Media Campaigns as a Method of Engaging Key Partners

FACES: Freshmen Accessing Community and Embracing Survival
Michigan State University

Garrett Lee Smith Campus Suicide Prevention Grantee Meeting
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Let’s Get Started

• Collaborative Partnerships at MSU with Grant

• What do we already know about collaboration?

• Is collaboration the means to an end or is collaboration itself the end?
Learning Objectives

- Collaboration process
- Areas of Opportunity
- Evolving Model of Collaboration at MSU
- Overcoming Barriers
- Building Collaborative Partnership
- Objectives for Grant
Setting the Stage

• What is Collaboration?

• MSU Counseling Center & Health and Risk Communications Team
Counseling Center and Health & Risk Communications

- Information Sharing
- Communicate Goals and Needs
- Explore opportunities to partner
- Mutually agreed upon objectives
- Ongoing: Communication, genuine interest, relationship building
Collaboration: Is it ever that easy?

- Barriers
- Campus Climate
- Organizational Issues
Activity #1: Case Studies

• How might collaboration be used as a method of resolving the issues in this case?

• Who on your campus would be helpful for this situation?

• Where might a collaborative partnership begin?

• How would you begin building the partnership?
Model of Collaboration

- Information Sharing
- Goals and Needs
- Explore
- Mutual Objectives

1. Communication
2. Genuine Interest
3. Relationship Building
Collaborative Model in Practice

Level One: Information Sharing

- Information Sharing
  - Goal and Needs
  - Explore
  - Mutual Objectives
Collaborative Model in Practice

Level Two: Communicate Goals & Needs

1. Communication
2. Genuine Interest
3. Relationship Building
Collaborative Model in Practice

Level Three: Explore Opportunities to Partner

- Information Sharing
  - Goals and Needs
    - Explore
      - Mutual Objectives

1. Communication
2. Genuine Interest
3. Relationship Building
Collaborative Model in Practice

Level Four: Mutually Agreed Upon Objectives

1. Communication
2. Genuine Interest
3. Relationship Building
Collaborative Model in Practice

- Communication
- Genuine Interest
- Relationship Building
Activity #2: Collaboration Discussion

• Individual Reflection

• Have you participated in a collaborative partnership to meet the goals of your Grant?

• If so, what has the experience been like? If not, why not?
Activity #2: Thoughts to share?

Collaboration Models on our campuses
Next Steps & New Doors

- Next Steps in the Collaborative Partnership
- Future partnership with Health & Risk Communication Team
- Future Research & Publication
Next Steps & New Doors

- Professional & Technical Writing: Spring 2011
- Student Risk & Review Committee (subgroup)
- Video Podcasts
- FACES Website, Parent Support Website
- Academic Orientation Program & Parent Orientation Program
- Residence Life
Activity #3: Small Group Discussion

Wish List
Final Thoughts

• Collaboration & Sustainability

• Win-Win

• Compelling Topic & Synergy

• Any additional final thoughts on collaboration?
Questions?

- Any questions?
- Evaluation Form

Go Green! Go White! Go State!