

# University Counseling Service Outreach Needs Assessment Report

The UCS conducted an Outreach Needs Assessment over the course of the spring 2018 semester. The purpose of this needs assessment was to gather student perspectives about the types of outreach topics they would benefit from learning about and their preferred ways of obtaining this information. A total of 4,812 students responded to the survey, equating to a 14.4% response rate.

## Demographics: Sex

<b>Sex</b>	<b>Percent of sample</b>	<b>Number of participants</b>
Female	75.8%	3464
Males	24.2%	1103

## Demographics: Gender Identity

<b>Gender Identity</b>	<b>Percent of sample</b>	<b>Number of participants</b>
Agender, Non-binary, Transgender	2.1%	96
Cisgender	2.3%	106
Man	23.2%	1060
Woman	72.4%	3315

## Demographics: Sexual Orientation

<b>Sexual Orientation</b>	<b>Percent of sample</b>	<b>Number of participants</b>
Bisexual	9.3%	424
Gay	2.2%	100
Heterosexual/Straight	82.4%	3772
Lesbian	1.3%	61
Questioning	2.0%	93
Self-Identify	2.8%	126

## Demographics: Race/Ethnicity

<b>Race/Ethnicity</b>	<b>Percent of sample</b>	<b>Number of participants</b>
American Indian/Alaska Native	0.1%	5
Asian American/Asian	9.0%	409
Black/African American	3.0%	137
Hispanic/Latino/a	4.2%	191
Native Hawaiian/Pacific Islander	0.1%	3
White/Caucasian	75.5%	3435
Multiracial/Biracial	8.1%	370

## Demographics: International Status

<b>International Status</b>	<b>Percent of sample</b>	<b>Number of participants</b>
Yes	5.1%	232
No	94.9%	4347

## Demographics: Disability Status

<b>Disability Status</b>	<b>Percent of sample</b>	<b>Number of participants</b>
Yes	6.8%	310
No	93.2%	4271

Demographics: Academic Status

<b>Academic Status</b>	<b>Percent of sample</b>	<b>Number of participants</b>
Freshman	20.6%	936
Sophomore	21.0%	955
Junior	17.8%	810
Senior	14.6%	666
Graduate/Professional	26.0%	1184

Demographics: Veteran Status

<b>Veteran Status</b>	<b>Percent of sample</b>	<b>Number of participants</b>
Yes	1.3%	58
No	94.1%	4528

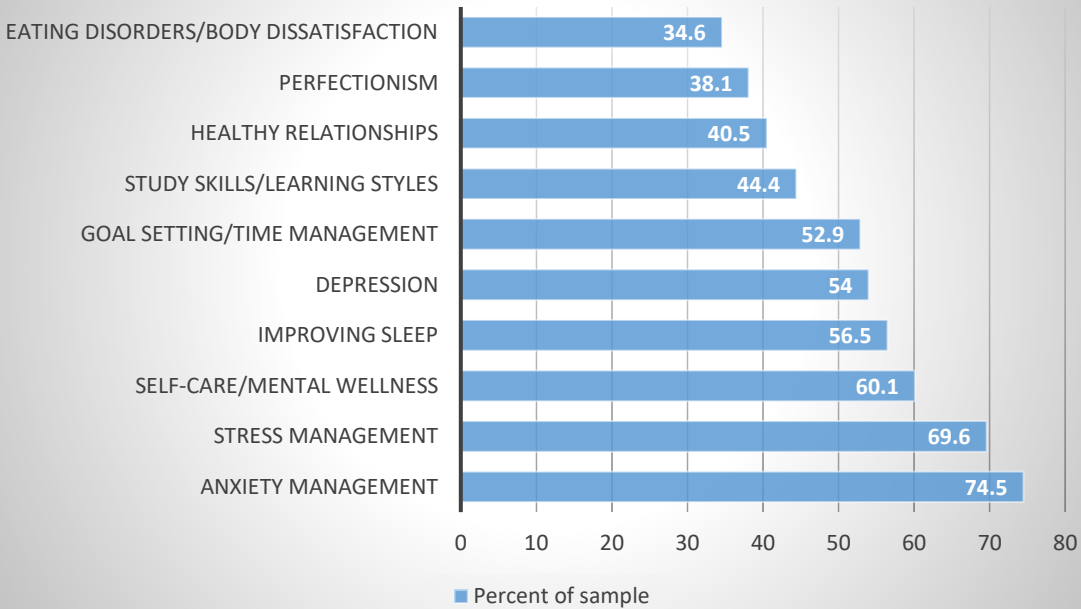
Demographics: Housing

<b>Housing</b>	<b>Percent of sample</b>	<b>Number of participants</b>
On campus housing	29.8%	1363
Fraternity/sorority house	2.6%	121
Off campus housing	67.6%	3096

