

Implementation Manual

Introduction

The purpose of this manual is to help Administrators of *At-Risk for University Faculty* implement the course at their institution. It provides specific guidance about use of the administrative toolset – including tracking, evaluation and promotional tools – that are designed to make the training easy to implement. It also provides “best practice” advice for engaging community partners to promote the training within the institution.

A Few Words About At-Risk

At-Risk for University Faculty is a forty-five minute, online, interactive gatekeeper training course designed to prepare college and university faculty, staff and administrators to 1) recognize the common indicators of psychological distress in students, and 2) approach an at-risk student for referral to the appropriate school support service. The course is one of several in the *At-Risk* series, which are the only training simulations listed in the SPRC/AFSP Best Practices Registry (www.sprc.org).

Unique among online gatekeeper trainings, *At-Risk* engages users in conversations with emotionally responsive student avatars that exhibit signs of psychological distress. In this process, they practice and learn to use open-ended questions, reflective listening and other motivational interviewing techniques to effectively broach the topic of psychological distress, motivate the student to seek help and avoid common pitfalls such as attempting to diagnose the problem or giving unwarranted advice. This type of “behavioral rehearsal” has been demonstrated to enhance gatekeeper skills and contribute to better skill retention.

By lowering the barriers to training, *At-Risk* can train a high proportion of individuals within the institution, greatly increasing the likelihood that a student in distress will come in contact with a faculty or staff member who is prepared to recognize and assist. By making this training freely available to faculty and staff in your institution, you are enhancing school safety, reducing stigma that creates a barrier to care, and connecting students with professional help that may change the course of their lives.

A complete overview of the course can be downloaded at: <http://bit.ly/yCaTGc>.

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1.0 Course Homepage & Enrollment Key

***Each institution receives two essential account details from Kognito in their Welcome Letter. ***

- 1) Admin Account Login Information
- 2) Enrollment key

IMPORTANT NOTE: If you did not receive your Welcome Letter, contact support@kognito.com.

Access for Users

Users (i.e. faculty or staff) access the training through the course homepage (<http://aruf.kognito.com>). Once they fill out the "New User" form, they are brought to a launch page, where they can access the course. Below is a snapshot of the course login page.

The screenshot displays two registration forms side-by-side. The 'New User' form on the left includes fields for First Name, Last Name, School Dept, Your School E-Mail Address (with a pre-filled example 'kognito@gmail.com' and a note to use school email), Re-Type E-Mail, Password, Re-Type password, and Enrollment Key. It also features two checkboxes for confirmation and agreement, a 'Create My Account & Access Course' button, and a link for support. The 'Existing User' form on the right has fields for E-mail Address and Password, a 'Forgot your password? Click Here' link, and a 'Log-in' button. Below the forms are links for 'Minimal Technical Requirements', 'Technical Support', and 'FAQ', along with a paragraph about At-Risk training and the Kognito logo.

New User

First Name:

Last Name:

School Dept:

Your School E-Mail Address:
Please use your school email address

Re-Type E-Mail:

Password:

Re-Type password:

Enrollment Key:
[Need help finding your key?](#)

I confirm that the above information is correct.

I agree to the [terms of use](#).

Create My Account & Access Course

[Trouble logging in? Contact support](#)

Existing User

E-mail Address:

Password:

[Forgot your password? Click Here](#)

Log-in

[Minimal Technical Requirements](#)
[Technical Support](#)
[FAQ](#)

The At-Risk training simulations are developed by Kognito Interactive. Learn more at www.kognito.com/atrisk

Enrollment Key

Users must fill out a brief form before entering the course (see above for snapshot of the login page). Along with some identifying information, users are asked to enter a valid enrollment key in the field marked "enrollment key". Your enrollment key has been provided in your "Welcome Letter." If you do not have your Welcome Letter, please contact support@kognito.com.

Enroll your School (Multi-Institutional Accounts Only)

If you are administering *At-Risk for Faculty* to several institutions, you will need to give interested institutions the opportunity to sign up for the course through your account. To do so, simply provide the link below to those who wish to enroll their college or university into your program. Once they fill out the form, a member of the Kognito team will contact the institution and provide guidance for setting up their account and information on how to access the course.

Link to Enroll School: <https://kognito.wufoo.com/forms/enroll-your-school/>

All schools enrolled in your program, along with their users, will be listed in your administrative usage report, and survey results from their users will be made available.

