



CALIFORNIA STATE UNIVERSITY
LONG BEACH

BEACH WELL

Well-Being Elevated to a Living Legacy

The Beach model for mental health and well being

2022-2025



38,273

Undergraduate & Graduate Student Enrollment

55%

First generation in their family to complete a college degree

No. 3

Nationally ranked in social mobility
(*Social Mobility Index, 2021*)





47%

Hispanic/Latino students
Designated HSI Institution

21%

Asian American Students
Designated AANAPISI Institution

75%

**Students who receive some
form of financial aid**

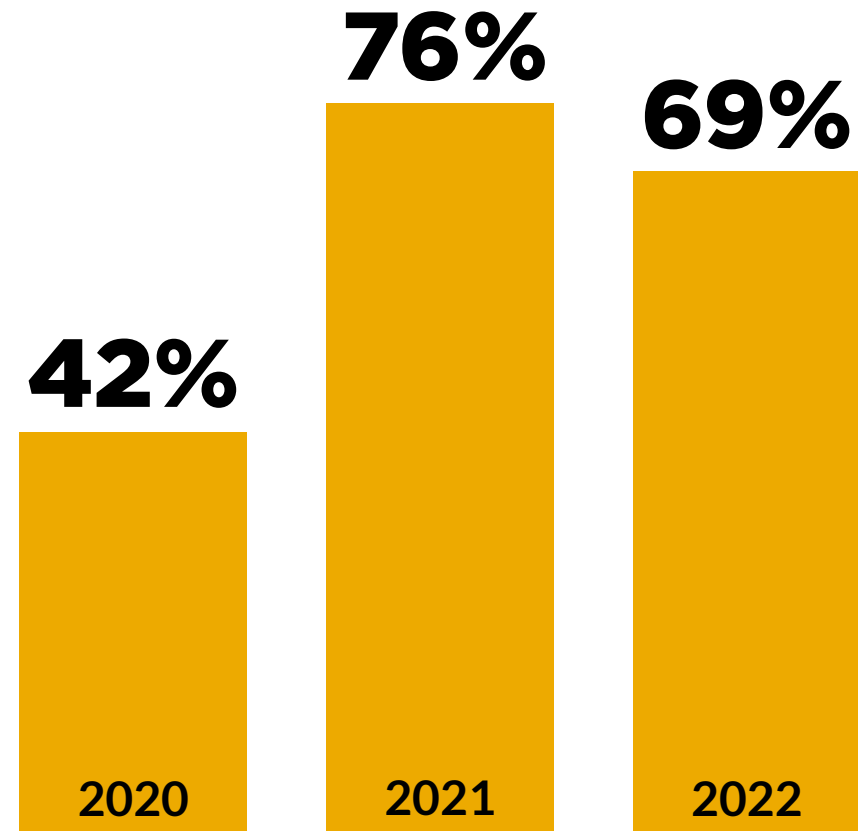


Mental Health & Student Success Nationally

54%

of college students felt their emotional health have hindered their academic performance in the last 3 days

(Healthy Minds Network, 2023)



Percent of college students who considered stopping coursework due to emotional stress
(Gallup and the Lumina Foundation, 2023)



Mental Health & Enrollment

For individuals ages 18-24 who have never enrolled in a post-secondary institution

