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Bridging the Gap: Overcoming Hurdles in College Counseling

October 19, 2023

Today's Panel

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Patten**

Director of Client
Development at Medicat



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Chief Customer Officer
at Medicat

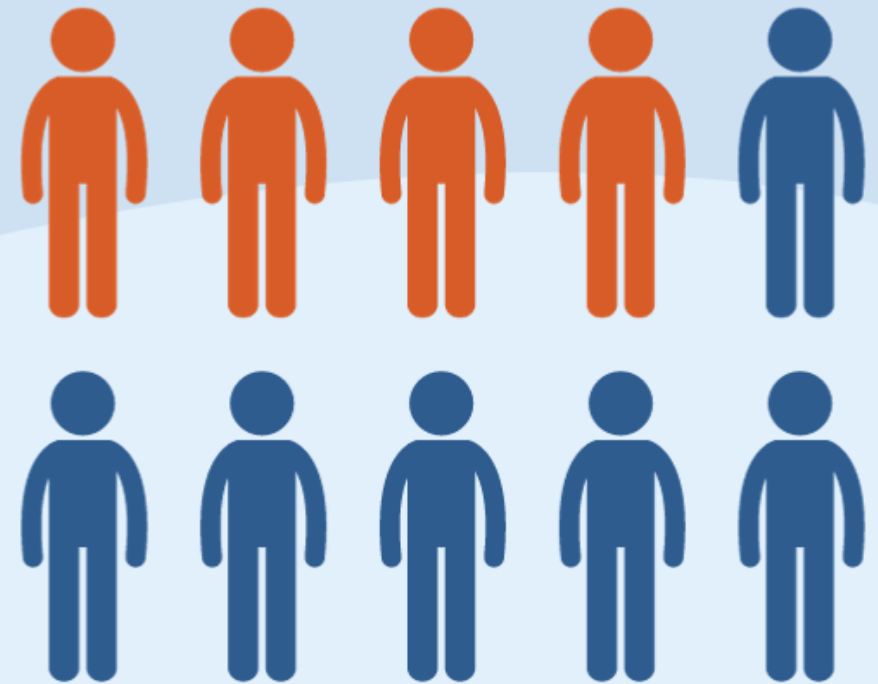


Let's Set the Stage...

4 in 10 college students have recently considered withdrawing from college.

And the number-one reason why?
Emotional stress

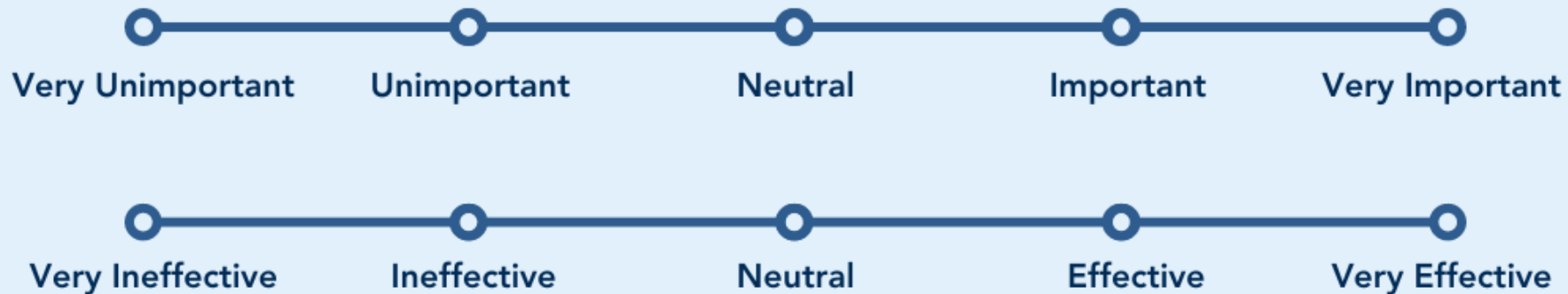
SOURCE: [NEA](#)



About the “Top of Mind” Survey

Goal: To uncover which challenges college counseling clinic leaders feel are most important, plus how effective they are at addressing these challenges.

