a centralized go-to place for information about well-being activities and resources
- Incorporate well-being into Office of President communications

Provide health and well-being education and engagement opportunities for students, faculty and staff

Strategic Areas of Focus:

safety, physical health, mental health

Work Groups:

Sexual Assault Response Education, Student Engagement, Well-being Awareness Campaign

Completed steps toward goal:

- Received over 500 responses to a campus wide survey on mandated reporting/awareness and resources
- Collaborated with COMM 377 to develop awareness and education campaign using social norming to address multiple areas of well-being

Future steps toward goal:

- Implementation of well-being awareness campaign
- Finalize and implement information handout and training opportunities on mandated reporting requirements and sexual assault response education

Embed health and well-being in all NDSU policies/practices

Strategic Areas of Focus:

safety, physical health, mental health, substance use, social connection

Work Groups:

Health and Well-being in all Policies, Welcome to NDSU

Completed steps toward goal:

- Incorporated PCCW and well-being into new staff orientations
- Collaborated with PH725 graduate students; created rubric to evaluate policies

Future steps toward goal:

- Embed well-being competencies into employee position descriptions
- Evaluate existing policies using developed rubric
- Incorporate well-being into new faculty employee orientations

Facilitate changes needed in the campus physical environment to better support well-being

Strategic Areas of Focus:

safety, physical health

Work Groups:

No Work Groups were specifically designed around the physical environment as this is addressed through and following the initial PCCW foundational development.

Completed steps toward goal:

- Development of COVID Care Response Team

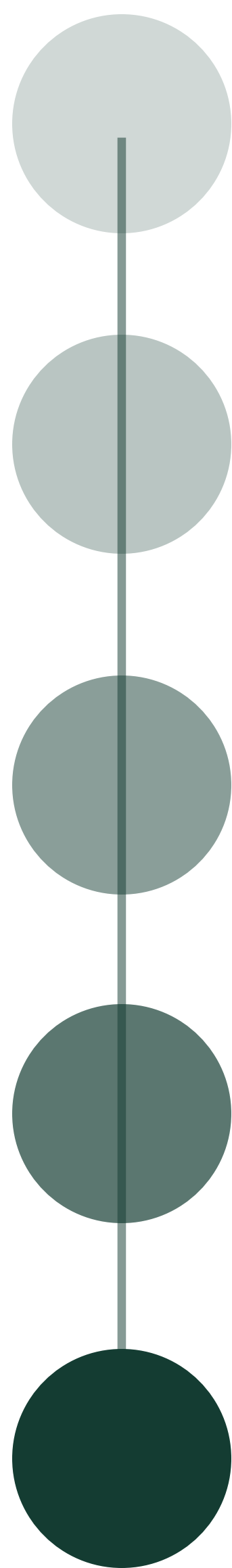
Future steps toward goal:

- Develop specific initiatives around the physical environment
- Continued work of the COVID Care Response Team as needed

PCCW 2020-2021

For the PCCW's third academic year, work groups will continue their progress toward these goals, as well as focusing on the priorities for the year. The work groups will be restructured to maximize their ability to address these goals and priorities, with the merging of three work groups, Maximizing Communication, Student Engagement, and Welcome to NDSU into a new work group, Community Engagement, and the establishment of a new Mental Health work group.

PRIORITIES



Establish measures for campus well-being that provide timely information about progress toward goals

Re-activate Mental Health Work Group and prioritize work for restructured and current work groups

Evaluate supporting structures to enhance collective impact

Support students, faculty, and staff with access to information and resources that support well-being

Understand the well-being priorities of students, faculty, and staff returning to campus as a result of the pandemic through the COVID Care Response Team



Leadership and Operational Support



Laura Oster-Aaland

Vice Provost for Student Affairs and Enrollment Management
Council Co-Chair



Matt Larson

Director of Athletics
Council Co-Chair



Patricia Dirk

Director of Student Health Service
PCCW Operational Administration



Emily Hegg

Assistant Director of Health Promotion
PCCW Operational Administration

Membership

Over 60 active members representing diverse perspectives across campus, including:

- Two faculty members from each academic college
- At least one staff member from selected departments with relevance to PCCW strategic and operational focus
- At least one student from each peer education group, representatives from student government and students with an interest in studying well-being



"Health promoting universities and colleges infuse health into everyday operations, business practices and academic mandates. By doing so, health promoting universities and colleges enhance the success of our institutions; create campus cultures of compassion, well-being, equity and social justice; improve the health of the people who live, learn, work, play and love on our campuses; and strengthen the ecological, social and economic sustainability of our communities and wider society."

Okanagan Charter: An International Charter for Health Promoting Universities and Colleges (2015)