



The Association for University and College Counseling Center Outreach

Annual Survey

Reporting period: 2021-2022

The AUCCCO Annual Survey: Overview

The Association for University and College Counseling Center Outreach (AUCCCO) is a national organization of counseling center professionals who are passionate about outreach. The association is akin to the counseling center associations for Directors, Training Directors, and Clinical Directors. AUCCCO officially announced the establishment of the organization on June 5, 2009, at the University of Michigan during the closing ceremonies of our 2nd National Outreach Conference for Counseling Centers. The formal association is in its 14th year and is currently comprised 171 members. The mission of the AUCCCO is to assist professionals involved in the leadership of outreach, consultation, and campus community interventions. AUCCCO provides opportunities for networking, professional identity development, idea exchange and creating standards for quality outreach services. AUCCCO promotes a broad understanding of outreach, prevention and education services based on the assumption that outreach must extend the expertise of counseling centers to the larger campus community. AUCCCO recognizes that, as the campus climate has a profound influence on students' lives, outreach services must be informed by perspectives that address the intersection of multiple social identities, promote social justice, and celebrate diversity in all its forms.

This reporting period, 2021-2022, marks the fifth year AUCCCO has developed, administered, and disseminated the Annual Survey to its membership as well as non-members who engage in outreach services within their institutions to continue benchmarking outreach factors critical to the functioning of college and university counseling centers. It is the intention and hope of the AUCCCO Board of Directors and its subcommittees that this data will help inform and guide the work of Outreach professionals as they work within their centers and institutions to better meet the needs of their campus community.

This year, the survey period was moved from Spring to Summer with the intention of gathering information at the end of a full academic year. The survey is intended to reflect the 2021-2022 academic year. Specific focus was given to the role of the person primarily tasked with Outreach. This role varies among counseling centers and if it does exist, the role may or may not serve as part of the center's leadership team.

As Outreach professionals, we have been called upon to adapt quickly to campus needs. We hope the results of this survey capture the experiences that feel solitary and then in-turn, amplify our collective voice. The annual survey was adapted and expanded with reference to previous surveys first conducted for 2016-2017.

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Impact during period: March 2020 to March 2021

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Acknowledgements and Participating Institutions

The AUCCCO Research and Assessment Committee (RAT) would like to thank all respondents for their participation in this survey. RAT would also like to acknowledge the dedicated efforts of all staff members, trainees, and support staff

captured in this survey. Effective collegiate mental health service delivery would not be possible without the ongoing support of stakeholders and senior administrators. We hope the results and executive summary of this survey may be used to advocate for:

- Acknowledgement and leadership opportunities for Outreach professionals
- allocation of resources
- Engagement and support from team members
- Recognition of Outreach as Intervention and Direct Service
- Shaping the narrative of the work we do as Outreach Professionals

Research and Assessment Committee

Harry Warner, The Ohio State University (Chair)
Teresa Michaelson: Embry Riddle Aeronautical University
Marian Reiff: University of Pennsylvania

Participating Institution

Respondents: 109

*All respondents answered each question unless otherwise noted

Q1: Full written name of your institution

American University
Arizona State University
Azusa Pacific University
Baldwin Wallace University
Ball State University
Baylor University
Bowling Green State University
Brigham Young University
Butler University
Cal Poly Counseling Center
California State University Sacramento
California State University San Marcos
Carthage College
Catherine Riney
Catholic University of America
Colgate University
College of Lake County
College of the Holy Cross
Connecticut College
Counseling and Psychological Services, Montana State University
Davidson College
Dickinson College
Drexel University
Duke University
East Carolina University
Embry-Riddle Aeronautical University
Emory University

Florida Gulf Coast University
Florida State University
Georgia Southern University
Georgia State University
Grand valley state university
Idaho State University
Jarvis Christian University
Lafayette College
Lake Forest College
Le Moyne College
Lehigh University
Loyola University Maryland
Mercer County Community College
Miami University
Montclair State University
Mount Holyoke College
National Louis University
Nazarbayev University
Neumann University
Nicholls State University
Northeastern Illinois University
Ohio University
Ohio Wesleyan University
Oxford College of Emory University
Pace University
Penn State University
Rochester Institute of Technology
Rosiland Franklin University of Medicine and Science
Salisbury University
San Francisco State University
Seattle Pacific University
Southwestern University
Suffolk University
Texas A&M University San Antonio
The Ohio State University
Thomas Jefferson University
Tulane University
UC San Diego
University at Albany, SUNY
University of California Irvine
University of California, Berkeley
University of Central Florida
University of Central Oklahoma
University of Georgia
University of Houston
University of Houston Clear Lake
University of Idaho
University of Illinois Champaign Urbana

University of Indianapolis
 University of Kansas
 University of Maryland Baltimore County
 University of Maryland Counseling Center
 University of Michigan
 University of Minnesota
 University of Minnesota Crookston
 University of Nevada, Reno
 University of North Carolina at Charlotte
 University of Notre Dame
 University of Oregon Counseling Services
 University of Pittsburgh Bradford
 University of Rochester
 University of South Florida
 University of St. Thomas, Counseling and Psychological Services, Center for Well Being, 35 South Finn
 St., St. Paul, MN 55108
 University of Texas at Dallas
 University of West Florida Counseling & Psychological Services
 University of Wisconsin Eau Claire
 University of Wisconsin-La Crosse
 Utah Tech University
 Vanderbilt University Counseling Center
 Vanessa Stein
 Virginia Commonwealth University
 Virginia Tech
 Washburn University
 Washington & Jefferson College
 Washington University in St. Louis
 Wellesley College
 Western Carolina University
 Western Illinois University
 Westfield State University
 Wichita State University
 Widener University
 William & Mary

Executive Summary

Data was collected September through December 2022. This year we received 109 responses which is a 13.5% increase from the previous survey. Efforts were made primarily via the AUCCCO Listserv with additional efforts to invite respondents via the AUCCCD Listserv (12.8% of respondents were Center Directors).

Demographics and Staffing

- 56.88% of respondents indicated that their center/agency includes a leadership/manager level position to oversee Outreach.
- In 2021-2022, just under one third of respondents reported earning up to \$65,000, and between \$65,001 and \$80,000, and just over a third earned above \$80,000.
- Respondents reported generally increased percentage of time spent invested in Outreach activities.

- Over the past few years, we are seeing an increase in Counseling Centers recognizing Outreach services fully integrated as part of their job and not considered “extra” work. This has increased from 51.28% in 2017-2018 to 60% in 2020-2021 to 63.30% in 2021-2022.
- 63.3% of respondents indicated that Outreach is at least partly counted as a direct service activity with 38.53% indicating it is fully counted as direct service.
- 55.88% of respondents indicated increased attendance in Outreach from AY 2020/21 to AY 2021/22 and 34.31% reported “about the same” attendance.

Attitudes toward Virtual Outreach

- The majority (55%) reported that virtual outreach was less effective than in-person outreach, 35% thought it was about the same, and only 6% thought it was more effective. Open-ended responses indicated that disadvantages of virtual outreach included reduced attendance, and lack of engagement and participation; advantages included flexibility, accessibility, and ease of sharing digital information.

Social Justice Outreach (Inclusive of Anti-Racism and Trauma-Informed efforts)

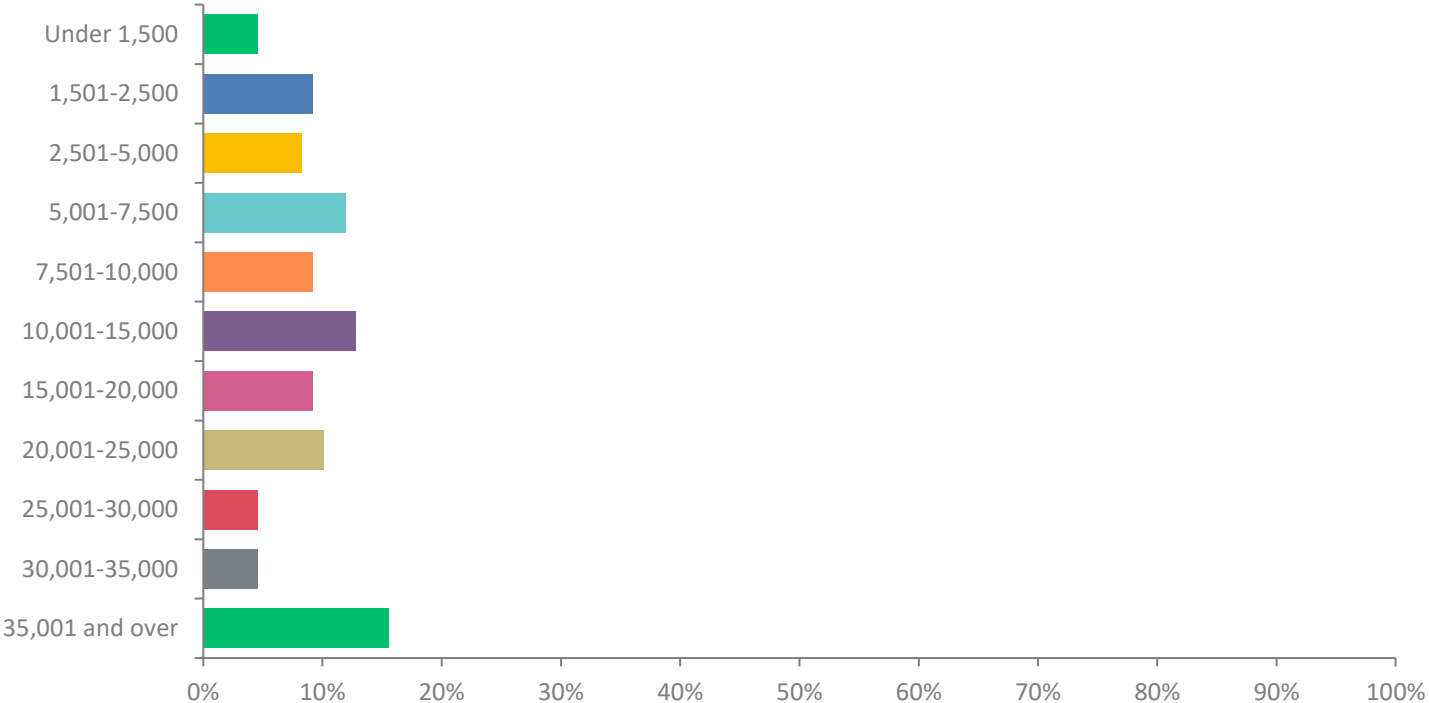
- Respondents indicated that the three groups they most commonly provide specific Outreach to are students who identify as LGBTQ+, African American/Black, and International Students.
- Specific questions below were included this year to document outreach efforts focused on Anti-Racism and to establish a baseline for future survey comparisons.
- 95% of respondents indicated that they provide Outreach focused on Anti-Racism.
- 97% of respondents indicated using some level of trauma-informed approach in Outreach.
- 100% of respondents have discussed the impact of bias or racial trauma in the workplace and 70% of centers have offered specific support to staff personally impacted.
- Regarding questions related to Social Justice supports and barriers, compared to a previous survey conducted in 2017, respondents indicated increased organizational support but also less adequate resources.
- There was a large increase in respondents indicating they engage in assessment of Social Justice Outreach, where 60% did so in 2020-2021 compared to 13.3% in 2017.
- While Minority-Serving Institutions have slightly higher levels of anti-racist and trauma-informed programming, these differences were not found to be statistically significant.
- Regarding Social Justice and Anti-Racism Outreach, themes from open-ended responses indicated that while there seems to be an increased amount of effort being made, resources continue to be limited and burden to facilitate is often placed on staff of color.

Data summary of

AUCCCO Annual Survey 2021-2022

Q2: What is the total enrollment for your institution?

