

Gustavus Adolphus College Crown Council Gustavus Wellbeing National Advisory Board Update

Submitted by: Scott Gilyard
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Wellbeing Initiative

OVERVIEW

The Wellbeing Initiative promotes optimal living through education, research, and engagement programs. Established in 2012 as a result of Commission Gustavus 150, campus leadership has created a wellbeing model focused on nine dimensions: emotional, physical, relational, spiritual, intellectual, career, financial, environmental, and vocational. In addition, there is a National Advisory Board and an on-campus leadership team to inform the direction of the Initiative. In early 2014, the Wellbeing Center was established alongside the hiring of a full-time Director of Wellbeing. Currently, the Initiative is focused on the establishing and growing signature programs, including the ***Be U Peer Group Coaching, Resilience Training, a Mindfulness and Contemplative Practices Program, and Wellbeing Curriculum Integration.***

VISION

The Gustavus community thrives
with authenticity, purpose, health, and balance
to meet the challenges of a world in need.

MISSION

The Wellbeing Initiative promotes optimal living through
education, research, and engagement programs.

GOALS

1. Increase awareness of the Initiative's purpose, programs, and resources
2. Make wellbeing an integral part of the Gustavus culture
3. Deliver solutions that help students, employees, and alumni thrive
4. Improve wellbeing-related outcomes among students and employees
5. Strengthen the College's ability to recruit, retain, and graduate an engaged, diverse student population
6. Secure national recognition for Wellbeing Initiative

Signature Programming



BE U PEER GROUP COACHING

Be U Wellbeing Group Coaching (Be U) is the first signature program of the Gustavus Wellbeing Initiative. Be U offers a unique opportunity for individuals to invest in their own personal and professional development, and acquire skills to invest in each other's growth and development. In Spring 2014, Be U is being piloted with **24 student groups (140 students) and seven employee groups (42 people)**. The coaching model was developed in partnership with the University of Minnesota's Center for Spirituality and Healing; a Mayo Clinic expert has led recent training sessions.

RESILIENCE TRAINING

Many within the Gustavus community find increasing challenges and a diminished ability to fully bounce back. Often this manifests as depression, anxiety, or the many other faces of stress gone awry. People turn to medication, therapy, or other measures but often fail to fully experience balance, meaningful connections, and joy—the elements of a resilient life. The Wellbeing Initiative is currently exploring a strategic partnership with Dr. Henry Emmons and his colleagues at Partners in Resilience to launch a resilience training pilot program in Fall 2014. In addition, the Wellbeing Initiative has provided funding to a Gustavus faculty member to pursue resilience training and develop coursework and programming for students, employees, and alumni.

MINDFULNESS AND CONTEMPLATIVE PRACTICES

The current Mindfulness and Contemplative Practices community represents a core group of committed faculty and staff that integrates these practices into various areas of campus life: Counseling Center, Diversity Center, Chaplain's Office, Center for Vocational Reflection, and within academic courses. Possible future opportunities include dedicated retreats, January Interim Experiences, and Mindfulness-Based Stress Reduction (MBSR) training in curricular and co-curricular programs. In spring 2014, the Wellbeing Initiative is convening a working group to develop the program.

WELLBEING CURRICULUM INTEGRATION

In Fall 2014, the Health and Exercise Science Department will be piloting an online wellbeing module as a companion to the FIT course. Every Gustavus student must take one FIT course during his/her tenure, so this opportunity guarantees a touch point with each student. Prototype development will commence in Summer 2014.

OTHER PROGRAMS

Mindful Eating: In Spring 2014, the Wellbeing Initiative partnered with the Counseling Center and Health Service to pilot a mindful eating program, "Am I Hungry?". The pilot program includes 20 Gustavus employees and will be replicated in Fall 2014 for employees, students, and alumni.

Financial Literacy: In Spring 2014, the Gustavus Finance Club is conducting a multi-part financial literacy program for students. A survey has been conducted to help identify general student issues and concerns about personal finances. Follow-up efforts include a presentation, risk tolerance evaluation, financial trivia game, and an outcome assessment.

Paraliminal Training: Gustavus is fortunate to have access to hundreds of audio tools that deliver neuro-linguistic programming and whole brain learning, through the donation and time commitment of one of its NAB members.