Details: We surveyed **52** College Counseling Clinic Leaders



KEY FINDINGS

Importance vs. Effectiveness

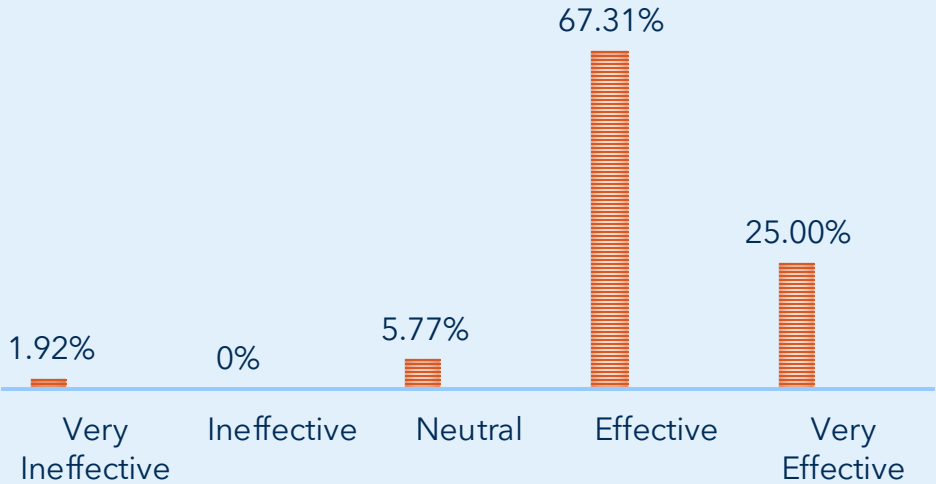
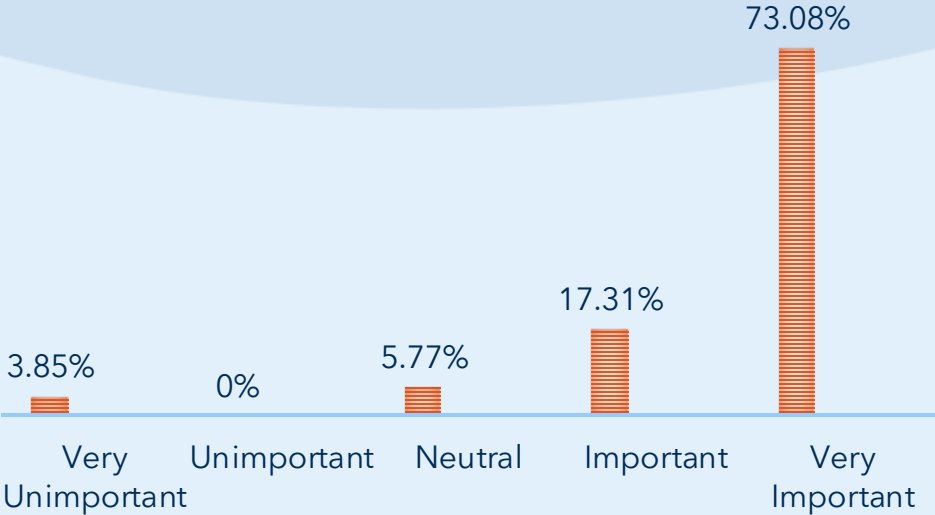
Challenge	% Rated Important or Very Important	% Rated Effective or Very Effective	% Difference
Managing Complex Mental Health Challenges Like Suicidality	90%	92%	+2%
Providing Culturally Sensitive Mental Health Services	88%	73%	-15%
Creating a Supportive Environment for LGBTQ+ Students	88%	77%	-11%
Creating Outreach Events Students Want to Attend	87%	52%	-35%
Using Reports to Paint a Picture of Your Clinic's Impact	81%	38%	-43%
Increasing Awareness and Utilization of Counseling Services	77%	75%	-2%
Supporting Student Athlete Mental Health	71%	52%	-19%
Balancing Student Privacy and Information Sharing Between Clinics	69%	63%	-6%
Optimizing Supervision Training Workflow	58%	50%	-8%
Serving Student Veterans and Service Members	40%	27%	-13%