Answered: 109 Skipped: 0



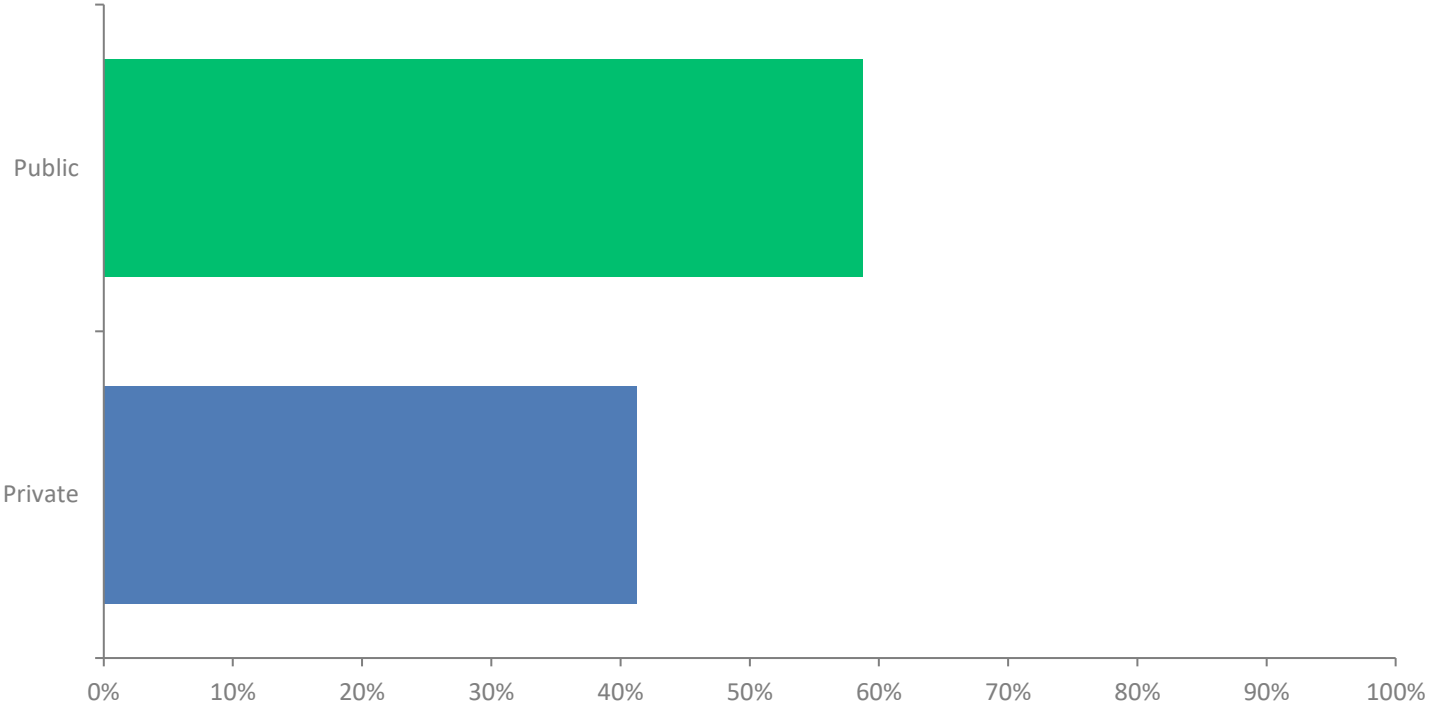
Q2: What is the total enrollment for your institution?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Under 1,500	4.59%	5
1,501-2,500	9.17%	10
2,501-5,000	8.26%	9
5,001-7,500	11.93%	13
7,501-10,000	9.17%	10
10,001-15,000	12.84%	14
15,001-20,000	9.17%	10
20,001-25,000	10.09%	11
25,001-30,000	4.59%	5
30,001-35,000	4.59%	5
35,001 and over	15.60%	17
TOTAL		109

Q3: Is your institution:

Answered: 109 Skipped: 0



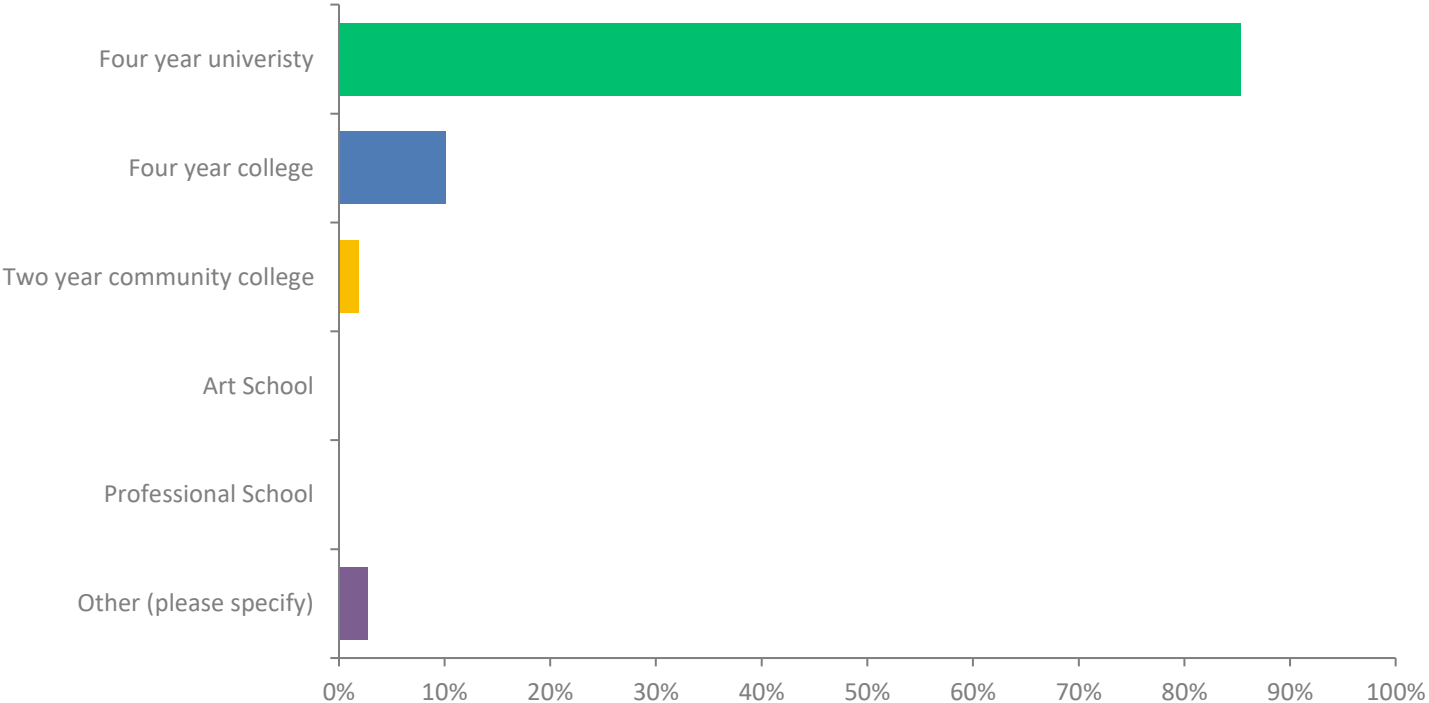
Q3: Is your institution:

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Public	58.72%	64
Private	41.28%	45
TOTAL		109

Q4: What type of institution is yours:

Answered: 109 Skipped: 0



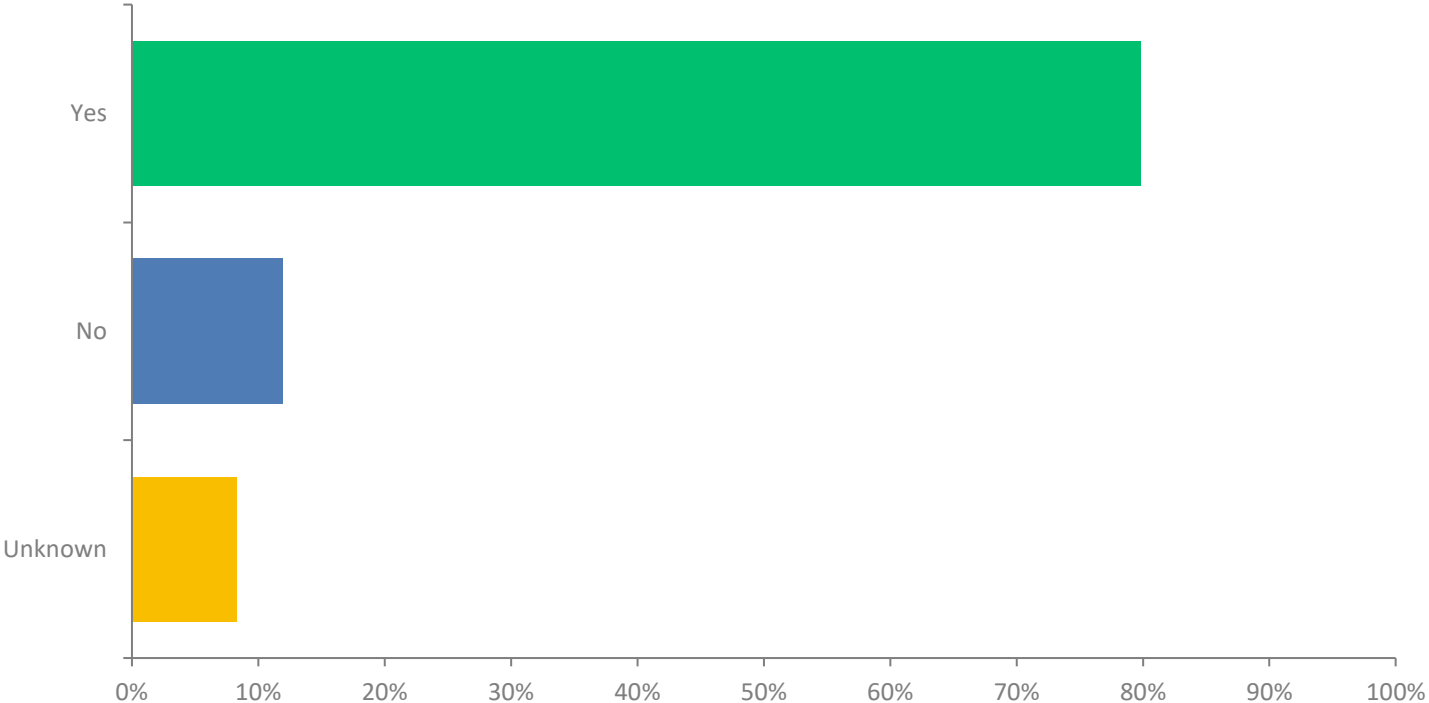
Q4: What type of institution is yours:

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Four year univeristy	85.32%	93
Four year college	10.09%	11
Two year community college	1.83%	2
Art School	0%	0
Professional School	0%	0
Other (please specify)	2.75%	3
TOTAL		109

Q5: Is your institution a current member of AUCCCO?

Answered: 109 Skipped: 0



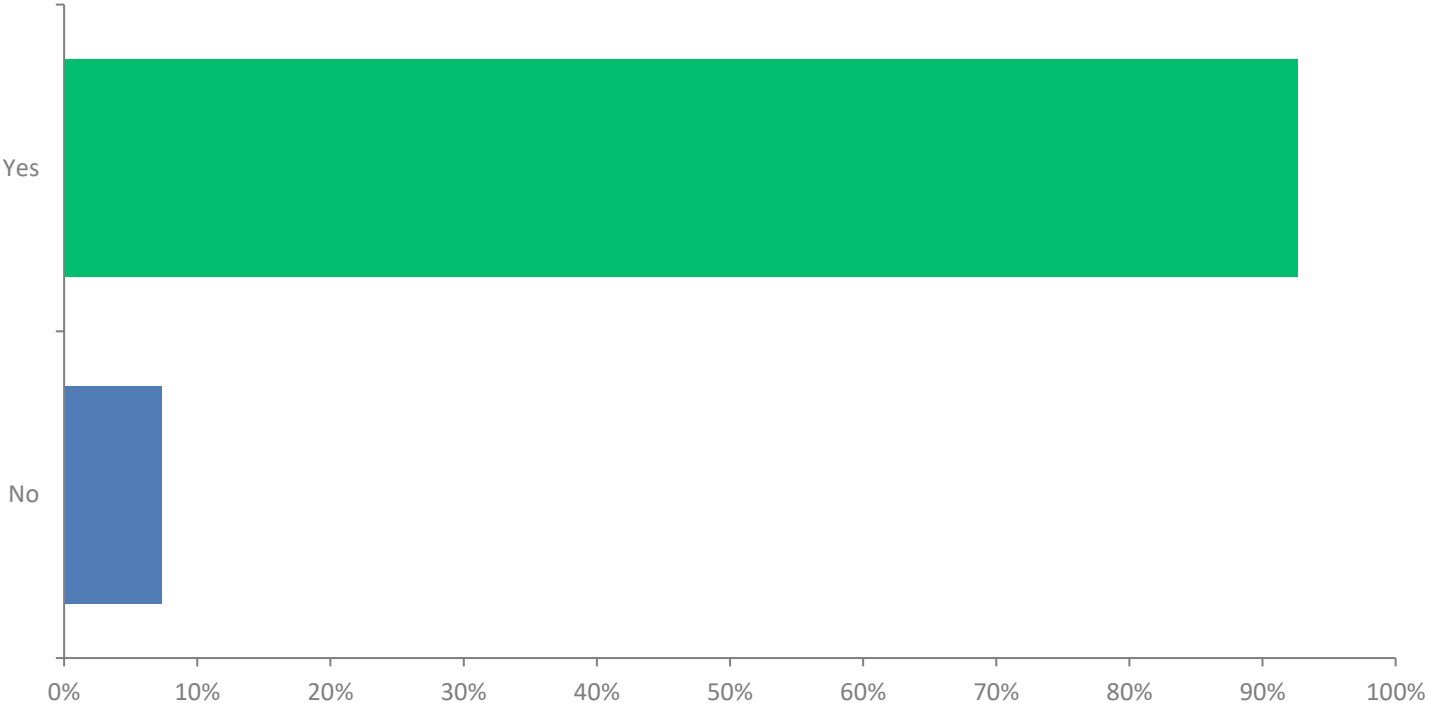
Q5: Is your institution a current member of AUCCCO?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	79.82%	87
No	11.93%	13
Unknown	8.26%	9
TOTAL		109

Q6: Are you the person primarily tasked with the overall oversight of Outreach at your center?

