



**Counseling Center  
Strategic Plan  
2014-2017**



**STUDENT AFFAIRS AT ILLINOIS**

# Letter from the Director

Dear Colleagues:

The Counseling Center is proud to play a role in Student Affairs' goal to provide the best possible Illinois experience for the students that we serve. To support our students, we consistently ask ourselves how we can improve upon the treatment we provide and the outreach programming we offer.



1

Emerging adulthood is a very exciting but often challenging time for our students. Our mission statement guides how we approach our interactions with our students as we work with them to ensure they have the resources and tools they need to be their best psychologically, academically, and socially.

It is a testament to the university and the division of Student Affairs that we have so many like-minded individuals and units to collaborate with to ensure our students' lives are enriched from their time at Illinois.

Our Strategic Plan for 2014-2017 highlights how we plan to carry out Student Affairs' larger goals within the Counseling Center. For each goal, we have developed metrics that will allow us to determine our progress toward reaching our goals.

Thank you to the Student Affairs Strategic Plan Steering Committee for providing a useful framework for setting our goals, and thanks to the Counseling Center staff who assisted in the development of our initiatives and carefully thought through our metrics for determining our success.

Sincerely,

A handwritten signature in black ink that reads "Carla J. McCowan". The signature is written in a cursive style and is positioned above the printed name.

Carla J. McCowan  
Director



2

## Mission

The Counseling Center is committed to providing a broad range of high quality, innovative, and ethical services that address the psychological, educational, social, and developmental needs of University of Illinois at Urbana-Champaign students. We also actively contribute to the campus' broader academic mission by training and developing students and professionals, helping build a multicultural learning community, and providing leadership in forming collaborative partnerships among Student Affairs, Academic Affairs, the Graduate College, and Administrative Affairs units.

## Vision

The Counseling Center enhances the overall well-being of students at the University of Illinois.

# Areas of Distinction



## The Counseling Center at Illinois:

3

- Is a comprehensive unit within the Student Affairs division with a full range of programs and services
- Is committed to diversity and social justice
- Values best practices and high-quality clinical services to improve the health and well-being of the campus community
- Provides innovative and creative outreach and prevention services to our student community
- Focuses on student services, learning, and development through our commitment to training and paraprofessional programs
- Is dedicated to fulfilling student needs by ensuring accessibility and ease of obtaining services
- Supports and enhances the mission of the University and Student Affairs
- Is dedicated to continued partnerships with academic units
- Fosters transformative learning experiences, while making a visible community impact
- Is deliberately committed to ensuring a healthy campus community for students and staff

# Guiding Principles



1. We will continue to make strategic investments in the health and well-being of students and the campus community.
2. We will be responsible in our management of resources and employ sustainable strategies.
3. We will continue to collaborate and build intentional relationships with academic units, faculty, staff, and other stakeholders to enhance our outreach programming and services for students.
4. We will maintain our culture of assessment to inform future decision making and continually improve our service delivery.
5. We will embrace creativity, innovativeness and agility as we respond to the mental health needs of our student population.
6. We will engage students in active learning through our training programs that prepare them to be future leaders.
7. We will continue to embrace, engage, and empower communities to value diversity, social justice, and inclusion.
8. We will build and cultivate both internal and external relationships.
9. We will provide innovative and effective clinical services guided by best practices to the campus community.
10. We will embrace an inclusive work environment and foster staff development.



# Goal I: Foster collaboration, discovery, & innovation



5

## *Counseling Center Initiatives:*

- 1.1 Expand relationships with campus organizations and seek additional internal and external collaborative academic partnerships.
  - a. Number of internal collaborative partnerships
  - b. Number of external collaborative partnerships
  
- 1.2 Enhance clinical practice and center-wide programs by utilizing strategic assessment to guide and direct innovative initiatives.
  - a. Document and disseminate quantitative and qualitative evidence of the impact of clinical services
  - b. Document and disseminate quantitative and qualitative evidence of the impact of outreach programs
  
- 1.3 Enhance professional development and cultural competency through the dissemination of psychoeducational information.
  - a. Number of psychoeducation brochures published for internal distribution
  - b. Number of brochure materials translated each year
  - c. Number of attendees at diversity conference and core competency trainings hosted by the Counseling Center



*The Counseling Center prides itself on partnering with other units in Student Affairs and across campus to foster innovation. During the 2013-2014 academic year, several Counseling Center staff were recognized for their collaboration efforts.*

## Goal II: Provide transformative learning experiences



*The Counseling Center strives to provide transformative learning experiences with its training programs, Counseling Center Paraprofessional (CCP) Program, and INNER VOICES Social Issues Theater. Pictured above are our 2013-2014 pre-doctoral interns. Below, CCPs engage in expressive arts therapy.*






## *Counseling Center Initiatives:*

- 2.1 Offer alternatives to traditional therapy such as psychoeducational classes and outreach programs to enhance the student experience and increase well-being.
  - a. Number of students served through integrative health and wellness programming
  - b. Number of student attendees at outreach programming events
  
- 2.2 Create innovative and impactful strategies to assist with student development and approaches to cultural competency including diversity, social justice, and inclusivity, especially through peer-to-peer efforts.
  - a. Number of activities dedicated to cultural competency and diversity initiative
  - b. Number of students participating in activities
  
- 2.3 Expand transformative and integrative learning experiences.
  - a. Number of students in training programs
  - b. Number of student employment opportunities
  - c. Learning outcomes of paraprofessional programs
  
- 2.4 Re-envision and enhance innovative outreach programming that promotes campus-wide wellness while upholding values of diversity, social justice, and inclusivity.
  - a. Number of events through the Inner Voices (IV) Social Issues Theatre program
  - b. Number students served through IV Social Issues Theatre
  - c. Number of students served through innovative alcohol and drug education programs
  - d. Number of students served through the Counseling Center Paraprofessional program

# Goal III: Make a significant & visible societal & community impact

## *Counseling Center Initiatives:*

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- 3.1 Develop our paraprofessional students to be future leaders and advocates for social justice.
    - a. Number of professional clinical trainees for service impact
    - b. Number of students engaged in the Counseling Center Paraprofessional program and the INNER VOICES Social Issues Theatre program
    - c. Number of paraprofessional Tuesday @ 7 Workshops and Workshops on Request (WOR)
  - 3.2 Expand outreach and prevention programming to ensure campus safety and effective crisis response.
    - a. Number of students, faculty and staff trained in responding to distressed and distressing students
    - b. Number of students served through trauma response events
  - 3.3 Demonstrate the impact and effectiveness of clinical services and outreach programming through empirical evidence.
    - a. Distribute data showing outcomes of clinical and group psychotherapy services
    - b. Distribute data showing outcomes of peer-to-peer programming and outreach experiences
  - 3.4 Integrate and fully utilize current technological systems to increase awareness of services, assist with outreach service delivery, disseminate self-help and wellness information, and streamline documentation strategies.
    - a. Number of visits to the website and social media pages
    - b. Number of social media followers
    - c. Number of visits to and time spent watching psychoeducational videos

# Goal IV: Steward current resources & generate additional resources for strategic investment



## *Counseling Center Initiatives:*

- 4.1 Evaluate existing external facilities within the unit to address the needs of students and staff for flexible, responsive spaces.
  - a. Number of external partnerships that provide innovative ideas for using existing facilities
  - b. Funding dedicated to support collaborative partnerships
  
- 4.2 Explore technological opportunities to advance the Counseling Center programs and initiatives.
  - a. Evidence of technology as a method for stewarding human and physical resources
  - b. Document and disseminate quantitative and qualitative evidence of the effects of technology on service delivery

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