73%

cite **emotional stress** as the reasons for not enrolling

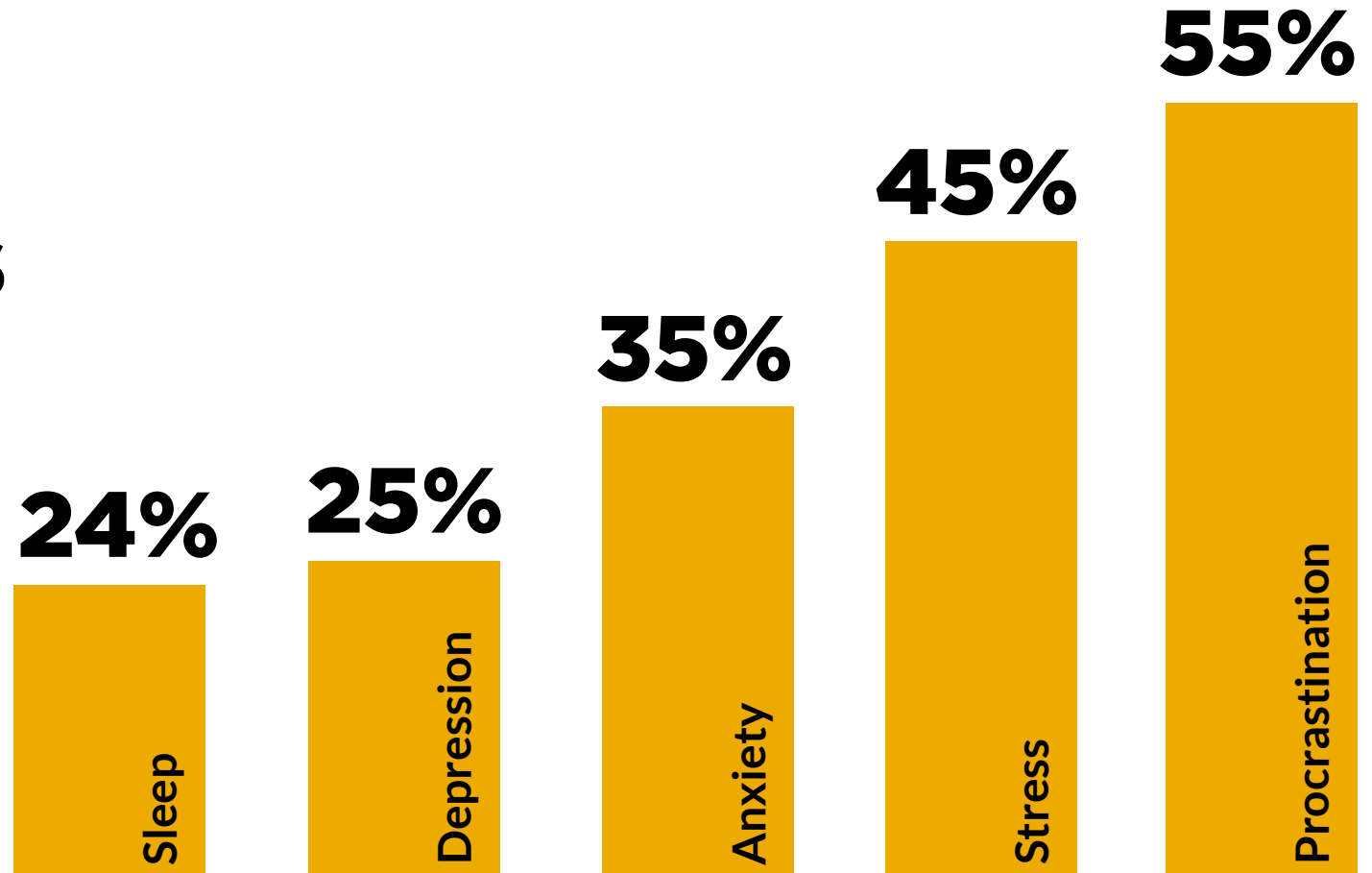
77%

cite **personal mental health** as the reasons for not enrolling

Mental Health & Student Success at CSULB

52%

Undergraduates enrolled in fewer than 15 units in Spring 2022 for their own mental health and well-being



Top 5 Indicators Affecting Student Academic Performance



National Mental Health Data

44%

students reported
depression

37%

students reported
anxiety disorders

15%

students reported
having **seriously**
considered suicide

(Healthy Minds Network, 2023)



Where do students turn for help?

43%

students turn to
FRIENDS

39%

students turn to
FAMILY

5%

Turn to **FACULTY** and
only 2% to **STAFF**

Disparities for first-gen, low-income students of color are not in incidence or presentation of symptoms but rather, are about help seeking-behaviors.