Answered: 109 Skipped: 0



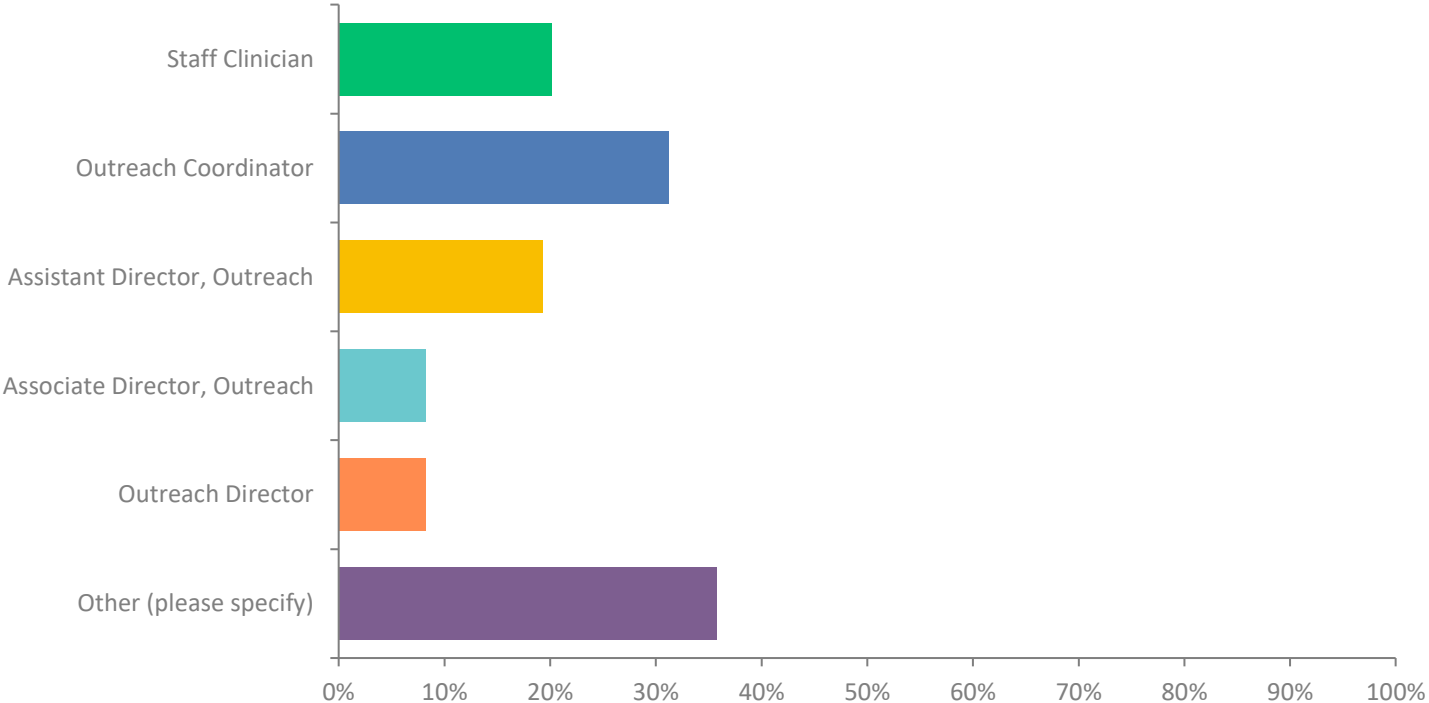
Q6: Are you the person primarily tasked with the overall oversight of Outreach at your center?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	92.66%	101
No	7.34%	8
TOTAL		109

Q7: If yes, what is your current title/role?

Answered: 109 Skipped: 0



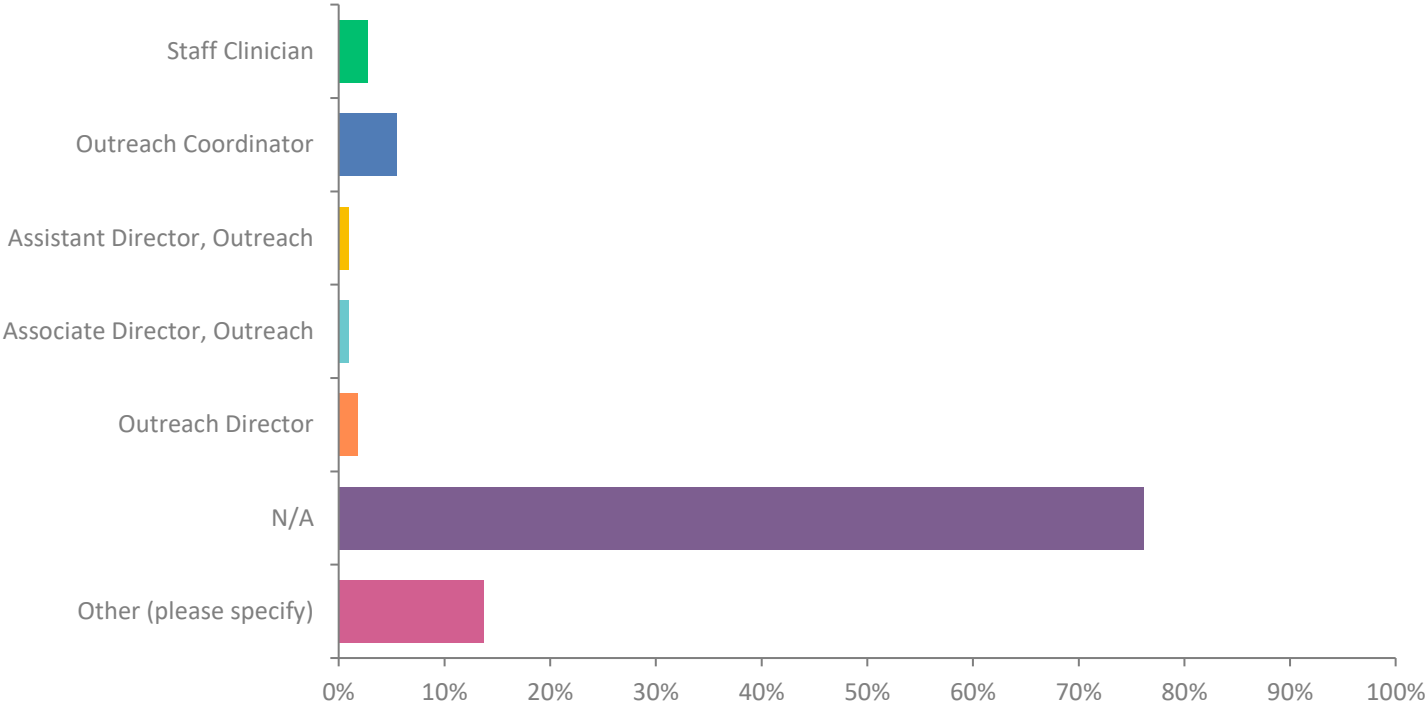
Q7: If yes, what is your current title/role?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Staff Clinician	20.18%	22
Outreach Coordinator	31.19%	34
Assistant Director, Outreach	19.27%	21
Associate Director, Outreach	8.26%	9
Outreach Director	8.26%	9
Other (please specify)	35.78%	39
TOTAL		134

Q8: If no, what is the title of the person ultimately responsible with oversight of Outreach?

Answered: 109 Skipped: 0



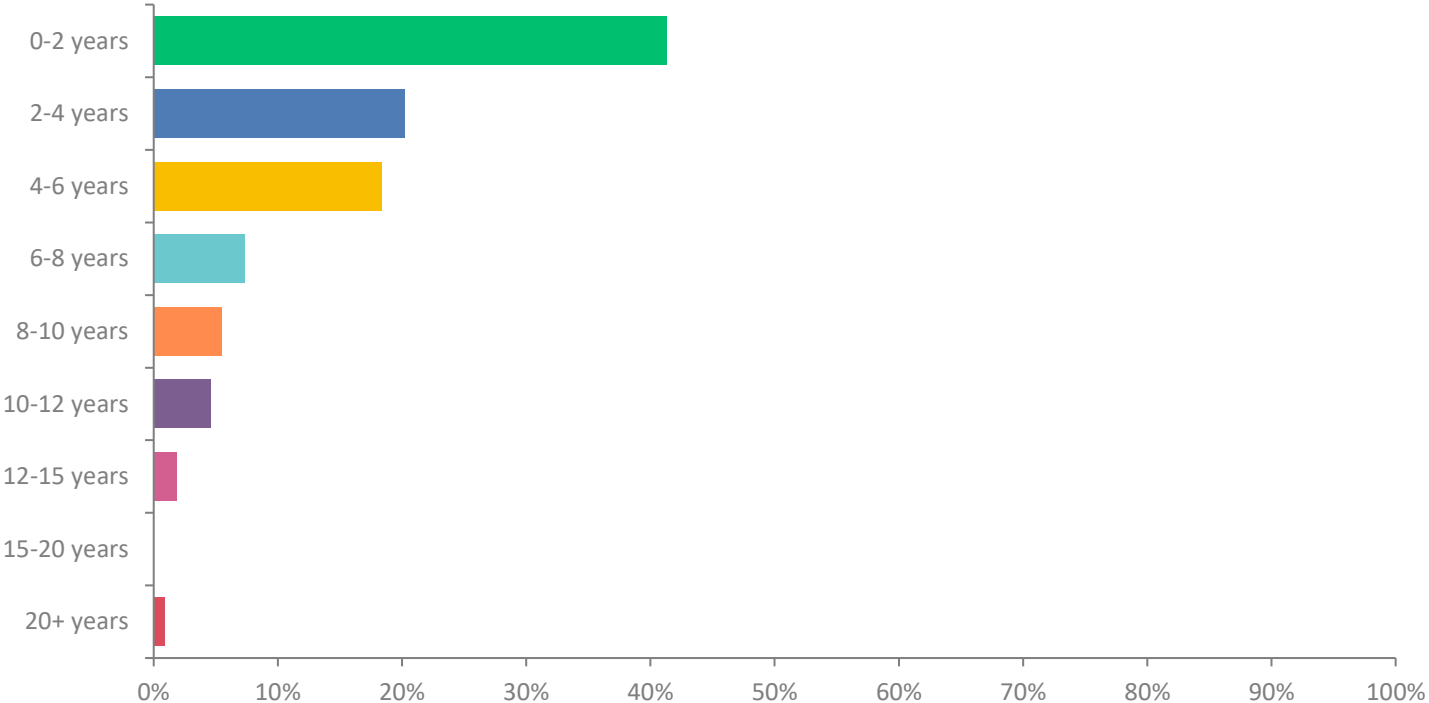
Q8: If no, what is the title of the person ultimately responsible with oversight of Outreach?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Staff Clinician	2.75%	3
Outreach Coordinator	5.50%	6
Assistant Director, Outreach	0.92%	1
Associate Director, Outreach	0.92%	1
Outreach Director	1.83%	2
N/A	76.15%	83
Other (please specify)	13.76%	15
TOTAL		111

Q9: How many years have you been in this position?

