The University Life Café: A Multi-Pronged Sustainability Strategy

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Welcome!
University Life Café is part of the K-State community, committed to facilitating a discussion about personal wellness. Get involved: share your art, your stories & your questions.

The University Life Café
http://www.universitylifecafe.org

The University Life Café:
A Multi-Pronged Sustainability Strategy
A Brief History

- What is the University Life Café?
- What are its main features? What is the site’s main purpose?
- How was this site originated? What is the site’s history?
- Who is the local virtual community of the Café? Why is it a “forever” kind of community even though it is transient? What is the established student membership at K-State?
- Who is the global virtual community? What does Google Analytics say about the virtual community members? How are their needs different from local virtual community members?
Student Digital Content Sharing

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Formalized Multimedia Contents for Emotional Resilience
Self Discovery Heuristics

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Live Presences and Interactivity

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An Annual Art Contest

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Local Events / Social Networking / Alliances / Transparency

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University and User Protections

- A legal substructure
- Privacy protections
- Back-end security and limited awareness
- Site transparency
- Alliances
University Life Café Sustainability: 5Ws and 1H

Who? • What exactly needs to be “sustained” into the near-future? The far future?
What? • How can this endeavor and resource be sustained over time?
When?
Where?
Why?
How?
1. **Sustaining:**
Caring Professional People

**Human Resources**
- Site monitoring and maintenance
- Student event hosting and logistics
- Outreaches to students (face-to-face and online); continuing communications
- Live counselor presence on the site
- Art contest hosting

**Solutions**
- Assimilation and ownership by Counseling Services and the larger university
- Partnership with off-campus and on-campus entities and funding groups
- Political work on campus for allies and supporters
- Evolving trainings of Counseling interns
2. **Sustaining:** Resources and Structures

### Resources and Structures
- Technological substructure and administration
- Human resources structure (partial funding of positions)
- Digital contents (protecting against obsolescence and irrelevance)
- Physical Structures: Access to the local art gallery and other spaces
- Electronic mailing lists (which last one academic year)

### Solutions
- Grant funding
- Student association grant funding
- On-campus goodwill
- Volunteer support
- Free sites (Twitter™, Facebook™, and others)
- Publicity in books, articles, national presentations for the site’s credibility, efficacy, and outreach
3. **Sustaining:**

The Virtual Community *(local and global)*

**The Local and Global Virtual Communities**

- K-State students from the active learners (transient but a “forever” pool of learners)
- Global users of the site (generally off-campus users)

**Solutions**

- Connections to campus community through face-to-face and distance events; inter-communications
- Outreaches to global users (through contents and messages); packaged contents for targeted audiences
- Continuing service and responsiveness
- Strategic alliances (working with professors and their students)
- Publicity
4. **Sustaining: A Culture of Care**

**Values and Practices**

- Safe messaging
- Evolving contents and outreach to the various demographic groups on a campus
- Modeling of the values of care by service and actions

**Solutions**

- Present and conscientious leadership
- Research on student needs and methods of care
- Creating aligned messages
- Supporting participants on the site through interactivity and vigilance
- Interactions with students from all over campus
The Far Future?

Needs

- Visionary changes to meet the needs of changing learners
- Improved website functionalities for communications, archival, search, interactivity, and other aspects
- Greater site security functionalities
- Potential greater site access for both local (K-State students) and global (world) users
- Multi-cultural and targeted content creation
- Wide-reaching live virtual events
The Far Future? (cont.)

Solutions

- Grant funding for innovations to the site; additional expertise; guest speakers; live events, and additional digital contents
- Long-term, strategic, and mutually beneficial alliances with other universities, organizations, or corporations
- Strong leadership and experiences working with cross-functional teams
- In-depth training for specific aspects of the work
Transferability of the Model to Other University Sites?

What Can **Transfer**? What can be **Globalized**?

- **Tech**: The technological substructure and functions (Django™ substructure)
- **Policies**: The legal protections of the established policies
- **Strategies and Tactics**: The ideas for digital contents (videos, articles, and others); the methods for hosting art competitions and events; campus outreach methods
- **Support**: Professional advisement and support to off-campus partners
Transferability of the Model to Other University Sites? (cont.)

What Can’t be Transferred?

What Must be Localized to the New Instantiations?

- The local personnel to support the site
- The unique and local branding (look and feel, logo)
- The unique content touches
- The copyrighted heuristics
- The security setup and response
- The connections to the other resources and allies
Conclusion and Contact

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Additional Information

International and National

- Chapter 1: “The Making of the University Life Café: Harnessing Interactive Technologies and Virtual Community for an Anti-Suicide Website for College Students” (Cases on Collaboration in Virtual Learning Environments: Processes and Interactions)

- “The University Life Café: Promoting Students’ Emotional Health” (Educause Quarterly) and Formamente (of Global Universities in Distance Education)
Additional Information

International and National (cont.)

- “A Virtual Community to Enhance Students’ Emotional Resilience” (International Online Conference: 8th Annual Online Conference for Teaching and Learning)
- Public Video Channels: Vimeo™ and YouTube™
- SAMHSA presentations
- Drs. Fred B. Newton and Steven C. Ender’s Students Helping Students (2010)

Local

- K-State main website and official publicity channels
- Local television and radio stations