(Healthy Minds Network, 2023)



CSULB Data

85%

of campus mental health services require a student to initiate an action (call, visit, etc.)

85%

of students report getting mental health help **off campus**

(NCHA, 2021)

86%

reported moderate or high stress in the last 12 months

79%

Would consider seeking professional help for a mental health concern

57%

reported witnessing online or in-person discriminatory or hostile exchanges due to someone's race/ethnicity

21%

Received psychological or mental health services within the last 12 months



BEACH WELL STRATEGIC PLAN

60+ Action Items



Objective #1

We will honor our students' diversity by using culturally informed practices and developing strategies to promote inclusive excellence in services.



1. Ensure professional staff and peer mentors have demonstrated skill and commitment to serving diverse student populations using culturally-informed and trauma-informed approaches
2. Restructure recruitment strategies to increase counseling candidate diversity and partner with master's level internship programs
3. Engage identity center staff and student groups in prevention and support efforts
4. Create 10 or more physical spaces where students are comfortable sharing sensitive experiences and expressing aspects of their well-being among trained professionals
5. Initiate a Mobile Crisis Team partnership with the University Police Department



MOST diverse counseling
staff in institutional history



Satellite counselors across the campus
(Student Union, Housing, Nursing,
Graduate Center)



Partnership with MSW program
Interns beginning Fall 2023





1 of 3

California State Universities to offer gender affirming care and the **initiation of hormone treatment therapy** for transgender students



1st Mobile Crisis Team in the CSU

2 full time social workers responding to campus mental health concerns in the place of uniformed officers

Objective #2

We will build a community of care agents on and off-campus to help us identify struggles early and often.



1. Collect emergency contact information and expand engagement with families
2. Provide a menu of training options based on level of engagement and skill set
3. Invest in supporting faculty, staff, and their families with behavioral health resources, thus preparing them to be the most effective mentors for students
4. Consolidate and streamline communication and outreach about health and well-being resources to the faculty, staff, and campus community members



34%

Students with Emergency
Contacts on record

14,507

Parent and family members
subscribed to online portal





- ❖ Including a mental health resource segment as part of new faculty orientation in Fall 2023
- ❖ Launching Wellness Ambassador Training & Kognito training platform
- ❖ Crafting a uniform Beach Wellness syllabus statement
- ❖ Initiated Empathia resource for faculty and staff

Objective #3

We will increase awareness, expand our reach, and decrease stigma.




1. Update programming to reflect contemporary challenges and current student trends
2. Secure prominent/influential guest speakers to discuss mental health and decrease stigma
3. Use data to create a timeline for planned communications based on moments of increased stress and anxiety during the semester
4. Launch vigorous and structured campus marketing campaigns that embed our health care promotional activities across campus using videos, social media, and print material



**THERE IS
HOPE**

**SUPPORT IS
AVAILABLE 24/7**

**CALL 988
SUICIDE & CRISIS
LIFELINE OR
TEXT BEACH
TO 741-741**



csulb.edu/crisis-resources



McCurdy said that her therapist told her, “Jennette, what you’re describing is abuse, and I just want to be really clear with that so we can actually kind of get to working on this and explore all of this.”

Second-year English major Samantha Spain resonated with McCurdy trying to justify the abuse from her mom as Spain was once in an abusive relationship.

“I was in an abusive relationship, and I tried to also find reasons as to why my abuser was doing things,” Spain said. “I was also in denial, and I didn’t want to believe or come to terms with the abuse because it was just really hard to cope with that.”

(Daily Forty-Niner, 2023)



Email Signatures

Elbee *they/them*

Mascot

California State University, Long Beach

Student Affairs

1250 Bellflower Boulevard

Long Beach, CA 90804

(562) 985-0000

Elbee@csulb.edu

csulb.edu/students



In crisis? Text **BEACH** to 74-17-41 for free 24/7 mental health crisis support.