Answered: 109 Skipped: 0



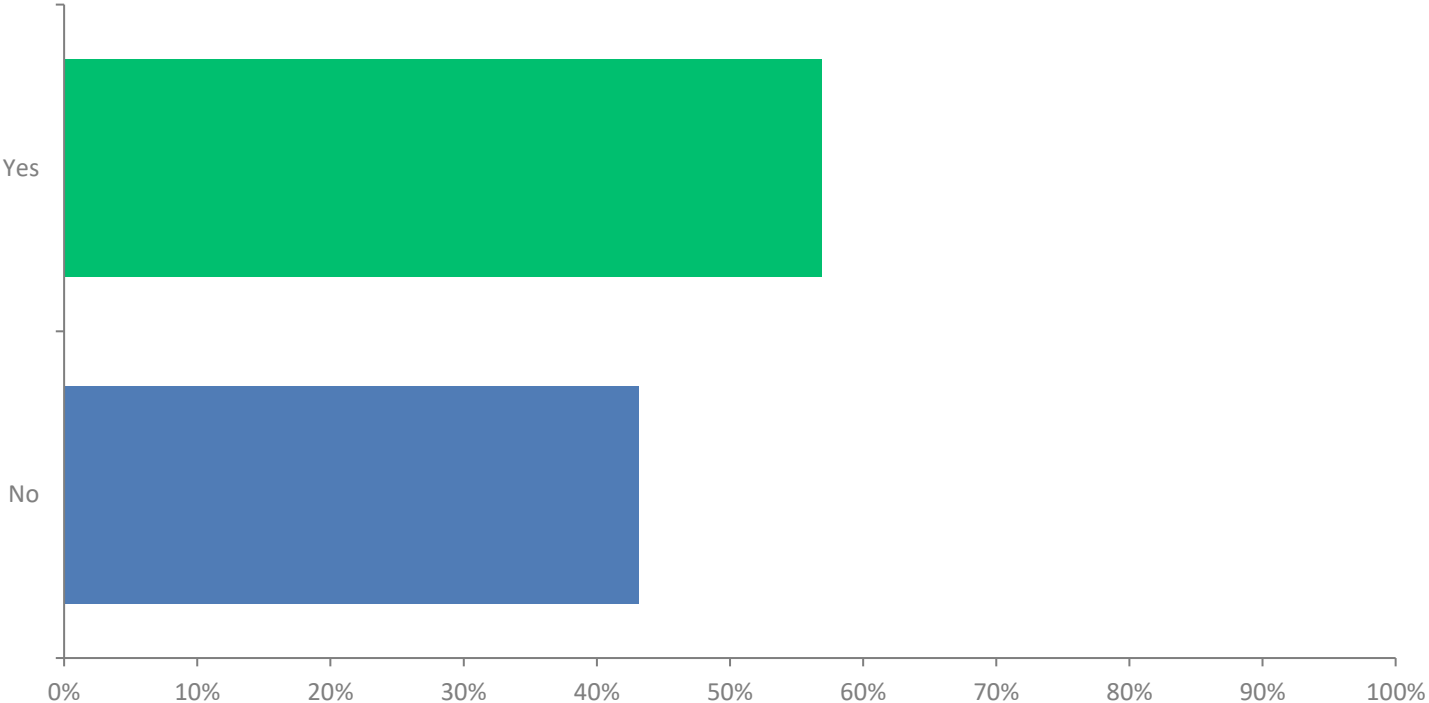
Q9: How many years have you been in this position?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
0-2 years	41.28%	45
2-4 years	20.18%	22
4-6 years	18.35%	20
6-8 years	7.34%	8
8-10 years	5.50%	6
10-12 years	4.59%	5
12-15 years	1.83%	2
15-20 years	0%	0
20+ years	0.92%	1
TOTAL	109	

Q10: Does your center/agency include a leadership/manager level position to oversee Outreach?

Answered: 109 Skipped: 0



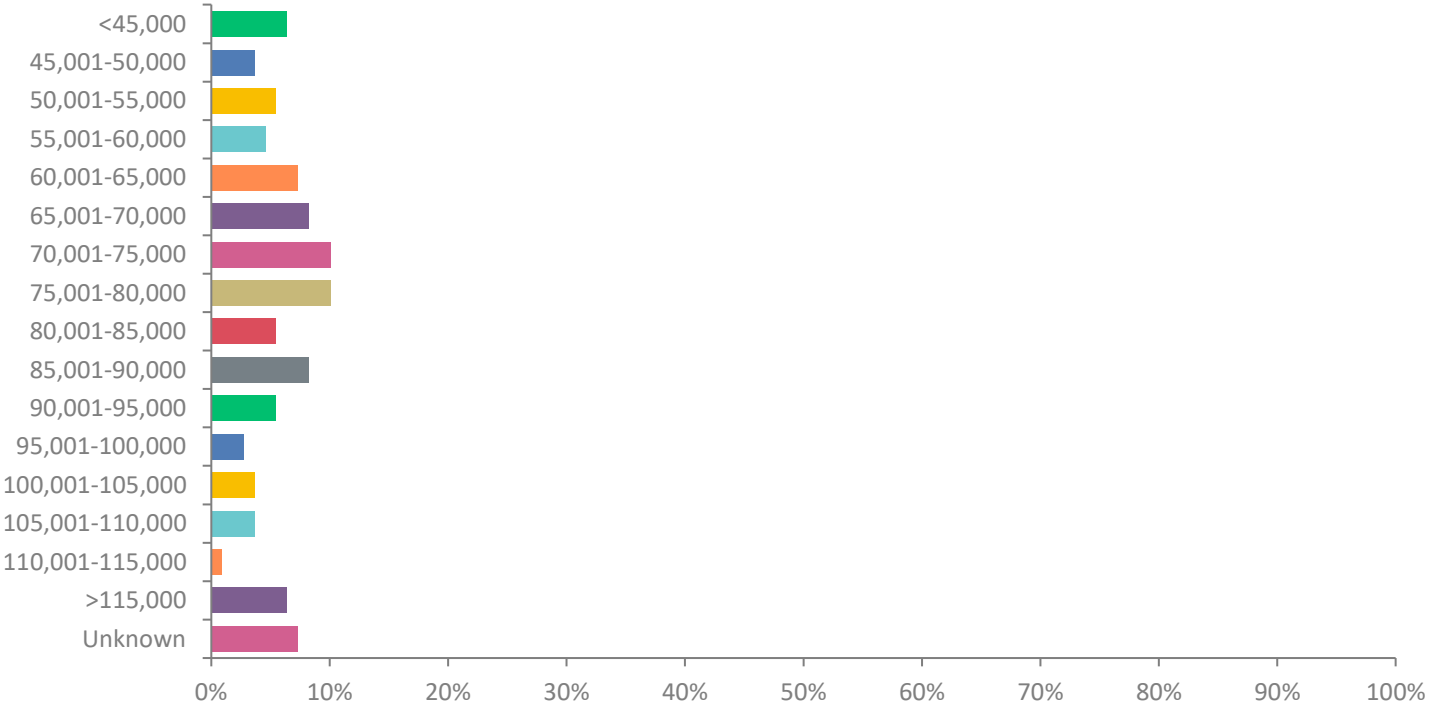
Q10: Does your center/agency include a leadership/manager level position to oversee Outreach?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	56.88%	62
No	43.12%	47
TOTAL		109

Q11: For the person primarily tasked with oversight of Outreach, in what range does their salary fall?

Answered: 109 Skipped: 0



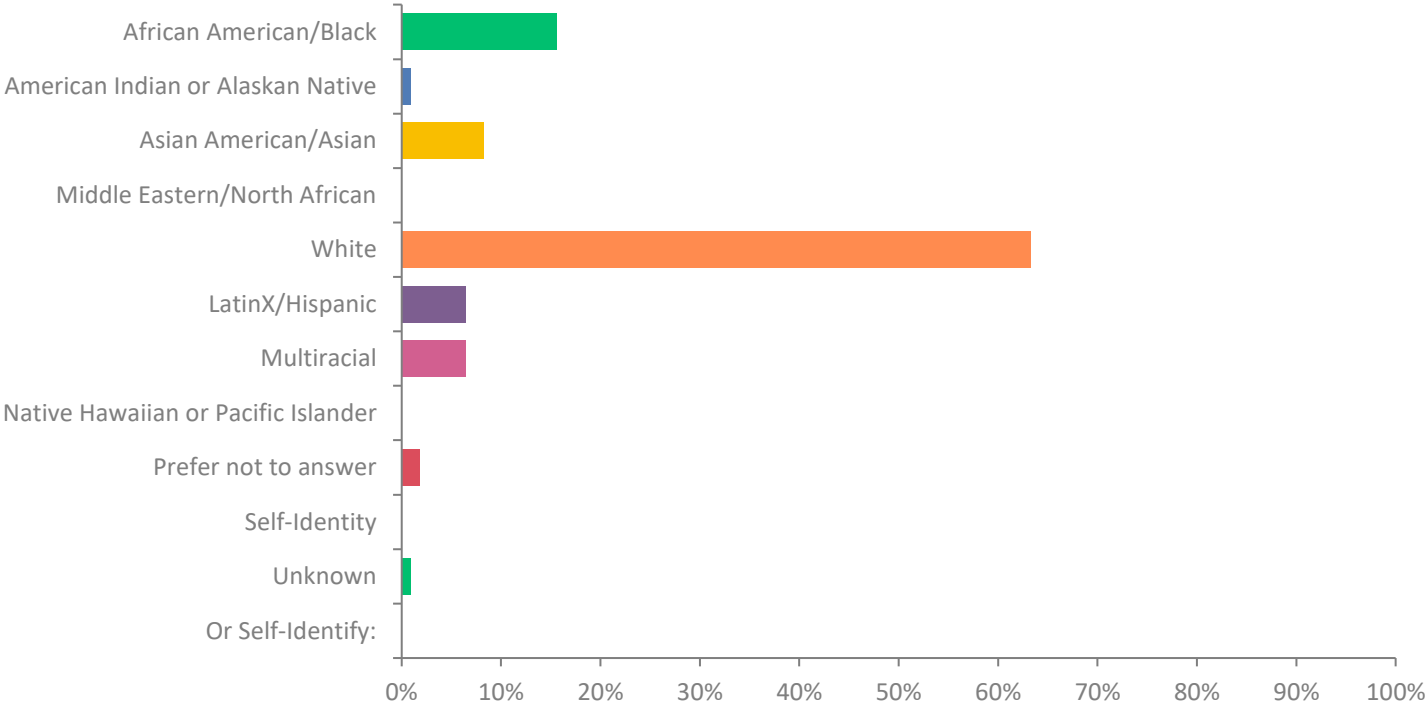
Q11: For the person primarily tasked with oversight of Outreach, in what range does their salary fall?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
<45,000	6.42%	7
45,001-50,000	3.67%	4
50,001-55,000	5.50%	6
55,001-60,000	4.59%	5
60,001-65,000	7.34%	8
65,001-70,000	8.26%	9
70,001-75,000	10.09%	11
75,001-80,000	10.09%	11
80,001-85,000	5.50%	6
85,001-90,000	8.26%	9
90,001-95,000	5.50%	6
95,001-100,000	2.75%	3
100,001-105,000	3.67%	4
105,001-110,000	3.67%	4
110,001-115,000	0.92%	1
>115,000	6.42%	7
Unknown	7.34%	8
TOTAL	109	

Q12: The person primarily tasked with Outreach identifies as:

Answered: 109 Skipped: 0



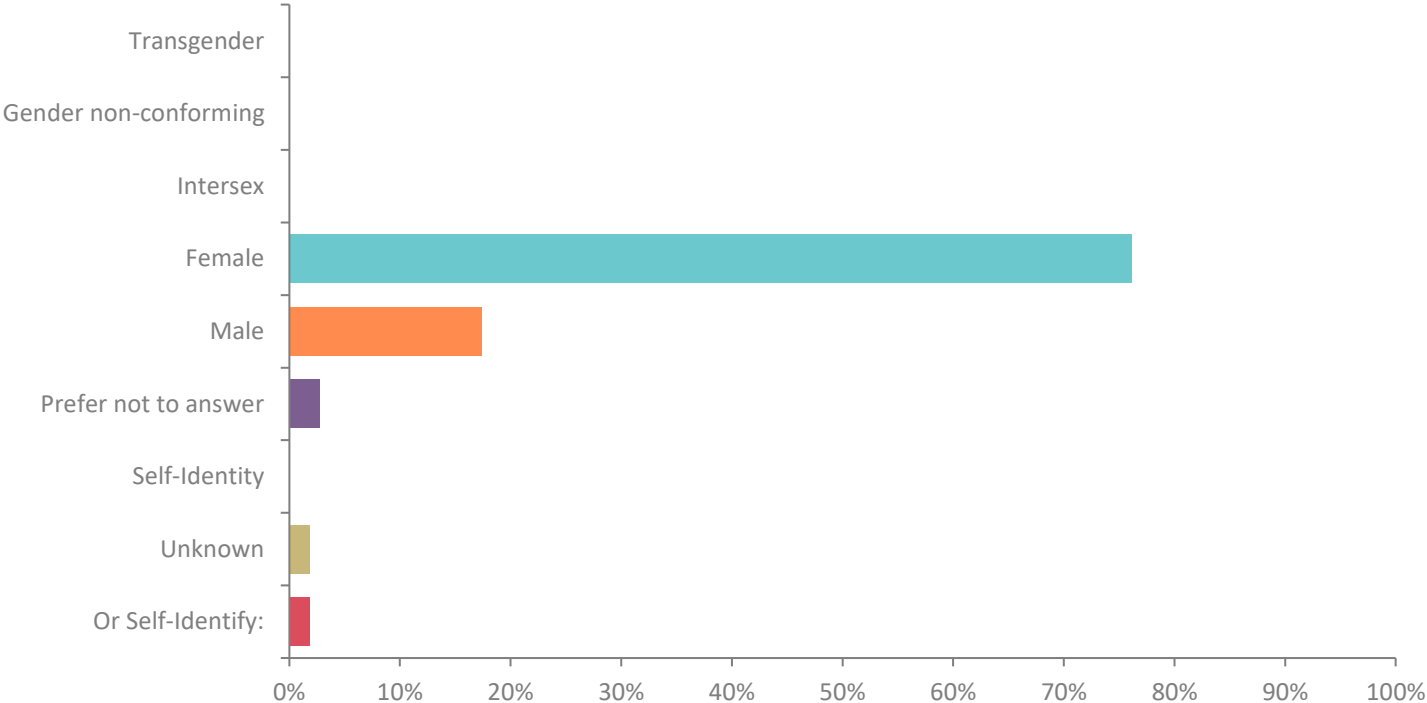
Q12: The person primarily tasked with Outreach identifies as:

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
African American/Black	15.60%	17
American Indian or Alaskan Native	0.92%	1
Asian American/Asian	8.26%	9
Middle Eastern/North African	0%	0
White	59.60%	65
LatinX/Hispanic	6.42%	7
Multiracial	6.42%	7
Native Hawaiian or Pacific Islander	0%	0
Prefer not to answer	1.83%	2
Self-Identity	0%	0
Unknown	0.92%	1
Or Self-Identify:	0%	0
TOTAL	109	

Q13: The person primarily tasked with Outreach identifies as:

Answered: 109 Skipped: 0



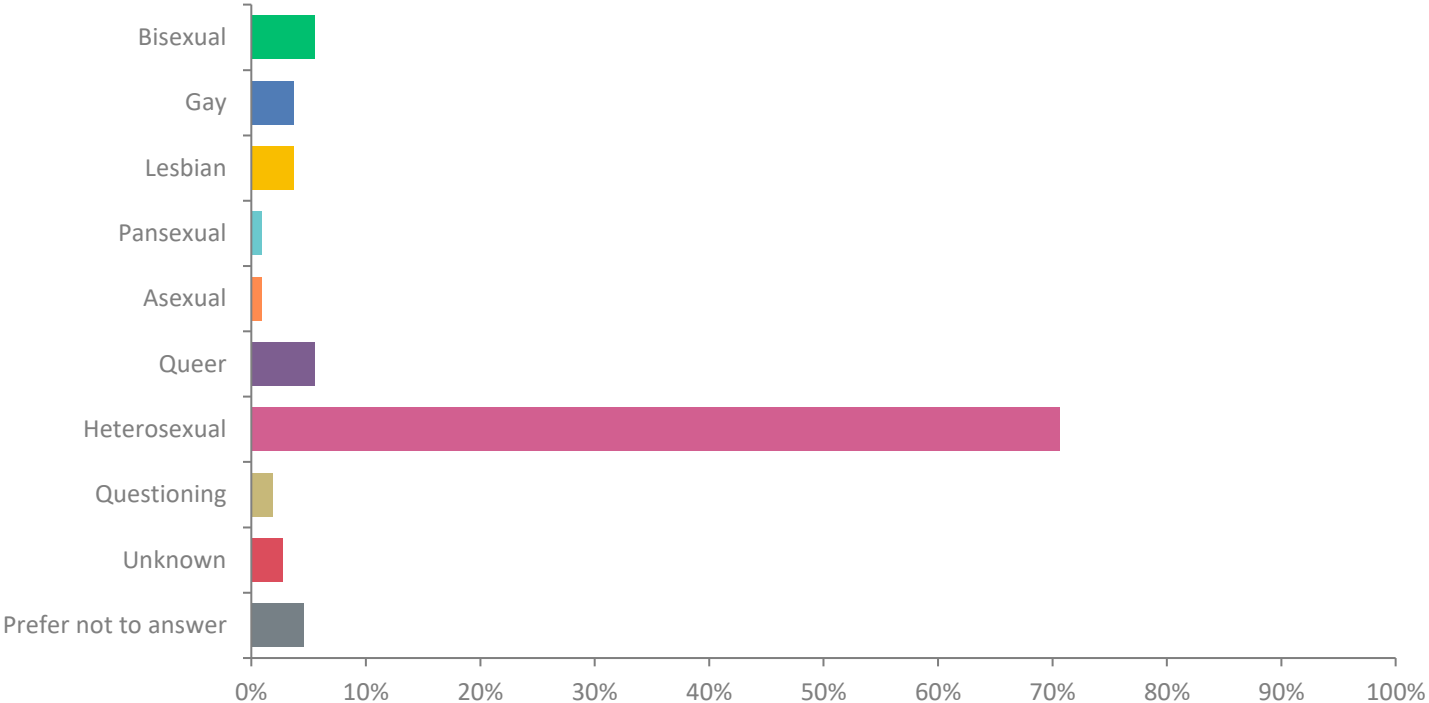
Q13: The person primarily tasked with Outreach identifies as:

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Transgender	0%	0
Gender non-conforming	0%	0
Intersex	0%	0
Female	76.15%	83
Male	17.43%	19
Prefer not to answer	2.75%	3
Self-Identity	0%	0
Unknown	1.83%	2
Or Self-Identify:	1.83%	2
TOTAL		109

Q14: The person primarily tasked with Outreach identifies as:

Answered: 109 Skipped: 0



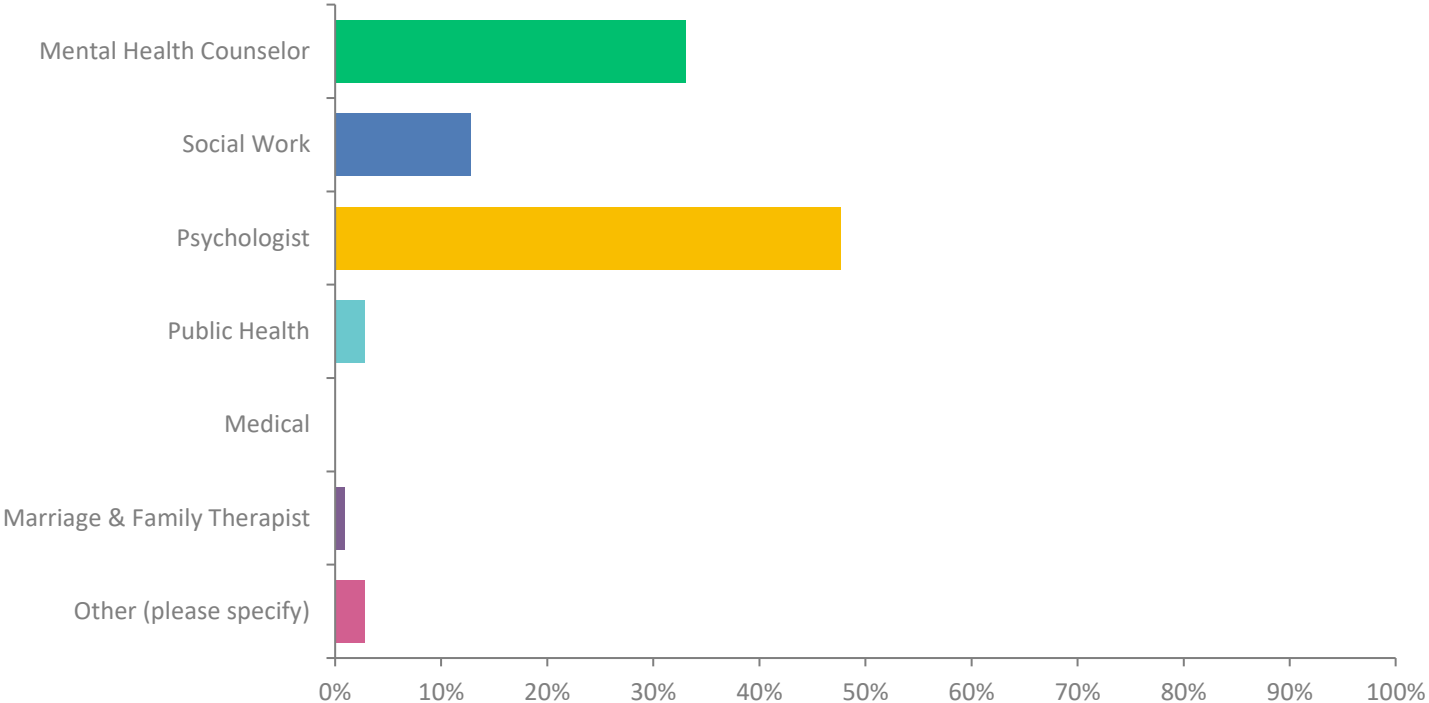
Q14: The person primarily tasked with Outreach identifies as:

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Bisexual	5.50%	6
Gay	3.67%	4
Lesbian	3.67%	4
Pansexual	0.92%	1
Asexual	0.92%	1
Queer	5.50%	6
Heterosexual	70.64%	77
Questioning	1.83%	2
Unknown	2.75%	3
Prefer not to answer	4.59%	5
TOTAL		109

Q15: What is the discipline for the person primarily tasked with oversight of Outreach?

Answered: 109 Skipped: 0



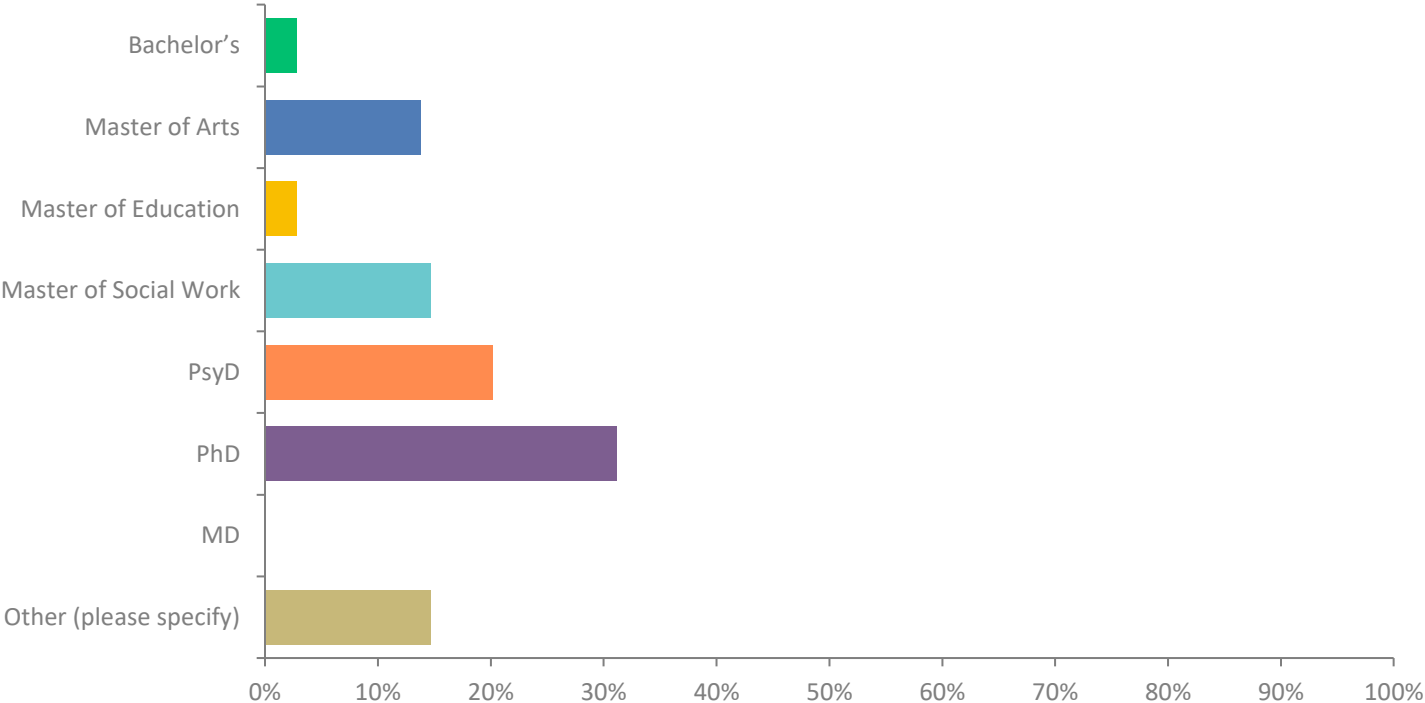
Q15: What is the discipline for the person primarily tasked with oversight of Outreach?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Mental Health Counselor	33.03%	36
Social Work	12.84%	14
Psychologist	47.71%	52
Public Health	2.75%	3
Medical	0%	0
Marriage & Family Therapist	0.92%	1
Other (please specify)	2.75%	3
TOTAL		109

Q16: What is the degree for the person primarily tasked with oversight of Outreach?