ADDITIONAL SLIDES: SURVEY RESULTS

Managing Complex Mental Health Challenges

Importance Rating: 4.56

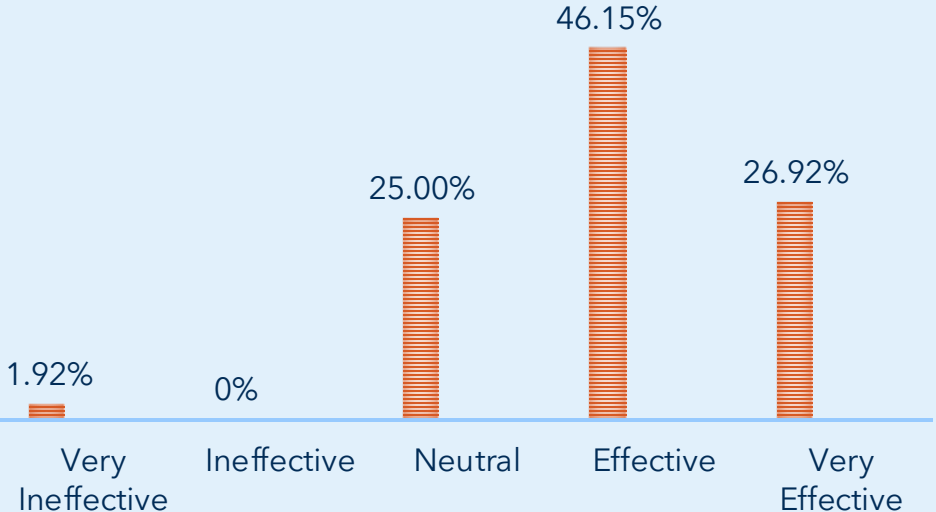
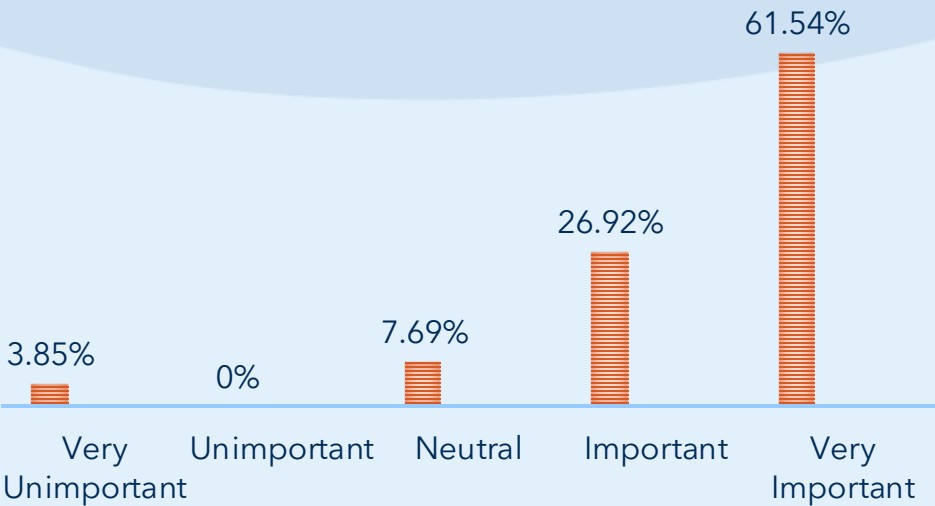
Effectiveness Rating: 4.13