**Results**

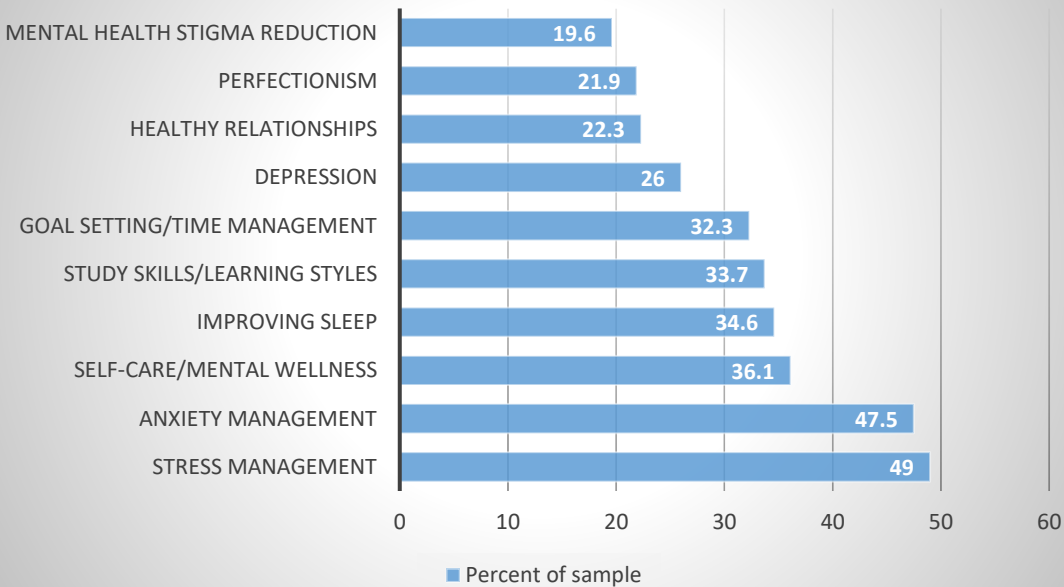
Participants reported that 61.8% did not know how to request UCS outreach services. Whereas, 38.2% reported they knew how to request outreach services. In addition, 91.5% of the sample endorsed they have not attended an outreach program provided by UCS staff in the past. Of the 22 outreach content areas that participants could choose from, the top ten topics that the sample believed they would benefit from learning about were:

## Top 10 Topics Believed to Benefit From



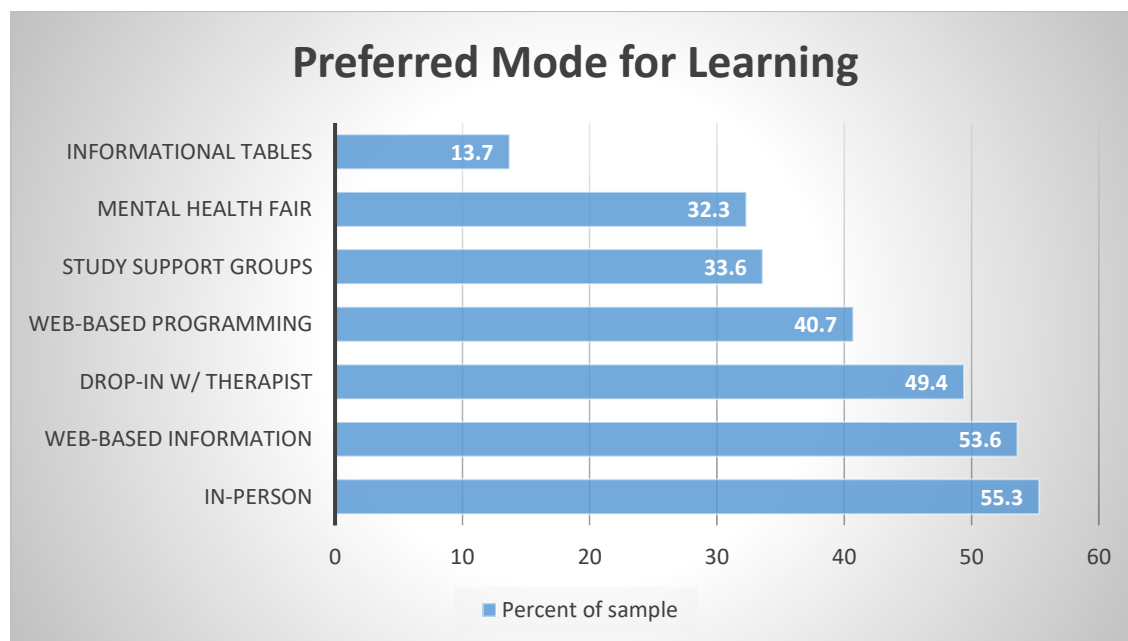
Then, the top 10 topics the sample believed they would attend in an in-person presentation or workshop were:

## Top 10 Topics to Attend In-Person



The participants were also asked how they would prefer to learn about the outreach content areas since UCS does not want to assume that students prefer to attend in-person

programming. The majority of students indicated they were interested in in-person presentations, and 7.5% endorsed they would not attend an in-person presentation or workshop. The following chart displays overall preferred learning reported by this sample.



### **Implications of the findings**

Based on the reported results, there is a great deal of consistency in the topical areas that students believe they will benefit from and the in-person presentations they believe they will attend. Furthermore, results suggested students prefer in-person learning and web-based information. The UCS Outreach Workgroup will consider how to include more of the most requested topical areas in in-person presentations and/or workshops, and in web-based information. For instance, focusing on bolstering the Self-Help section of the UCS website.

An additional learning preference students indicated was having drop-in meetings with UCS therapists. The UCS therapists embedded in Residence Education will start a Let's Talk program this coming fall 2018 semester. This program is meeting this request and, depending on its utilization rates, the UCS is planning to expand the Let's Talk program to additional areas and/or groups on campus.

Results indicated that about 62% of the sample did not know how to request UCS outreach programs. The Outreach Workgroup will consider ways to communicate this to campus with a specific focus on informing the UI student body of the steps they can take to request outreach.

Finally, there are a startling number of students who indicated they have not attended a UCS outreach program despite the frequent programming UCS is providing. The UCS Outreach Workgroup will consider these findings, but one working hypothesis is the UCS staff can more clearly state at the start of outreach programs who they are and where they work on campus.