Answered: 109 Skipped: 0



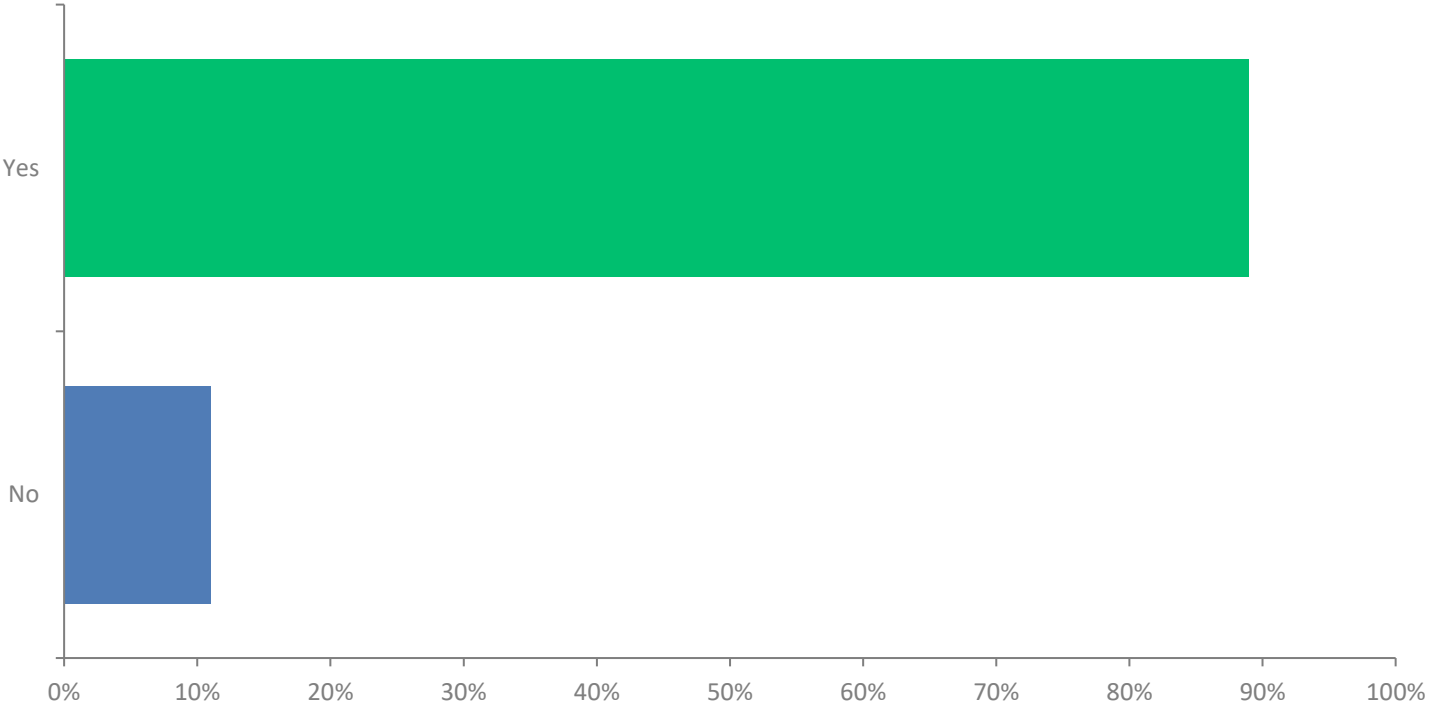
Q16: What is the degree for the person primarily tasked with oversight of Outreach?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Bachelor’s	2.75%	3
Master of Arts	13.76%	15
Master of Education	2.75%	3
Master of Social Work	14.68%	16
PsyD	20.18%	22
PhD	31.19%	34
MD	0%	0
Other (please specify)	14.68%	16
TOTAL		109

Q17: Does the person primarily tasked with Outreach hold a professional license?

Answered: 109 Skipped: 0



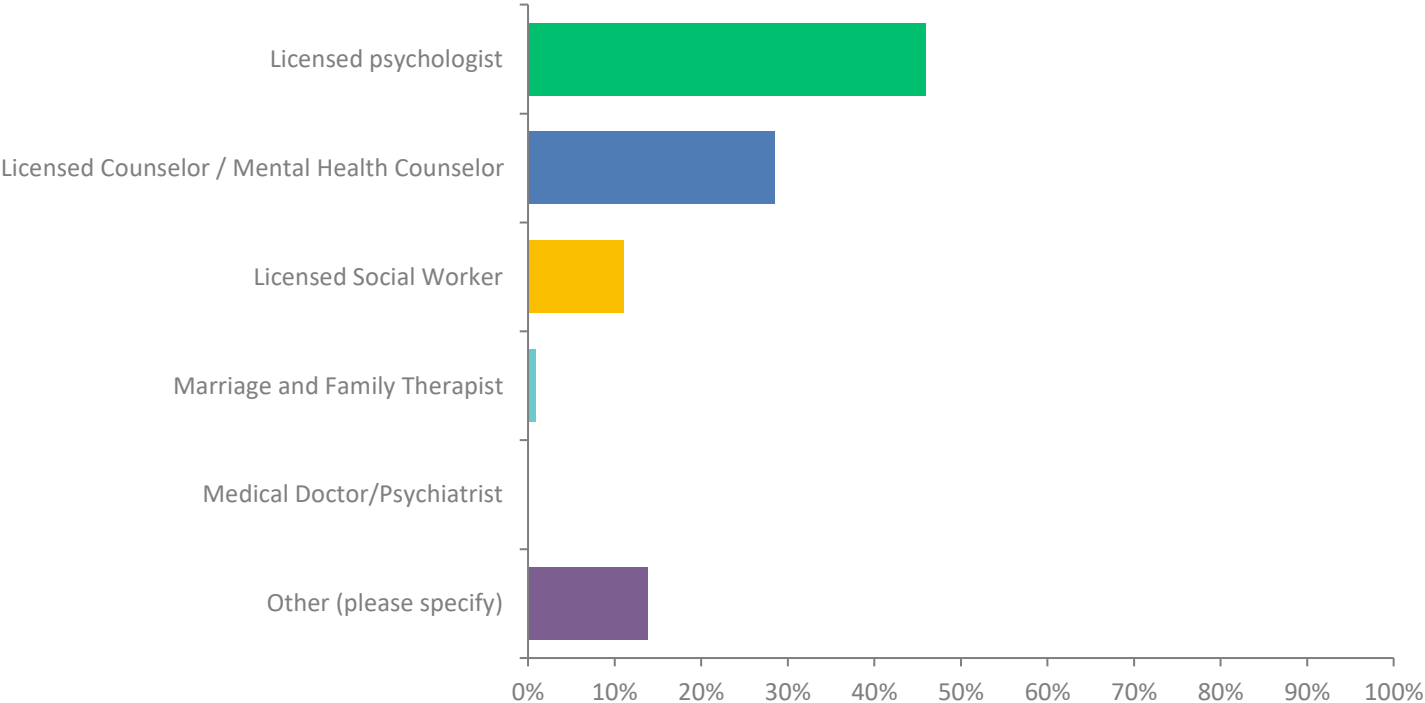
Q17: Does the person primarily tasked with Outreach hold a professional license?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	88.99%	97
No	11.01%	12
TOTAL		109

Q18: If yes, you hold a professional license:

Answered: 109 Skipped: 0



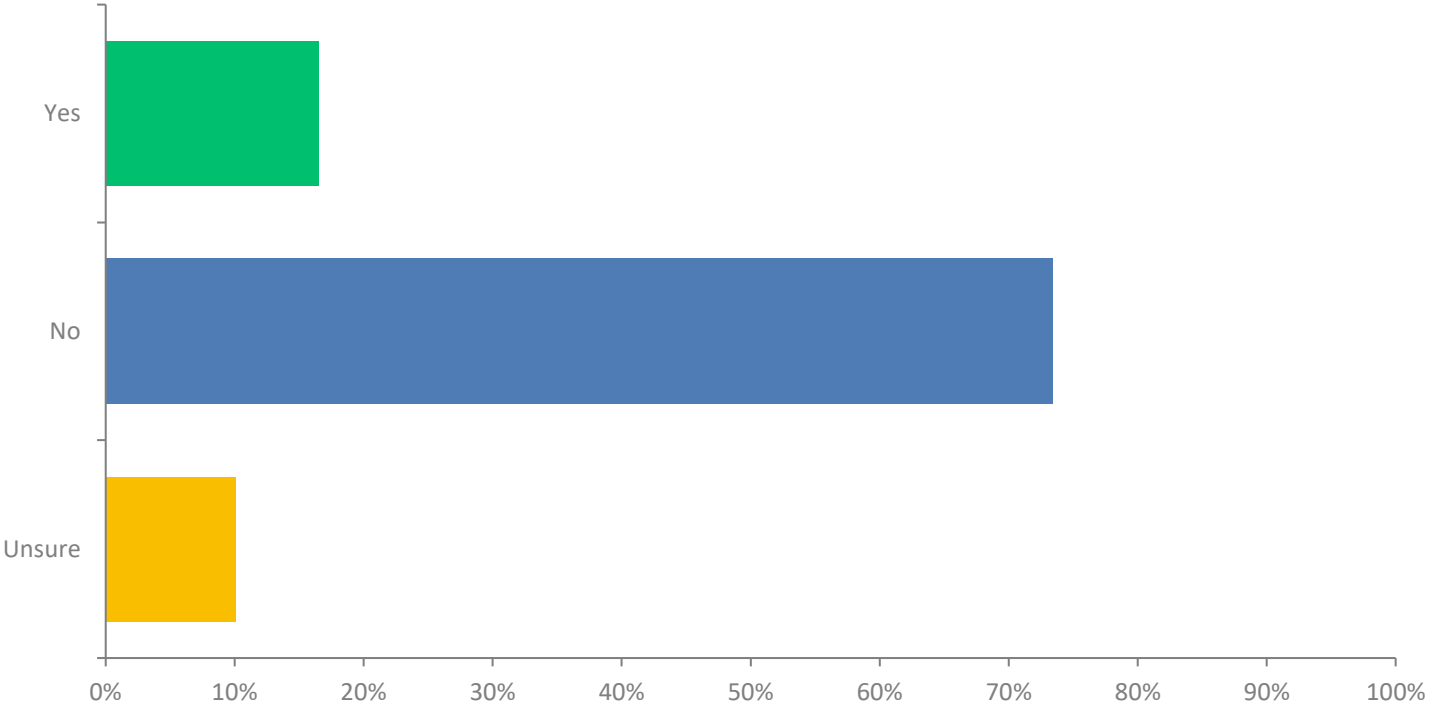
Q18: If yes, you hold a professional license:

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Licensed psychologist	45.87%	50
Licensed Counselor / Mental Health Counselor	28.44%	31
Licensed Social Worker	11.01%	12
Marriage and Family Therapist	0.92%	1
Medical Doctor/Psychiatrist	0%	0
Other (please specify)	13.76%	15
TOTAL		109

Q19: Is your College/University considered a Minority Serving Institution as part of any of these programs?