FACULTY ENGAGEMENT

In addition to programmatic elements, every student should have significant exposure to wellbeing within the academic program, by infusing wellbeing throughout the curriculum. This could include course development grants, incentives and stipends offered to faculty, attendance to Gustavus-sponsored Wellbeing Institute, national conferences, incentives to publish and present scholarly research. Additionally, foundational academic programs strategies that are under development include:

- **Wellbeing Faculty Scholars Program** - Designed to enhance the interdisciplinary nature of wellbeing and infuse wellbeing throughout the curriculum.
- **Wellbeing Institute** - A three to four day workshop with health and wellbeing experts, for the purpose of course development, scholarship, and research on topics intended to move wellbeing into "well-doing" in concrete, actionable, and measurable ways on campus.

OUTREACH

Prospective Students and Parents: The Wellbeing Initiative is scheduled to participate in the Admission Office's yearlong calendar of events to help secure admissions from student applicants. Recent events included Scholarship Day (a day dedicated to recruiting the very best prospective students) and "Experience Gustavus" Day that focuses on securing confirmations from admitted students.

Faculty/Administrators/Students: The Director of Wellbeing is slated to talk with various campus constituencies throughout Spring 2014, including: "Finding Life Balance" with the Diversity Center; "Environmental Wellbeing" during Daily Sabbath; "Relaxation" with a Health and Exercise Science class; "A Mindful Minute" with the Student Life Division; "Mindfulness as a Way of Life" with a Communication Studies class; and "Stress and Health" with a Psychology class. In addition, the Wellbeing Initiative has co-hosted two free webinars about integrating

Future Wellbeing Priorities

STRATEGIC PLANNING

The Director of Wellbeing is commencing a strategic planning process that will culminate in an explicit connection to the College's **Return On Education (R.O.E.)** initiative. As part of this story, the Wellbeing Initiative will explore its connection to the Center for Servant Leadership through a "Live Well, Lead Well" storytelling process. All strategic planning efforts will be grounded within our current Mission, and will be guided by the priorities of the new president.

WELLBEING NEEDS ASSESSMENT

The Director of Wellbeing is currently conducting a wellbeing needs assessment to help inform our understanding of Gustavus employee wellbeing. Specifically, the Wellbeing Initiative wants to assess knowledge, behaviors, and perceptions of wellbeing—and related gaps, challenges, and opportunities—to inform programming and resources. The needs assessment consists of interviews with various faculty and staff members across campus and at all levels to gain a richer understanding of wellbeing at Gustavus.

ASSESSMENT INSTRUMENT

A suite of assessments is being developed that reflects a typical student's development through a four-year college student life. This approach recognizes key behaviors and unique concerns of students as they navigate each year of the college experience. Several instruments are currently in consideration that will ultimately ensure the ability to measure wellbeing across time and as a community. This approach will also be an important tool to measure the Gustavus Community's wellbeing over time, and will be the basis for reporting and analysis of successes and areas for future work (e.g., Admission, Marketing and Communication, and Institutional Advancement).

MARKETING COMMUNICATIONS

The Director of Wellbeing created a strategic communications plan as a first step in establishing a more consistent and visible identity for the Wellbeing Initiative. The plan is intended to guide efforts through December 2014; a 2015–2017 marketing communications plan will be developed in fall 2014.

Currently, the Office of Marketing and Communication is developing an on-brand identity system and related communications pieces, as specified in the strategic communications plan. Wellbeing personnel are currently refreshing the Gustavus Wellbeing website, while also integrating the Gustavus Health Promotion and Peer Assistants pages, respectively.

Finally, the Director of Wellbeing is engaging alumni in the Wellbeing Initiative through a Fall 2014 presentation to Twin Cities-area alumni and a **multi-part series in the Gustavus Quarterly** that will highlight current offerings, impact, and new opportunities for alumni engagement.

The Wellbeing Team

The Wellbeing Initiative requires the centralized coordination and direction of a Wellbeing Center to develop and sustain a robust, distinctive presence. Responsibilities include:

- Infuse wellbeing into existing on-campus programs;
- Strategically link curricular and co-curricular learning for students;
- Develop programs and resources for students, employees, and alumni; and
- Create assessment tools to measure the impact of programs and resources.

PERSONNEL

The Wellbeing Initiative team includes the following people:

Steve Bennett, Associate Dean of Students

Steve is a licensed psychologist, Associate Dean of Students, and the primary person responsible for establishing the Wellbeing Initiative.