Providing Culturally Sensitive Services

Importance Rating: 4.42

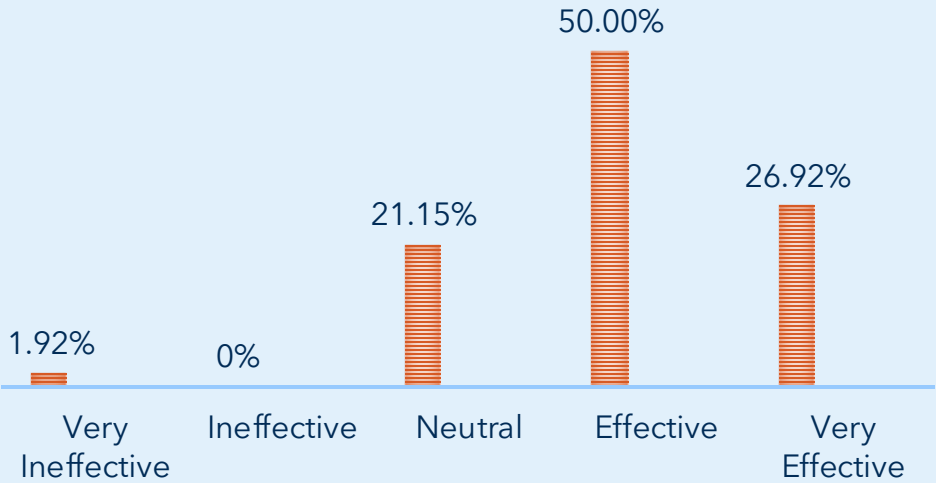
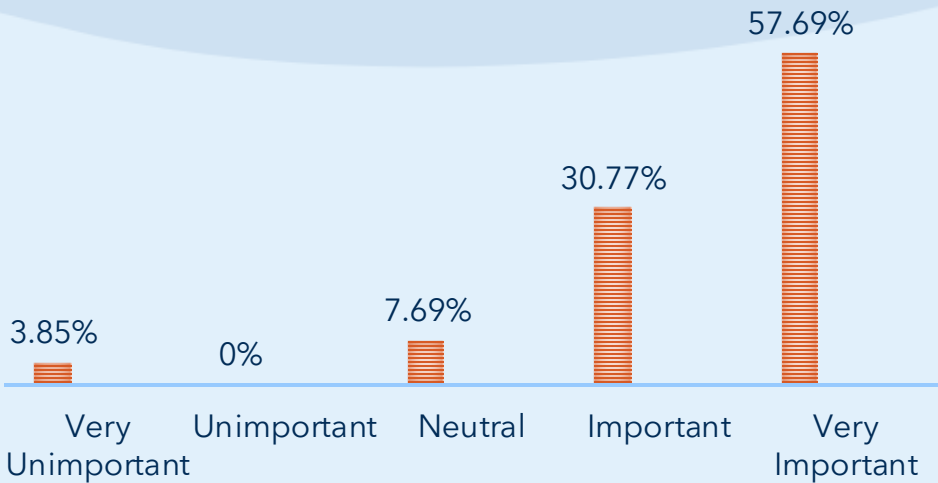
Effectiveness Rating: 3.96



Creating a Supportive Environment for LGBTQ+ Students

Importance Rating: 4.38

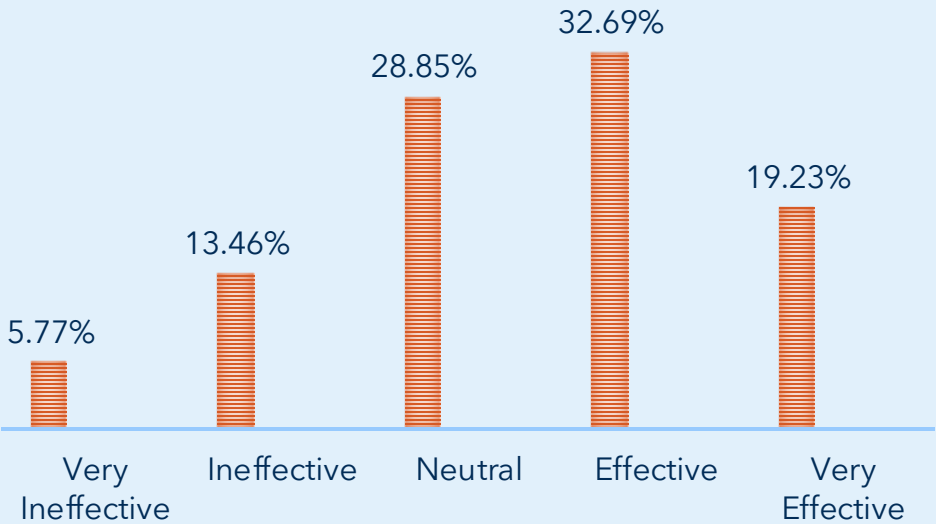
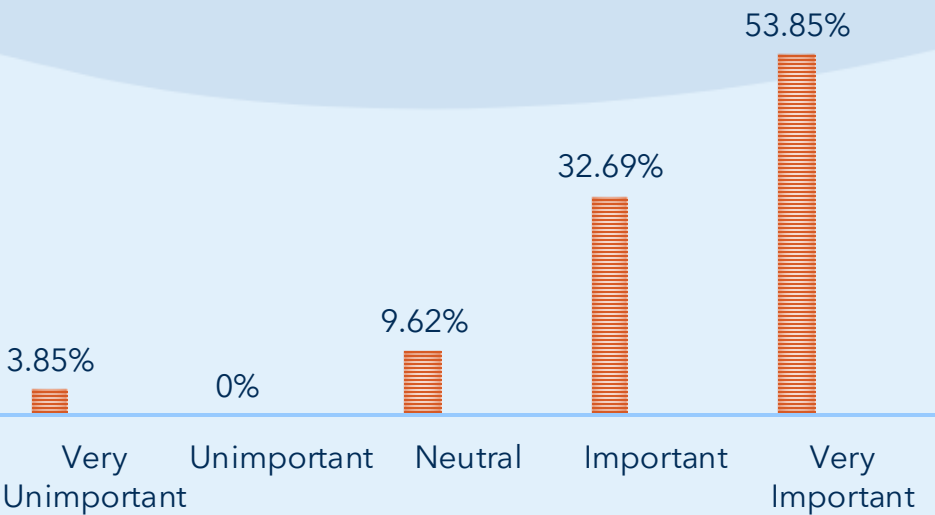
Effectiveness Rating: 4.00