Answered: 109 Skipped: 0



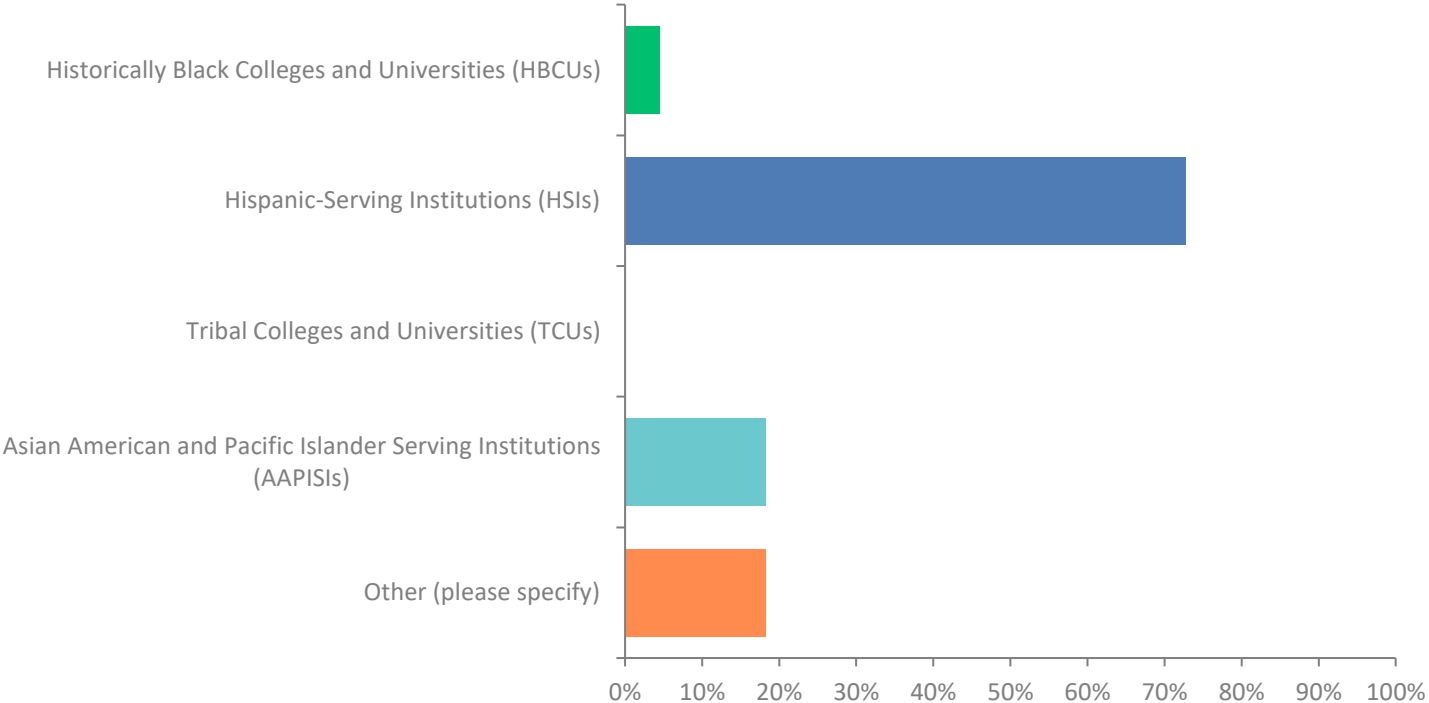
Q19: Is your College/University considered a Minority Serving Institution as part of any of these programs?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	16.51%	18
No	73.39%	80
Unsure	10.09%	11
TOTAL		109

Q20: If you are a Minority Serving Institution, please specify:

Answered: 22 Skipped: 87



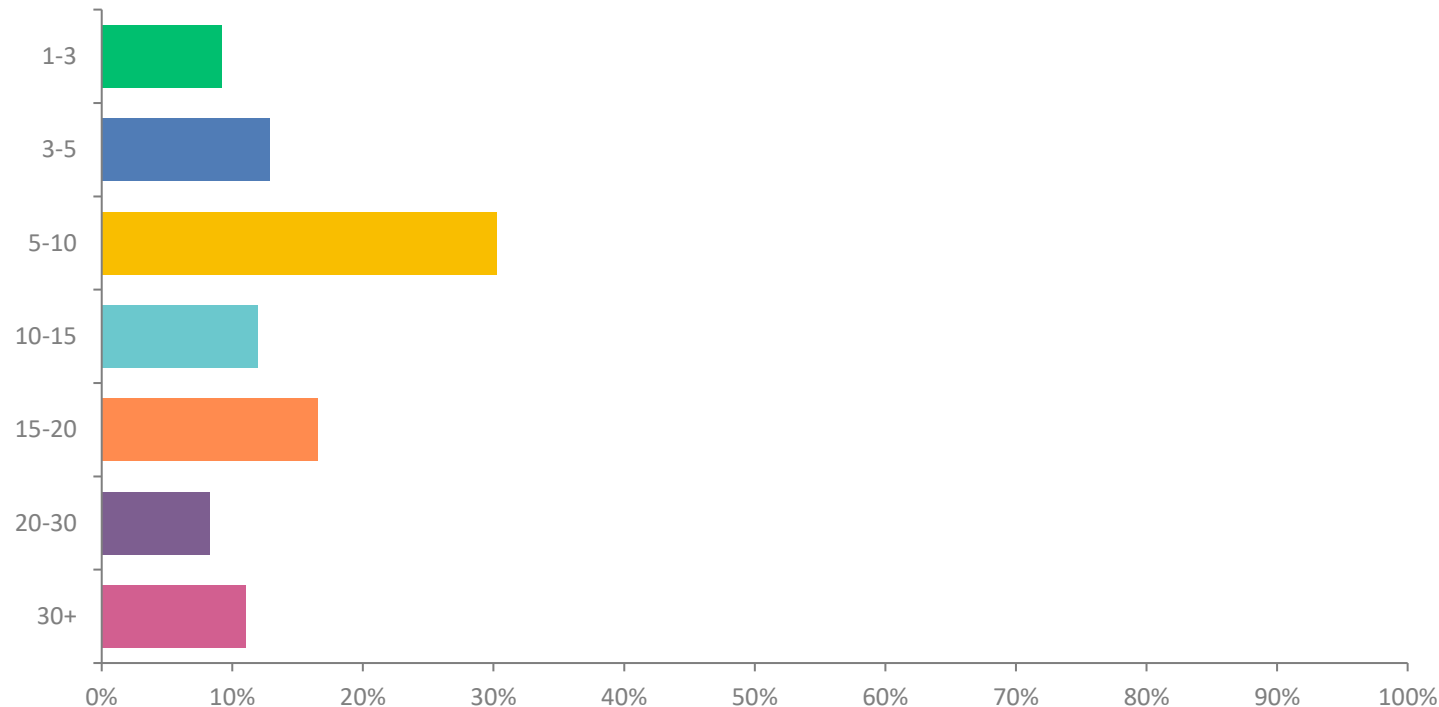
Q20: If you are a Minority Serving Institution, please specify:

Answered: 22 Skipped: 87

ANSWER CHOICES	RESPONSES	
Historically Black Colleges and Universities (HBCUs)	4.55%	1
Hispanic-Serving Institutions (HSIs)	72.73%	16
Tribal Colleges and Universities (TCUs)	0%	0
Asian American and Pacific Islander Serving Institutions (AAPISIs)	18.18%	4
Other (please specify)	18.18%	4
TOTAL		25

Q21: How many FTEs (Full Time Employees) do you have in your Center?

Answered: 109 Skipped: 0



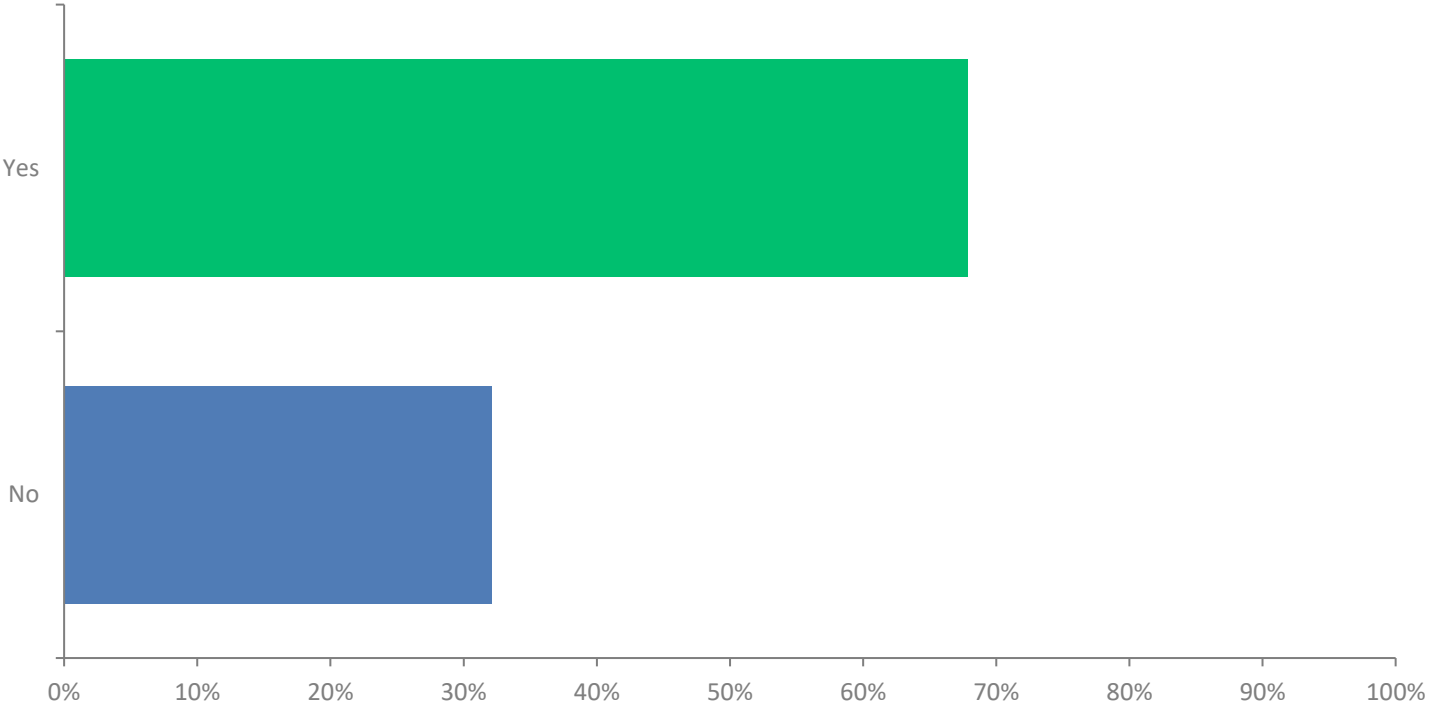
Q21: How many FTEs (Full Time Employees) do you have in your Center?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
1-3	9.17%	10
3-5	12.84%	14
5-10	30.28%	33
10-15	11.93%	13
15-20	16.51%	18
20-30	8.26%	9
30+	11.01%	12
TOTAL		109

Q22: Do you have contractual staff (part-time/hourly)?

Answered: 109 Skipped: 0



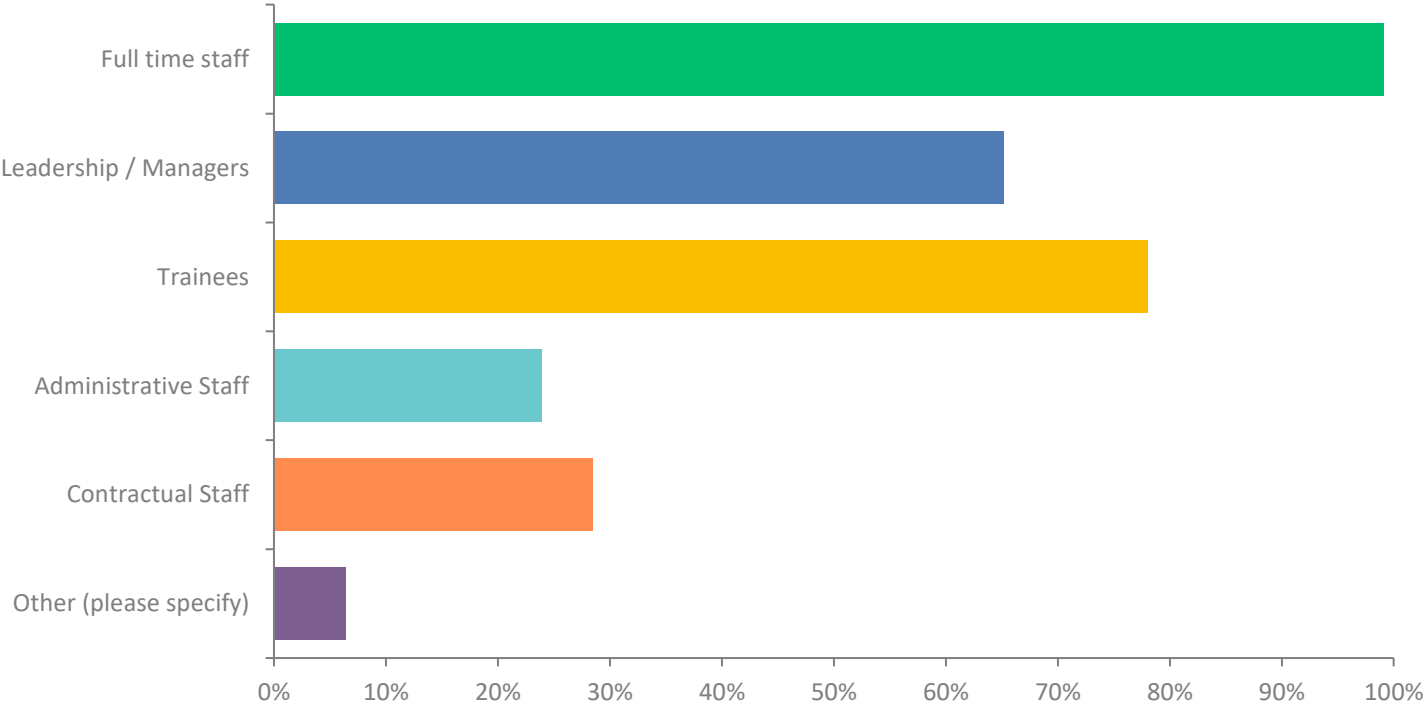
Q22: Do you have contractual staff (part-time/hourly)?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	67.89%	74
No	32.11%	35
TOTAL		109