Spreading the Word

The main task of the *Administrator* is to ensure faculty members are aware that the course has been made available to them, that they know where and how to access it, and that they are motivated to do so. Kognito can assist with these efforts by providing a robust package of marketing materials designed specifically to announce the course and motivate end-users to take it. Below is a breakdown of these materials with a brief description of how they can be used.

At-Risk Admin Login Page

Existing User

E-mail Address:

Password:


[Log-in](#)

Resources

- [At-Risk for University Faculty Implementation Manual](#)
- [Suggested Email Language](#)
- [Suggested Website Language](#)
- [Customizable Flyer](#)
- [Customizable PowerPoint Presentation](#)
- [Presentation Checklist](#)
- [Link to Online Product Tour for Stakeholders](#)
- [Link to Online Product Tour for Learners](#)
- [Sample "My Counseling Center" Page](#)
- [Media Outreach Template](#)
- [Survey Questions](#)
- [National Study at 68 Institutions](#)

For Questions, contact us at: [Contact Support](#) or 212-675-9234

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Learn more at www.kognito.com/atrisk



Resources Include:

- **Email Blast Templates (.doc)**

These templates can be downloaded, customized and emailed to stakeholders (i.e. Dept. Chairs, Deans, etc.), which will encourage them to promote the course to faculty and staff; or emailed directly to end-users, reminding them to take the course or encouraging them to reach out to others.
 - **Website Language (.doc)**

Download and customize this template to assist with creating a web-presence about *At-Risk for Faculty*. Be sure to include this information in more than one place on your institution's website.
 - **Flyer (.pdf)**

This template can be downloaded, customized and printed as handouts during a presentation, or send to office assistants to print and distribute to faculty mailboxes.
 - **Presentation Materials**
 - **PowerPoint Presentation Slides (.ppt)**

This template can be downloaded, customized and used during presentations to stakeholders who may help in implementing the course, or to faculty/staff to inform about the training.
 - **Presentation Kit (.pdf)**

Includes talking points, advice on preparation and follow-up, as well as a copy of the customizable flyer.
 - **Narrated Walkthrough (vimeo)**

Use this link to show a stakeholder a short, online walkthrough of the course.
 - **Media Outreach Template**

Download, customize and send to local and on-campus media sources to create buzz about *At-Risk*. Sample publications include local newspapers, the student newspaper, and the faculty newsletter. Be sure to send it to your institution's Public Relations office, who can forward it along to their press contacts.
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2.0 Accessing your Administrator Account

Your Administrator account is your central hub for monitoring your *At-Risk* account. Administrators can access reports and survey results by logging into this account at the **administrator homepage** (<https://aruf.kognito.com/adminlogin.php>). This link, as well as login credentials, can be found in your "Welcome Letter" from Kognito. If you cannot find your "Welcome Letter," please contact support@kognito.com.

To log in, click the link on the upper right hand side of the course homepage called "Admin Login," and enter your email address and password as provided in your "Welcome Letter."

2.1) Usage Reports

Course Administrators have access to user-tracking reports that provide, in real time, information on who has used the program at their institution. Each user's name and email address are gathered into this report as soon as their account is created, as well as their position within the course. Course Administrators can use this information to send follow-up reminders to individuals who may have only

completed part of the course, or who signed up and have not started. This report can be downloaded through [the Administrator Account](#).

2.2) Assessment Results

Included with the *At-Risk* program are [three surveys](#) – pre, post and three-month follow-up. The surveys are linked to the course and integrated into the course interface. Since institutions often have their own evaluation teams and specific evaluation needs, these survey instruments can be modified as needed. Automated reminders are included to encourage a high rate of response.

Surveys are delivered to the learner in the following ways:

- **Pre-survey** – The pre-survey is delivered to the learner upon launching the course, automatically opening once the learner has clicked the “launch training” button. The user has the ability to opt-out.
- **Post-survey** – At the end of the training, the narrator requests that the learner launch the survey upon completing the course. Once the course finishes, the learner is returned to the course launch page where there is a prominent button linking to the follow-up survey. In the case the survey is not taken, the learner will receive a series of reminders to complete the survey.
- **Follow-up survey** – Three months after completing the training, the learner will receive an email with a link to the follow-up survey. If the survey is not completed within 48 hours, the system will generate three reminders to take the survey.

Surveys are administered through Kognito’s Survey Monkey account, and results are provided to Course Administrators upon request. Survey data is helpful in measuring training effectiveness with their target audience, and the open-ended responses can be mined for helpful insights into implementation and professional development issues. For instance, users have mentioned the desire for “follow up bulletins,” “more information on how a counselor deals with students,” and “addressing talking to parents.”