Meghan Krause, Director of Wellbeing

Meghan is Director of Wellbeing, providing vision and leadership for the Wellbeing Initiative. Formerly a marketer for lifestyles of health and sustainability, Meghan's industry experience includes consumer packaged goods, foodservice, higher education, environmental nonprofits, and professional sports. Meghan earned an MPH in Community Health Promotion from the University of Minnesota School of Public Health, an MA in Communication Studies from the University of Minnesota, and BA in Communication Studies from Gustavus Adolphus College.

Cinde Wiebusch, Outreach Coordinator and Administrative Assistant

Cinde is Outreach Coordinator and Administrative Assistant for the Wellbeing Center. She coordinates programming, oversees the production and distribution of educational materials, manages student workers, and provides general administrative support.

Laurie Kelly, Part-Time Health Promotion Coordinator and Head Women's Basketball Coach

Laurie serves as the part-time coordinator of health promotion programs for employees, including a variety of educational opportunities, assessment tools, and physical activity experiences.

Student Staff

The Wellbeing Initiative is pleased to have the support of several student workers, and will be hiring a Graduate Assistant and student intern for Summer 2014.

Wellbeing Peer Assistants

The Peer Assistants (PAs) are a group of committed students promoting healthy, productive lifestyles for the College. Their purpose is to inspire their peers to embrace wellbeing in fun and creative ways, while also recognizing and confronting various wellbeing-related issues on campus.

Wellbeing Affiliates

The Wellbeing Initiative is pleased to have the guidance and support of a National Advisory Board, chaired by Scott Gilyard, a campus-based Wellbeing Leadership Council, and program-specific working groups.

National Advisory Board Membership:

Katie Bell, VP, Gallup Corporation

Pete Bissonette, Principal, Learning Strategies, Inc.

Catherine Byers-Breet, Owner, Arbez Consulting

Robert Christenson, Health Care Consultant

Patrick Clark, Recent GAC Graduate, Asst GAC Tennis Coach

Nathan Dungan, Owner, Share Save Spend

Jenny Evans, Consultant, Powerhouse Performance Coaching

Randy Farrow, President and CEO, Mankato Clinic

Robert Gazzola, M.D., Mankato Clinic, GAC Medical Director

Brita Gilyard, R.N., Recent GAC Graduate, Practicing R.N.

Scott Gilyard, President, UnitedHealth Group Division, Express-Scripts, Inc.

Christine Grotjohn, Manager, Training and Development, UnitedHealth Group

Darrell Jodock, PhD., Gustavus Religion Professor Emeritus

Rev. Craig Johnson, Interim Sr. Pastor, Mt. Olivet Lutheran Church

Mary Jo Kreitzer, PhD., Dir., Center for Spirituality and Healing, University of Minnesota

Bill Manahan, M.D., Health Care Consultant

Mara Melum, Owner and Leadership Consultant, Minerva Institute

David Moen, M.D., President, Bluestone Solutions

Jo Nord, M.D., Family Practice, U of Wisconsin, Madison

Nico Pronk, PhD, VP JourneyWell, HealthPartners

Keith Roberts, VP, Wellbeing, Optum, UnitedHealth Group

Troy Shafer, Dir., Student Health and Wellness, St. Cloud State Univ.

Jayne Sommers, PhD candidate, University of Minnesota

Kristin Vickers Douglas, PhD, Mayo Clinic

Rev. Joel Wiberg, Retired Pastor/Counselor

Wellbeing Leadership Council

Faculty and staff with professional expertise and job responsibilities to promote and advance the 9 dimensions:

Convener:	Meghan Krause, Director of Wellbeing
Intellectual Wellbeing:	Dr. Stephanie Otto, Assistant Professor, Department of Health and Exercise Science
Physical Wellbeing:	Heather Dale, Director of the Health Service
Emotional Wellbeing:	Lisa Rinehart, Director of the Counseling Center
Career Wellbeing:	Cynthia Favre, Associate Director, Center for Servant Leadership, Director; Career Development and Director, Career Management
Vocational Wellbeing:	Amy Pehrson, Associate Director, Center for Servant Leadership; Director for Vocation and Integrative Learning
Spiritual Wellbeing:	Grady St. Dennis, Associate Director, Center for Servant Leadership, Chaplain and Director of Church Relations
Relational Wellbeing:	Kevin Bruins, Area Coordinator, Residential Life
Financial Wellbeing:	Dr. Sheng Ping-Yang, Assistant Professor, Department of Economics and Management
Environmental Wellbeing:	Dr. Jim Dontje, Director of the Johnson Center for Environmental Innovation