

Implementation Manual

1.0 Program Overview

At-Risk for University Faculty is an online, interactive gatekeeper training simulation designed to provide faculty and administrators with the skills, knowledge, and confidence to become effective gatekeepers – those who can identify students in psychological distress, approach them to discuss their concerns and, if necessary, refer them to counseling. The purpose of this manual is to help you effectively announce the course to your community and motivate them to participate in the training.

2.0 Program Features

The *At-Risk* program includes several important features:

1. Online, 24/7 Accessibility – users can access the course via a computer with internet access. The course saves the user's progress along the way, thereby allowing users to complete it in multiple sittings.
2. Built-in Assessment – at the end of the training, users are asked to complete a short evaluation survey to analyze the course effectiveness. These results are made available to you and can be utilized to provide evidence to the value of the course, seek additional funding, and identify ways to enhance your overall suicide prevention strategy. Users will also be asked to complete a follow up survey four months after taking the course.
3. Completion Report - the course also records the name and email of each user and their progress throughout the course. This "Completion Report" is available for you to access via your Administrator Account (more on that in Section 5.0).
4. Automatic Email Reminders to Users – The course will automatically send timely reminders to users who have launched but not completed the course.
5. My Counseling Center Web Page (optional) – A customizable web page where you can enter information about your counseling center and other campus resources that you want faculty and staff to learn about. Users will be able to access/print this page while viewing the course.

3.0 Accessing the Course

All users access *At-Risk for University Faculty* through the At-Risk Login Page:

<https://aruf.kognito.com>

The *At-Risk* Login Page allows new users to create their personal "account" and existing users to access the course. New users will be asked for some basic information that is used to identify them in the course system for tracking and communications purposes and to agree to the terms of use of the training software. When creating an account, users should have their school's enrollment key, provided by Kognito. They will not need this enrollment key unless they choose to register with an email other than their school-provided email address.

4.0 Announcing and Promoting At-Risk

4.1 Keys for Success

There are four key components to consider when making announcements about At-Risk, whether through email, flyer, or presentation.

- 1) Message - An effective message depends entirely on your audience. Be sure to consider what sways your audience and whether you're highlighting those points in your message. Be clear, concise, and include a reason to click the link and access the course.
- 2) Source of Message - The source of your message also depends entirely on your audience. It may need to come from an authority in the school (e.g. Provost, Dean of Students, or President), or perhaps someone at a more local level, like department chairs. 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. Be sure to send 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 Marketing Assets for On-Campus Promotion

Kognito has prepared a package of materials to assist you in promoting and motivating stakeholders to support your efforts and in getting faculty to participate. Links to these items are located at your Administrator Account home page (<http://aruf.kognito.com/admin.html>). They include:

- 1) PowerPoint (PPT) Presentation - a presentation about the program, its benefits, and how it can be accessed. This presentation can be used when meeting with stakeholders or faculty.
- 2) Two Online Trailers - two brief, narrated trailers about the course, one to be used with stakeholders, the other with faculty. Linking to this trailer in emails and online is highly encouraged.
- 3) Presentation Checklist - a checklist to make sure you take full advantage of presentations you conduct to stakeholders and potential learners
- 4) Customizable Flyer - a customizable flyer that can be handed to stakeholders and potential learners with a link to the course
- 5) Email Language - template to be used when announcing At-Risk via email
- 6) Website Language - template to be used when announcing At-Risk on your website
- 7) Media Announcement Template - a template you can use to motivate your office of communication/public relation, school newspaper and other campus media outlets to cover this initiative.

Sample Web Language

Stressed Students: How You Can Help

Our college community is becoming increasingly aware of the amounts of stress our students are experiencing and its negative impact on their health and academic performance.

To address this concern, we have adopted an online training simulation that will assist faculty to better identify and refer these students to support services on campus. **University** highly recommends that you take this 45 minute course, which has already been successfully rolled-out at over 100 colleges.

To take the course, please click the following link and open an account using the following "enrollment key".

Link: <http://aruf.kognito.com>

Use Enrollment key: **XXXXXX**

4.3 Getting Started

Here are a few initial steps you should take to get started on your roll-out.

Step #1: Securing the Support of Stakeholders

- Arrange meetings and seek their assistance in reaching faculty.
- Ask them to send emails on your behalf, allow you to present in faculty meetings or orientation
- Use PPT, presentation checklist, online trailer, hand-out copies of the flyer.
 - Customize the slides to your audiences' interests – you may need to add or change a slide to increase relevance
- Be sure to make clear what you need your audience to do next, once the meeting is over, and provide any materials (flyers, email language) they need to accomplish those next steps.

Potential stakeholders you want to consider approaching include:

- Risk Management
- Provost
- President
- VP of Student Affairs
- Dean of Students
- Department Chairs
- Community mental health and suicide prevention specialists
- Local media

Step #2: Send Emails and Flyers:

- Send an email to all learners, preferably from an authority in the school (e.g. Provost) announcing the training. You may want to include a link to the online trailer tour.

- Place flyer in faculty mailboxes
- Look for opportunities to present At-Risk in existing forums and through existing channels, such as newsletters, blogs, and listservs.
- Do this at least twice a semester

Step #3: Create Web Presence:

- Post information on this course and how to access it on your office and school's websites.
- Use suggested language we created for this posting.

Step #4: Media Outreach

- 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.

Step #5: Follow up

- Don't rely on one email or meeting. You must follow up after meetings with stakeholders to ensure that they are ready to assist you and have what they need. Follow up again at periodic intervals to keep them abreast of your efforts and report on progress.
- Plan to conduct 2-3 rounds of outreach each semester to ensure that the message about the course gets to end users and that they are reminded about the importance of their participation.

5.0 Administrator Account

The Administrator account allows the implementation team to track usage of the program, access the marketing assets, and request survey results. Kognito will create and provide you with the username and password to access this account before you begin your roll-out.

The administrator account can be accessed at
<http://aruf.kognito.com/admin.html>

6.0 Contact Information

If you have any questions, please contact us at:

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