Outreach Events Students Want to Attend

Importance Rating: 4.33

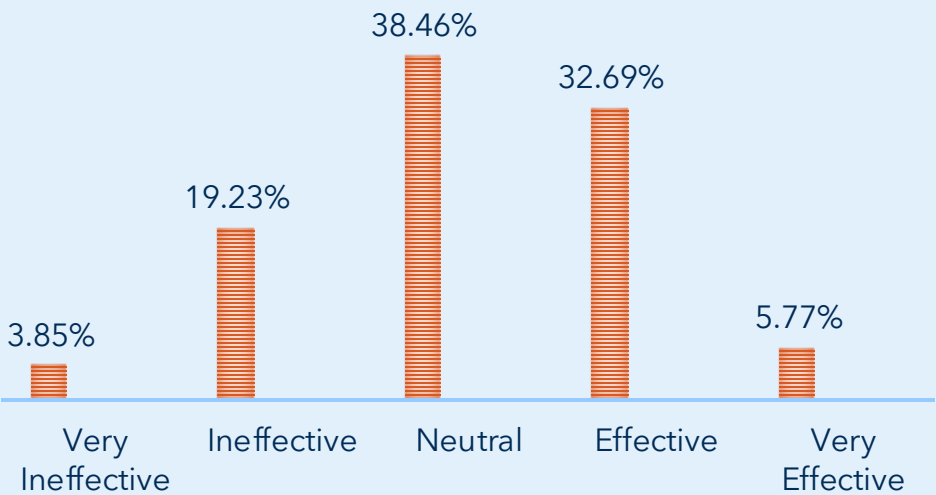
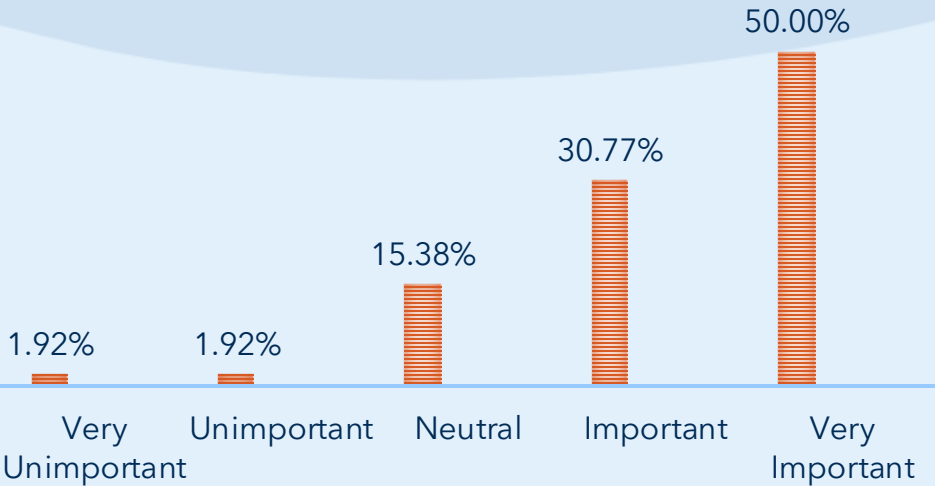
Effectiveness Rating: 3.46