Out of Office Message

Automatic Replies ✕

Do not send automatic replies

Send automatic replies

Only send during this time range:

Start time: Tue 3/7/2023 2:00 PM

End time: Wed 3/8/2023 2:00 PM

Automatically reply once for each sender with the following messages:

Inside My Organization Outside My Organization (On)

Segoe UI | 8 | **B** *I* U A [List Bullets] [List Numbered] [List Nested] [List Indent]

Hello,

Thank you for your message. I am currently out of the office, and I will respond as soon as I return.

Sincerely,
Elbee

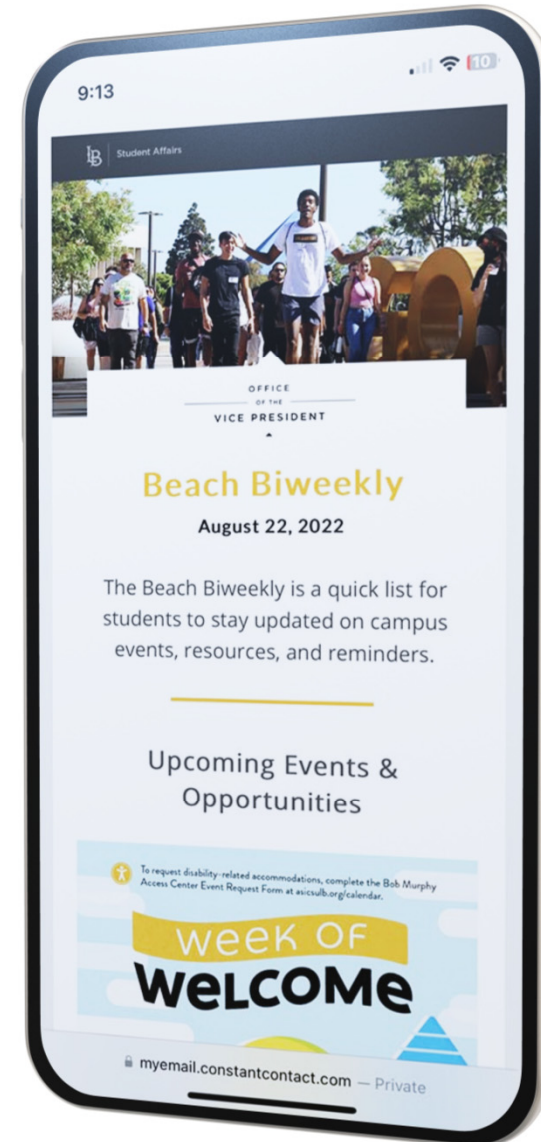
For health and wellness resources, use [Beach Wellness webpage](#).

Rules... OK Cancel



Utilize the Beach Biweekly student newsletter and social media to showcase resources during high stress times.

Added mental health resources to the banner on the bottom of all campus webpages.





Added 15 distress locations to the CSULB interactive map.

Objective #4

We will align our resources to ensure students have easy access to services.



1. Develop a BEACH Crisis Text Line for campus-level student crisis data
2. Evaluate Case Management models (CARES, CAPS, BMAC, SHS, BN)
3. Explore on-demand virtual solutions to accessing care
4. Establish community partnerships with local non-profit organizations and resource centers