*****To receive survey results from your institution, simply request the survey feedback by clicking “Request Survey Results” within your Administrator Account. *****

2.3) My Counseling Center

The *My Counseling Center* page is an essential link from the *At-Risk* course to your on-campus resources. Using this tool, faculty can be made aware of the basic information regarding their counseling center, including:

- Location
- Staff
- Hot-lines
- Other resources for students
- Contact information
- Unique referral policies
- Emergency policies

Within your *Administrator Account*, you can see the current state of the *My Counseling Center* exactly as your students would see it through their account.

*****To edit your “My Counseling Center” page, simply email kognito with your requested changes/additions and we will apply the changes within 24 hours*****

2.4) Certificate of Completion

Each user, upon completing the course, can download their Certificate of Completion. Institutions can request that faculty hand this certificate into their Department Chairs or HR office as proof of completion. If a user has difficulty downloading their certificate, they can contact support@kognito.com. See Appendix B for a sample Certificate of Completion.

3.0 Getting Started

First Steps

- 1) **Consultation**
- 2) **Create your “My Counseling Center” page**
- 3) **Place information on Your Website**
- 4) **Contact Potential Stakeholders**

3.1) Step One: Consultation

As an introduction to the course and the implementation process, your institution’s Administrator and a Kognito Client Manager will connect for a 30-minute phone consultation. The purpose of this call will be to review the best practices for a successful implementation, and begin developing a plan. The Kognito Client Manager will provide a walk-through of the user experience, a detailed overview of the implementation resources, and give ample time for developing an initial outreach.

The “Administrator” is defined as a member of your institution tasked with advertising the availability of the course to their potential end-user population, and with motivating said population to engage in the training. Administrators are typically employed at the Counseling or Health Centers, but can also be from the offices of Student Affairs, Student Services, or Orientation Offices.

3.2) Step Two: Create your “My Counseling Center” page

Ensuring your faculty and students understand the basic information about your campus counseling center is a vital component to the *At-Risk* training. The *My Counseling Center* is Kognito’s way of connecting our gatekeeper training course with information on your campus resources. The My Counseling Center page is completely customizable HTML page, which is meant to provide a space to discuss any health-related campus resource that students should know about.

*****To create a My Counseling Center page, simply email a word document, formatted to your liking, to your Client Manager at Kognito, who will put it online within 24 hours. See appendix A for a sample My Counseling Center page*****

3.3) Step Three: Connecting with Stakeholders

The most important goal for implementing *At-Risk* is locating specific colleagues on campus who can be instrumental in assisting you with outreach. Training hundreds of faculty and staff has never been easier using this training, but it still requires some assistance. The Client Manager will help you identify those key administrators, and send you timely reminders to follow up with them. Steps for reaching out to stakeholders include:

- Arrange meetings and seek their assistance in reaching faculty.
 - Use PPT, presentation checklist, online trailer, hand-out copies of the flyer; customize the PPT slides to your audiences' interests – you may need to add or change a slide to increase relevance

- Outreach tactics can include:
 - Sending emails directly to faculty
 - Presenting at orientation seminars
 - Assigning course for professional development credit

Potential stakeholders you want to consider approaching include:

- | | |
|--|-------------------------|
| ▪ Provost | ▪ College Deans |
| ▪ President | ▪ Campus Safety |
| ▪ VP of Student Affairs/Dean of Students | ▪ Human Resources |
| ▪ Department Chairs | ▪ Faculty Development |
| ▪ Local media | ▪ Community Specialists |

3.4) Step Four: Create a Web Presence

At-Risk is an online course, so most faculty who are interested in taking the course will search for it on the web. Making sure you have a web-presence on your school's site is essential for picking up potential traffic. Using the "**Web Language Template**" located on your course homepage, approach an IT representative to assist you with placing information about the course on your school's website. You should aim to place it on any site relevant to this topic (counseling, student affairs, etc). The template provided by Kognito also includes snapshots of the course and logos.

4.0) Tips for Announcing and Promoting *At-Risk*

Once you've made connections with your on-campus stakeholders, you will want to ensure they are reaching out to faculty on a regular basis. Kognito has provided various email templates to assist you with reaching out to your stakeholders, and making it as easy as possible for them to reach out to faculty. However, it is imperative that you follow up with each of your stakeholders to make sure they're forwarding your requests.

4.1) Outreach Process: Emails

Kognito has developed an email template to assist you with reaching out to faculty. Using this template, you will be able to compose an email to a stakeholder or to a faculty member asking them to participate in this important initiative.