Using Reports to Paint a Picture of Your Clinic's Impact

Importance Rating: 4.25

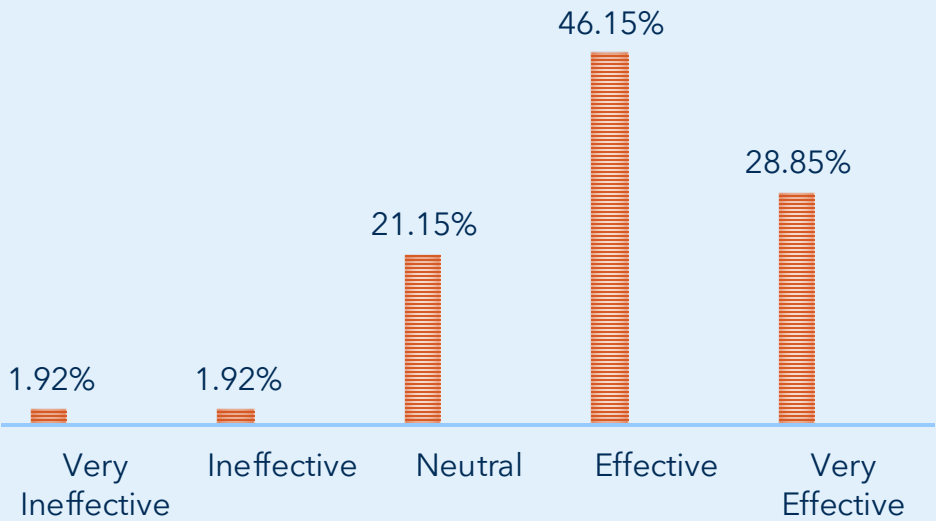
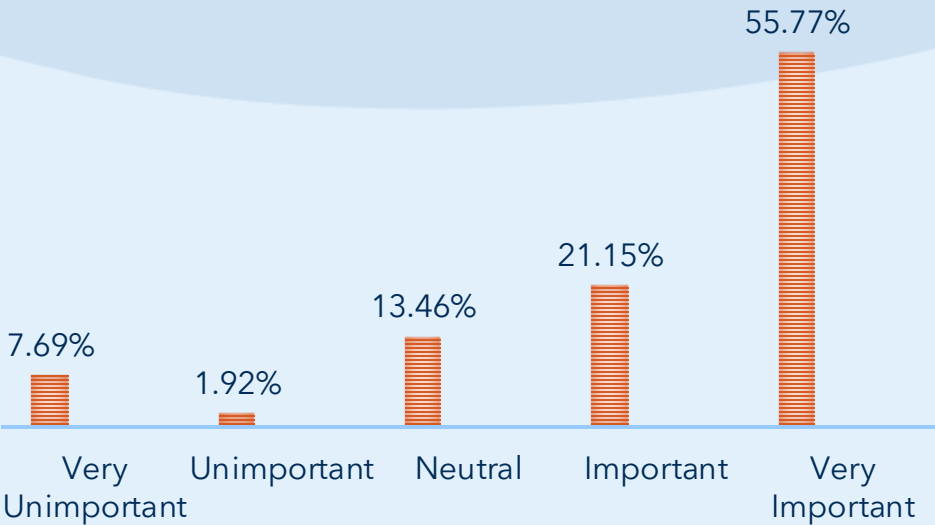
Effectiveness Rating: 3.17