CRISIS TEXT LINE



365 conversations
192 texters

56% - Anxiety/Stress

55% - School

34% - Relationships

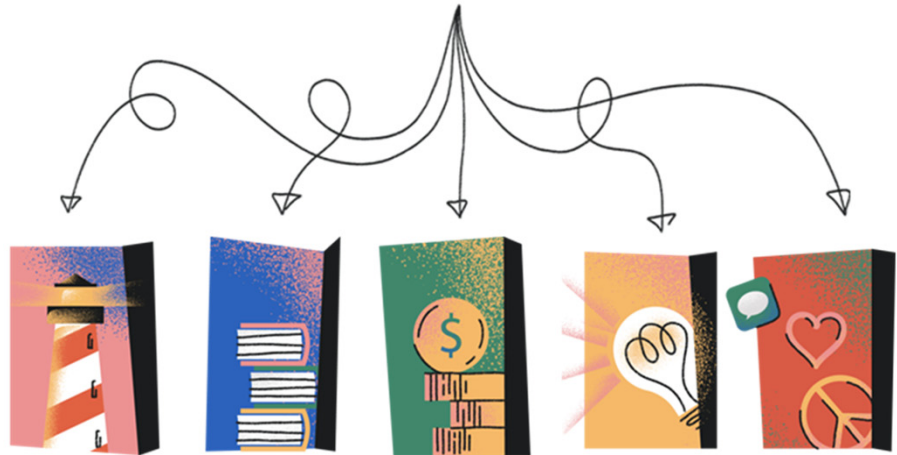
30% - Depression/Sadness

17% - Isolation/Loneliness





csulb.edu/FindHelpNow



Objective #5

We will leverage technology to reach students faster and more proactively.



1. Establish a peer-to-peer texting tool and expand the chatbot to reach students where they are
2. Develop protocols to reach student identity groups or impacted student groups during national crisis/trauma
3. Automate health services reminders
4. Build virtual social communities to combat loneliness and isolation

ocelot[®]

- ❖ **9,257** new students in **Fall 2022** (first-time, first year & transfer students)
- ❖ **27.19%** response rate
- ❖ **Transfer students** respond at higher rates than first year students
- ❖ Average unit load of students who respond is **13 units**, less than the average unit load of all the students on the texting roster which is **13.4 units**
- ❖ Average Fall semester GPA of students who respond is **2.98**, which is less than the average Fall GPA of **3.12**

Hi #FirstName. Welcome to the Fall 2022 semester! This is a staff member from CSULB. You can text with a live person anytime and we will respond! We're providing this easy texting service to all new students. Are you ready for the semester? Is there anything you might need help with? If you need help, reply Y. If you're all set for now, reply N.

I need to withdraw from this semester because my dad recently passed away and school is not my main priority this semester.

Hi XXX, we're incredibly sorry to hear this and hope you are able to mourn peacefully. The university will be reaching out to provide you with further resources. For the time, if you need to talk to someone, the university offers mental health support through our department called Counseling & Psychological Services (CAPS). They're located in Brotman Hall room 226 and you can call their office at 562-985-4001.

Hi #FirstName. Welcome to the Fall 2022 semester! This is a staff member from CSULB. You can text with a live person anytime and we will respond! We're providing this easy texting service to all new students. Are you ready for the semester? Is there anything you might need help with? If you need help, reply Y. If you're all set for now, reply N.

Is there a mental health text or email I can talk to? I'm really struggling with in person classes here :(i just don't know what to do because it's only the first week and I'm so overwhelmed

Hello XXX, I'm sorry to hear that you're feeling overwhelmed. That is completely normal in a new college environment and we will do our best to help you during this transition period. For mental health resources, you can visit our Counseling and Psychological Services (CAPS) at their website: csulb.edu/caps and you can contact them to set up an appointment at 562.985.4001. I hope that helps. And please keep us updated so we can make sure you are doing well. :)

Thank you so much. I truly am thankful for this text service.



Dear Kimberly,

I'm writing because your address of record is listed as being relatively close to where the tragedy took place this past weekend at the Lai Lai Ballroom. It is my sincere hope that you and your loved ones remain unharmed.

If you have been personally impacted by this tragic incident, please know that there is support available. You can call the CSULB CARES Team at 562-985-8670, email CARES@csulb.edu, or fill out this [online form](#) and someone will contact you as soon as possible.

Hoping you are safe and well.

Sincerely,

Beth Lesen
Vice President of Student Affairs
California State University, Long Beach

Are you or a loved one in crisis? Text BEACH to 741741 for free 24/7 assistance.
(Assistance available in English or Spanish.)





Thank you so much for reaching out.
During times like this knowing people care
and are there for support means so much.

Thankfully my family and I were not
directly impacted by the awful events this
past weekend. It was definitely a jarring
incident and one none of us ever expected
to happen in our small community.

Thanks again,

Kimberly



Beth Lesen, Ph.D.

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Beach Well

csulb.edu/beachwellness