When customizing your templates, it is imperative that you consider the four key components of effective outreach, outlined below:

- 1) Audience - An effective message depends entirely on your audience. Be sure to consider what sways your audience and whether you highlight those points in your message. Be clear, concise, and include a reason for the audience to act (i.e. a reason to click the link and access the course).

- 2) Source of Message – Choose the source of your message carefully, depending on your audience. Consider whose encouragement will be heeded most by your faculty, and why. It may be a higher administrator (e.g. Provost, Dean of Students, or President), or someone on the community level, like an Department Chair or Dean. Choosing your source wisely will assist in ensuring that users recognize the importance of their participation and that this initiative is a priority for the school.
- 3) The Message Vehicle - We suggest using as many vehicles as possible, from emails to flyers to in-person presentations, to ensure that your message is heard by as many people as possible.
- 4) Persistence - While an initial announcement will get your audience’s attention, it may not immediately induce action. Try to get your message out at least 2-3 times throughout a semester, using as many channels as possible, to ensure your call to action remains at the top of your audience’s To-Do list.

4.2) Outreach Process: Flyers & Presentations

Kognito also offers a number of materials for non-digital dissemination. Making in-person presentations, which allows you to field questions and address concerns, can be vital for motivating faculty. Be sure to download the **Presentation Kit** to make the most of your presentations. Look for opportunities to present *At-Risk* in existing forums, such as first year experience, freshman orientation, and through existing channels, like newsletters, blogs, and listservs.

Flyers should be downloaded, customized and printed before any presentation. They can also be emailed to administrative assistants, who can be tasked with printing them out and distributing them to faculty in their department.

4.3) Media Announcements

Use the Media Announcement Template to contact your school’s office of communication/public relation, school newspaper and other campus media outlets to solicit their interest in covering this initiative.

5.0 Kognito Support

5.1) Technical Support

Kognito’s support team is here to assist you Monday-Friday, 9:00am – 7:00pm. Any issues regarding your Administrator account, or issues experienced by your users, should be directed to support@kognito.com or Kognito’s support line at 212-675-9234.

5.2) Client Management

Your Client Manager at Kognito is here to assist you, the Administrator, with the task of implementing the course. We encourage all administrators to come to us with concerns or questions.

5.3) Automatic Email Reminders

For the convenience of our users, we allow faculty to take portions of the course and return at a later date to finish. However, in order to ensure all faculty who start the course go on to finish it, Kognito will automatically send email reminders to users who have launched but not completed the course, encouraging them to do so. We will also send “Thank You” emails to those who have completed the training, reminding them to complete the survey.

6.0 Contact Information

If you have any questions, please contact us at:

Kognito Interactive
130 West 25th Street, Suite 1001
New York, NY 10001
info@kognito.com
212-675-9234
www.kognito.com

Appendix A Sample My Counseling Center Page

Health and Wellness Center

[Click here to Like us on Facebook!](#)

There are a variety of resources on-campus, and in the community that can help you be an effective gatekeeper. Remember, you are not alone when it comes to helping a student in distress. Use your resources!

Counseling Services

Services offered include individual counseling; psychiatric assessment; case management; medication management; consultation with concerned third parties; and referrals to resources off-and on-campus. Services are free of charge.

Faculty or staff members who wish to have a consultation about a student of concern should call 814-949-5540 during business hours. It is helpful to consult if you find:

- You are dealing with a student in distress with problems beyond your level of competence or,
- The boundaries of your role make it unwise to work with students on personal issues, or,
- You have concerns about a student and wish to consult with a mental health professional.

Students should call the Counseling Center at 814-949-5540, go online at www.altoona.psu.edu/healthwellness, or go directly to our office at The Sheetz Family Health Center.

Campus and Public Safety

For 24 hours a-day crisis response call (814)949-2141, or 911 from any campus phone.

Health Services

Services offered include primary medical care, wellness promotion, limited pharmacy, and various specialty services to all registered students. Hours are Monday - Thursday 8:00 am - 8:00 pm and Friday 8:00 am - 5:00 pm.

National Suicide Prevention Hotline

1-800-273-TALK



The Jed Foundation

www.jedfoundation.org/students

The Jed Foundation works nationally to reduce the rate of suicide and the prevalence of emotional distress among college students.

Active Minds

www.activeminds.org

Active Minds is an organization that utilizes the student voice to change the conversation about mental health on college campuses.

Appendix B
Certificate of Completion

This is to certify that

Sheree Wood

has successfully completed

at-risk university faculty

Completed: February 27, 2012