Increasing Awareness and Utilization of Counseling Services

Importance Rating: 4.15

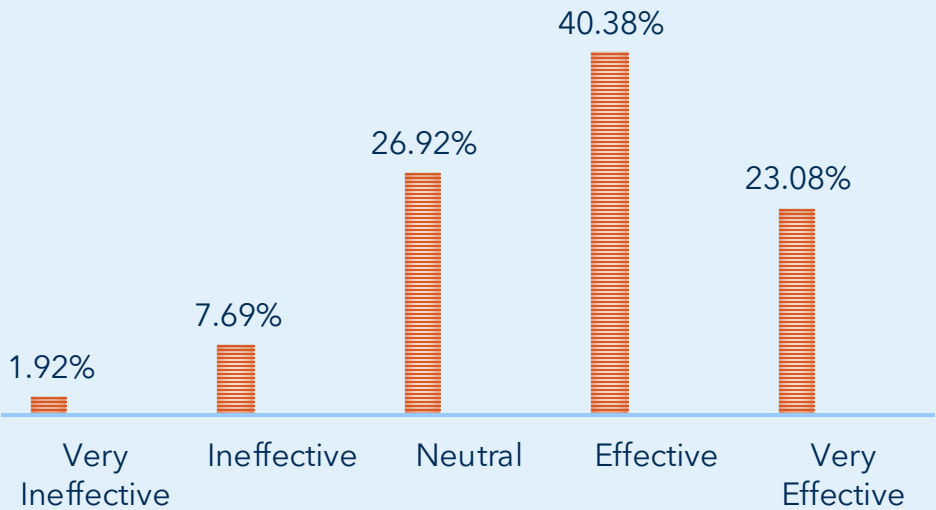
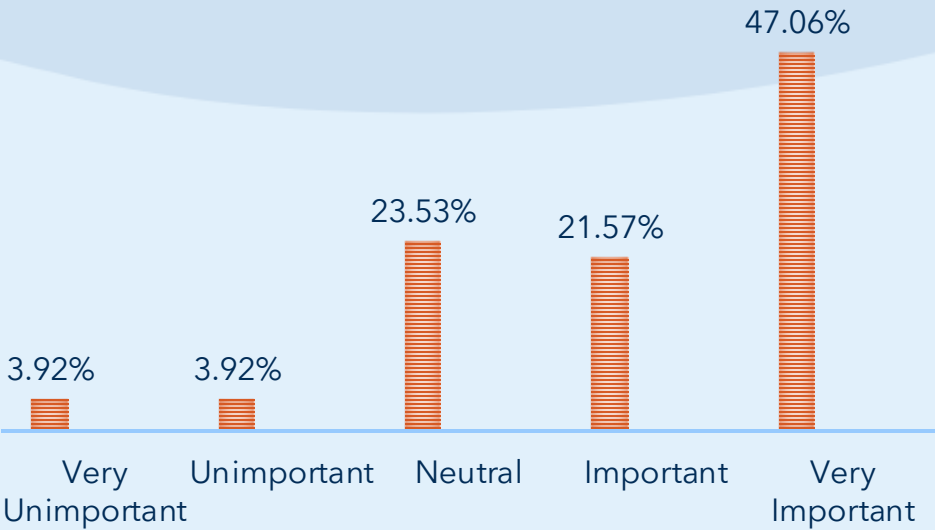
Effectiveness Rating: 3.98



