

Counseling Center Websites: *Does your net work?*

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Why focus on counseling center websites?

Websites as a primary means of “outreach”

- Education
- Prevention
- Marketing

Goals of presentation...

- Ours
- Yours



Sketch of three schools

Hobart & William Smith Colleges

- Private; 1,800 undergraduate students; 95% residential
- Counseling Center has 3 professional staff

SUNY Oneonta

- Public; 5,600 undergraduate students; 60% residential
- Counseling Center has 4 professional staff plus an intern

University at Buffalo

- Public; 17,800 undergraduate students; 38% residential
- Counseling Center has 9 full-time plus 2 part-time professional staff and ~12 interns/practicum students



Walk-through of websites

Hobart & William Smith Colleges

<http://www.hws.edu/studentlife/resources/counseling/index.asp>

SUNY Oneonta

<http://www.oneonta.edu/development/counseling/>

University at Buffalo

<http://ub-counseling.buffalo.edu>



Strategies for developing your center website

- Who is your intended *audience*?
 - Students
 - Faculty & Staff
 - Parents
 - Community
 - Will your site be *insular* or *interconnected*?
 - Basic *layout* issues
 - Hypertext
 - Graphics & video
 - Navigation
 - Accessibility
 - What will the *contents* of your site be?
 - Information about your Center.
 - Staff listings
 - Calendar of events (e.g., workshops, groups).
 - Self-help brochures, handouts, and other materials.
 - Referral information.
 - Information about training opportunities.
 - On-line advice(??)
 - Links to other internet resources.
- 

Strategies for developing your center website

- Your *authoring strategy*
 - Do it Yourself?
 - Hire someone?
 - Learn from other sites:
Borrow/Steal
- Do you have *tech support*?
- *Testing* your site
 - Microsoft vs Apple vs ?
 - Broadband vs dialup
 - Different software versions
- Who will *Maintain* your site?

More information can be found at
the *Counseling Center Village*
<http://ccvillage.buffalo.edu/ta.html>

Strategies for promoting your center website

- Mention website in all presentations to students, parents, faculty, staff
- Mention website during telephone consultations
- Link posted at school's home-page
- Press release to campus news office, advertise in campus newspaper
- Make sure you are in your school's search engine.
- Occasional mass e-mails



Sample mass website promotion e-mail

Dear Students,

For the past few years, the HWS Counseling Center, College Store, and Warren Hunting Smith Library have collaborated to make available a selection of self-help books for the campus community. These books address a wide range of concerns, including depression, anxiety, stress, shyness, assertiveness, relationships, abuse, personal growth, and more. We invite you to see an annotated listing of the books on the Counseling Center's website

(<http://www.hws.edu/studentlife/resources/counseling/books.asp>), and to visit the College Store and library to explore these books further.

Special thanks go to Brian Cockett of the College Store and Sara Greenleaf of the library for their help in making these books available.

--Steve Sprinkle (add signature block)

Sample mass website promotion e-mail

Dear Students,

The Office of Alcohol and Other Drug Programs (AOD) and the Counseling Center are sponsoring a new service for HWS students. Students who visit either the AOD or Counseling Center websites and view the new “Mental Health Screening” section can complete brief, anonymous, internet-based questionnaires that screen for mood, alcohol, eating, and anxiety related concerns. While these screenings are no substitute for a face-to-face consultation with a mental health professional, the screenings do provide valuable feedback, encouraging those whose responses are consistent with the significant psychological problems to seek treatment.

HWS students who are interested in counseling or mental health treatment are encouraged to contact AOD (x3478) or the Counseling Center (x3600) for free, confidential services. Students can learn much more about these services by visiting each department’s website.--Steve Sprinkle (add signature block)

Strategies for tracking your center website

Tracking software probably available from your IT department

Query clients re use of website in satisfaction surveys or other forms

Include tracking data in yearly reports

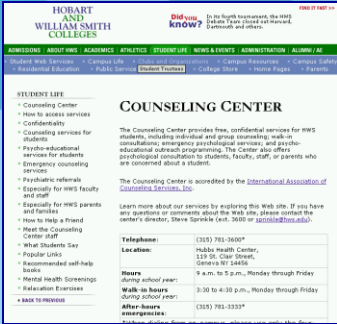
Use tracking data to develop your website



Popular web pages on our center websites

Hobart and William Smith Colleges

1. Relaxation exercises
2. Tips for managing classroom discussions
3. Main page
4. Self-help books



HOBART AND WILLIAM SMITH COLLEGES
COUNSELING CENTER

The Counseling Center provides free, confidential services for HWS students, including individual and group counseling, walk-in consultation, emergency psychological services, and psycho-educational outreach programming. The Center also offers professional consultation to students, faculty, staff, or parents who are concerned about a student.

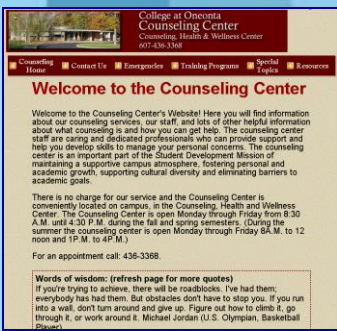
The Counseling Center is accredited by the [International Association of Counselors & Therapists](#).

Learn more about our services by exploring this Web site. If you have any questions or comments about the Web site, please contact the center's director, Steve Sorvick (ext. 3655 or sorvick@hws.edu).

Telephone: (515) 781-3600*
Location: Public Health Center, 135 S. Cedar Street, Geneva NY 14456
Hours during school year: 9 a.m. to 5 p.m., Monday through Friday
Walk-in hours during school year: 9:30 to 4:30 p.m., Monday through Friday
After-hours emergencies: (515) 781-3333*

SUNY Oneonta

1. Main page
2. Meet the staff
3. Community Resources
4. Depression awareness



College at Oneonta Counseling Center
 Counseling, Health & Wellness Center
 607-436-3368

Welcome to the Counseling Center

Welcome to the Counseling Center's Website! Here you will find information about our counseling services, our staff, and lots of other helpful information about what counseling is and how you can get help. The counseling center staff are caring and dedicated professionals who can provide support and help you develop skills to manage your personal concerns. The counseling center is an important part of the Student Development Mission of maintaining a supportive campus atmosphere, fostering personal and academic growth, supporting cultural diversity and eliminating barriers to academic goals.

There is no charge for our service and the Counseling Center is conveniently located on campus, in the Counseling, Health and Wellness Center. The Counseling Center is open Monday through Friday from 8:30 A.M. until 4:30 P.M. during the fall and spring semesters. During the summer the counseling center is open Monday through Friday 9A.M. to 12 noon and 1P.M. to 4P.M.)

For an appointment call: 436-3368

Words of wisdom: (refresh page for more quotes)
 If you're trying to achieve, there will be roadblocks. I've had them; everybody has had them. But obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it. Michael Jordan (U.S. Olympian, Basketball Star).

University at Buffalo

1. Main page
2. Relationship self-help
3. Stress/Anxiety self-help
4. Depression/Suicide self-help



studentsfirst **UB** University at Buffalo
 Student Affairs The State University of New York

Tools: Search Calendar Feedback Usability S. Affairs Home
[Affirm UB Rules & Regulations - Act Now](#)

SWT - Counseling Services
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Coping with the Tsunami Disaster

Important:
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Related Documents
 o [Class Escape](#)
 o [Policy](#)
 o [Board of Operation](#)

Related Sites
 o [Disability Services](#)
 o [Wellness](#)



Questions and discussion