Balancing Student Privacy and Sharing Information Between Clinics

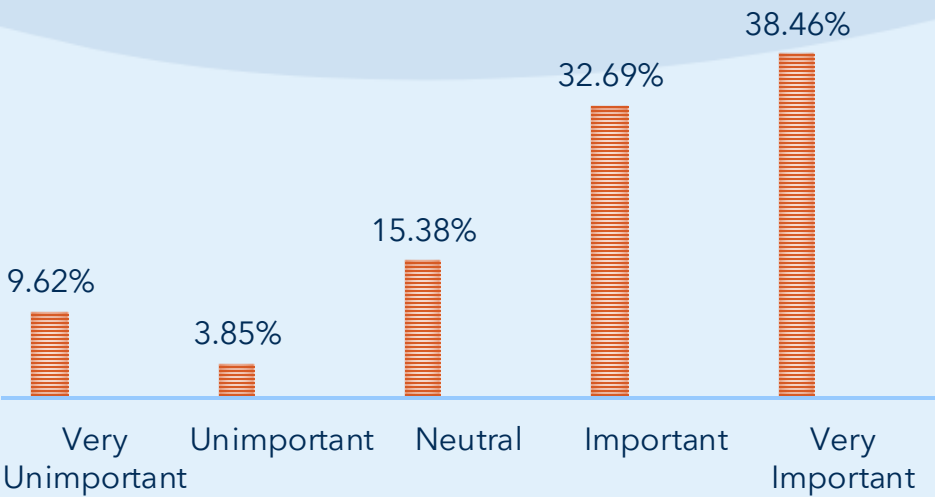
Importance Rating: 4.04

Effectiveness Rating: 3.75

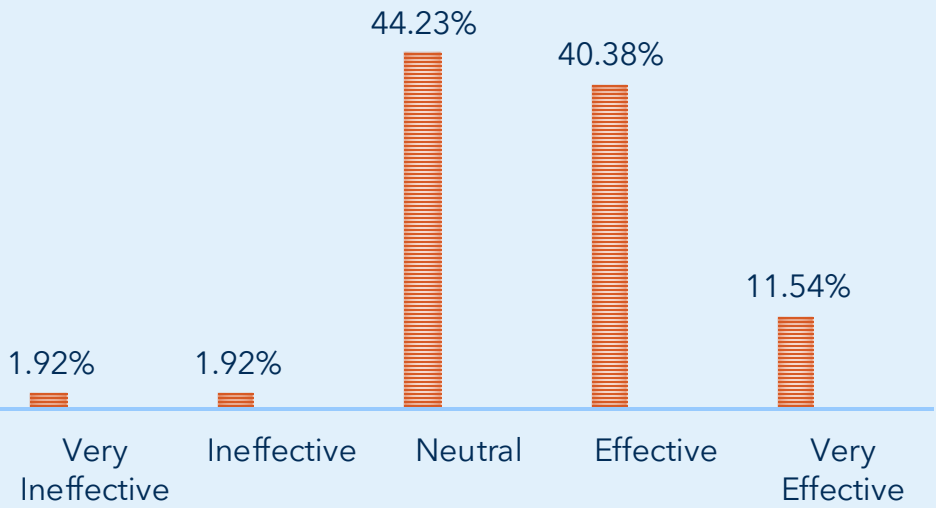


Supporting Student Athlete Mental Health

Importance Rating:
3.87



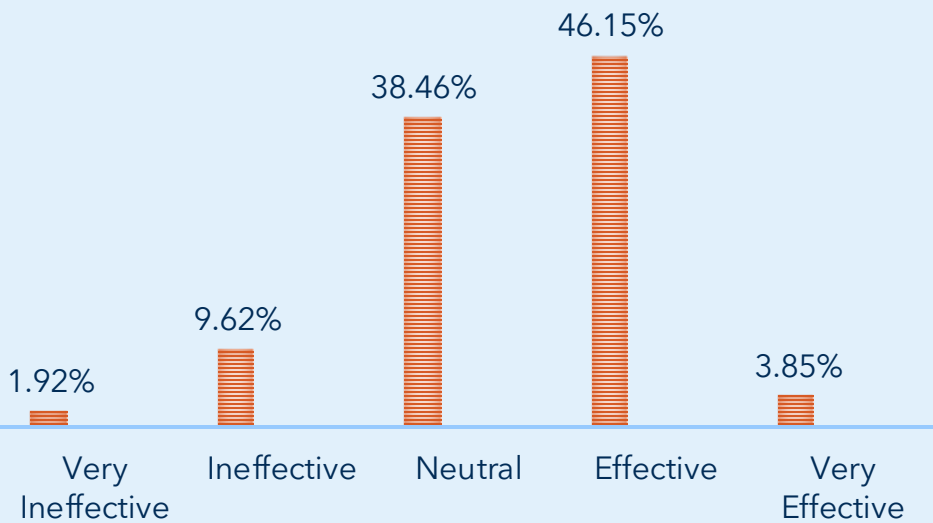
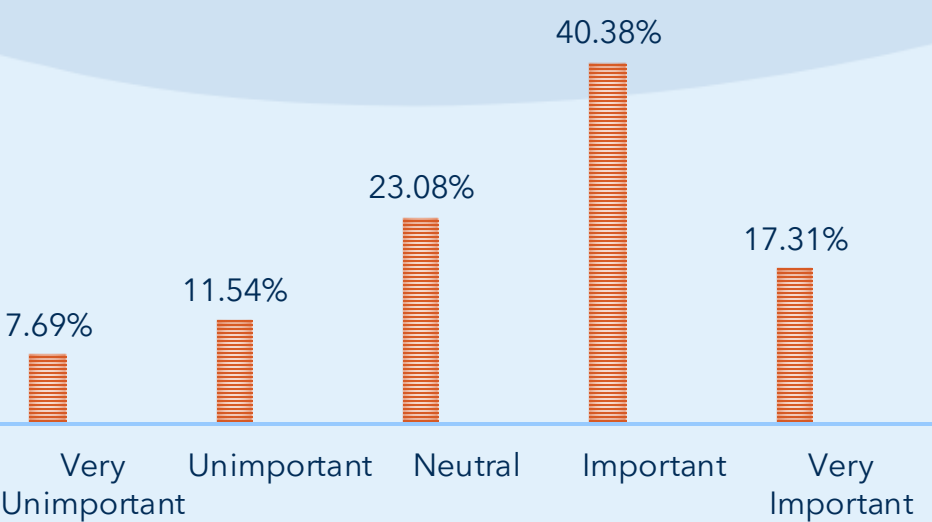
Effectiveness Rating:
3.58



Optimizing Supervision Training Workflow

Importance Rating: 3.48

Effectiveness Rating: 3.40



Serving Student Veterans/Service Members

Importance Rating: 3.25

Effectiveness Rating: 3.08