Q24: Who at your center provides Outreach? Check all that apply

Answered: 109 Skipped: 0



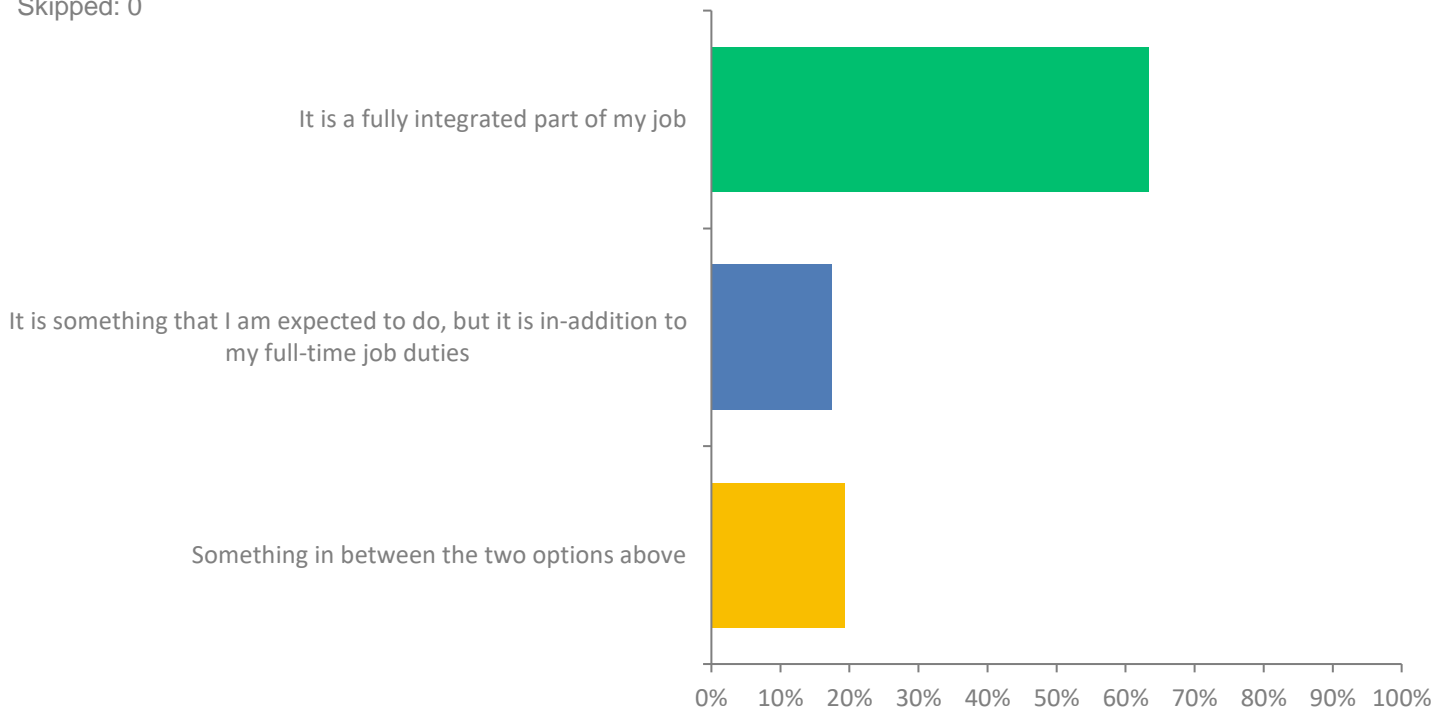
Q24: Who at your center provides Outreach? Check all that apply

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Full time staff	99.08%	108
Leadership / Managers	65.14%	71
Trainees	77.98%	85
Administrative Staff	23.85%	26
Contractual Staff	28.44%	31
Other (please specify)	6.42%	7
TOTAL		328

Q25: Is outreach at your center considered a direct service or an “extra” separate from other services? By direct service, we are asking if this is part of your work responsibilities/productivity or a service provided in addition to these responsibilities.

Answered: 109 Skipped: 0



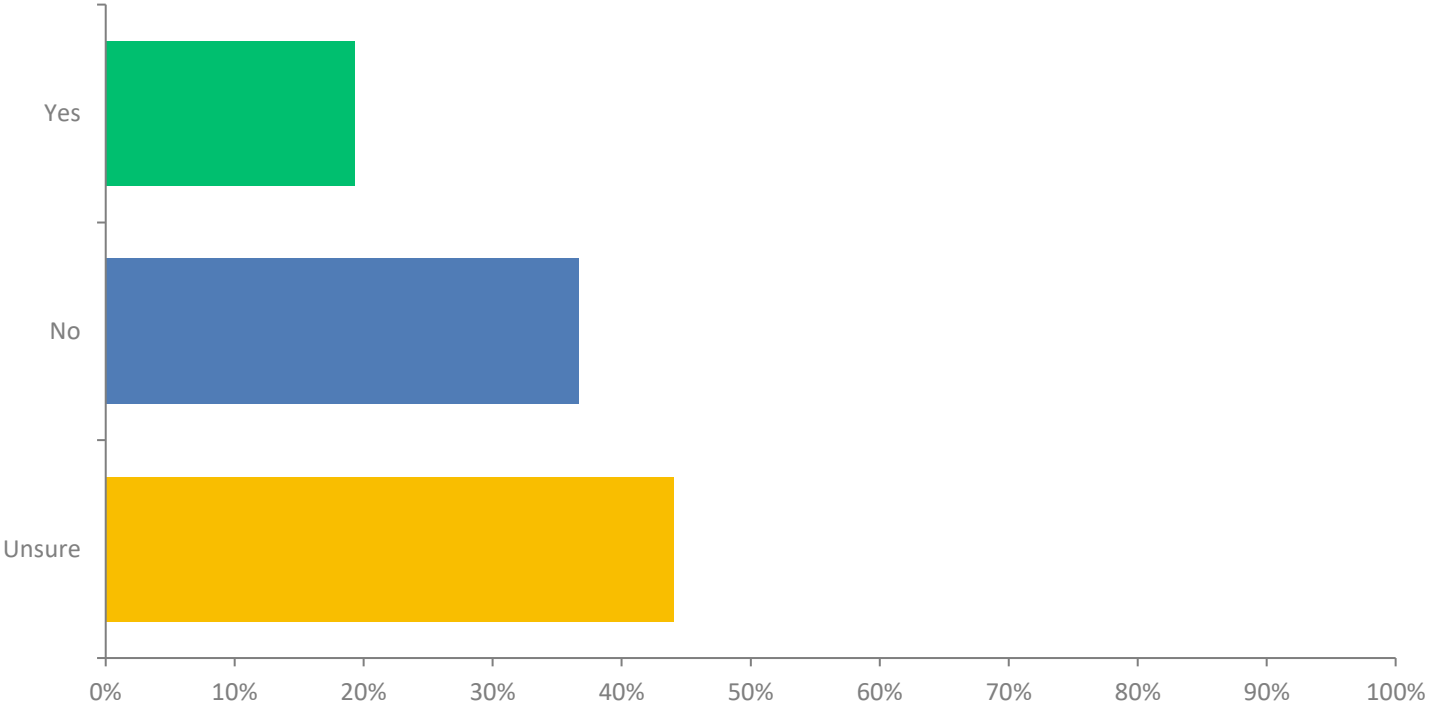
Q25: Is outreach at your center considered a direct service or an “extra” separate from other services? By direct service, we are asking if this is part of your work responsibilities/productivity or a service provided in addition to these responsibilities.

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
It is a fully integrated part of my job	63.30%	69
It is something that I am expected to do, but it is in-addition to my full-time job duties	17.43%	19
Something in between the two options above	19.27%	21
TOTAL		109

Q26: If your center uses the Clinical Load Index from CCMH, do you include Outreach services?

Answered: 109 Skipped: 0



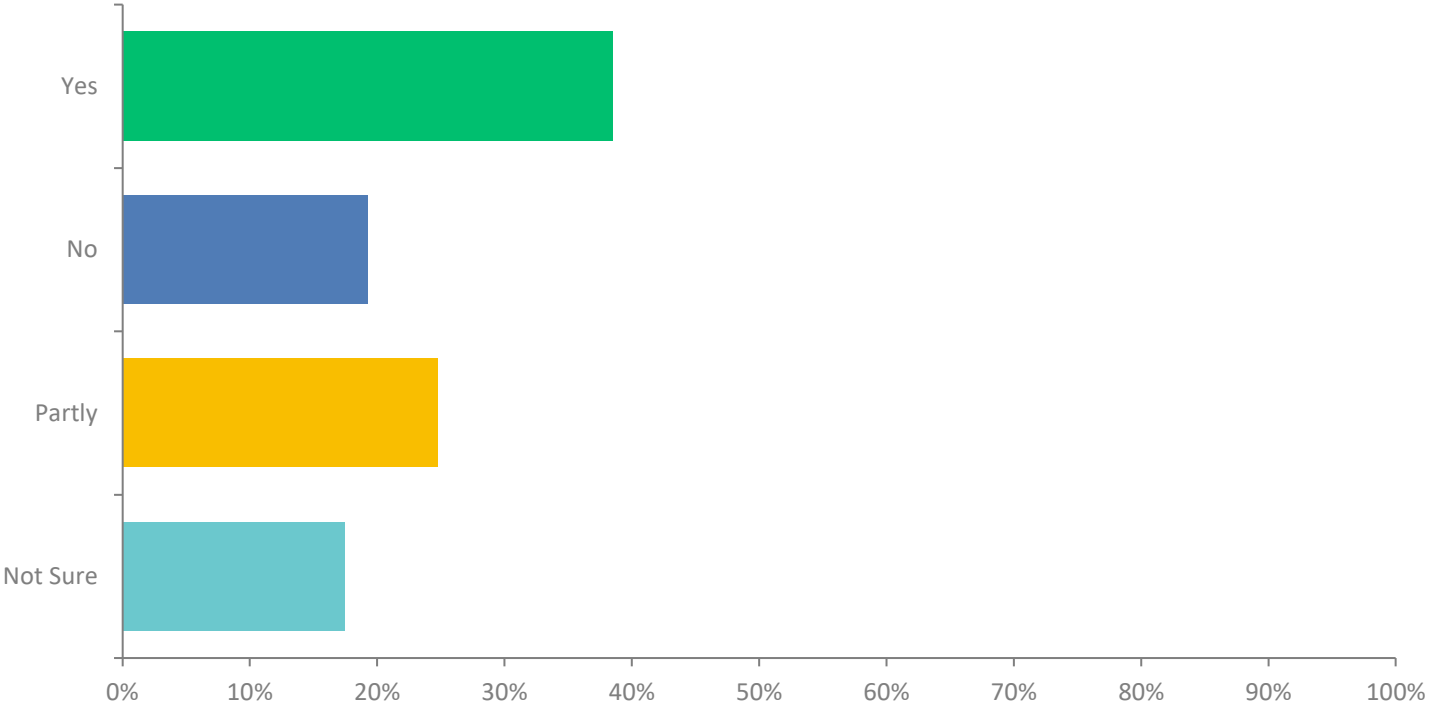
Q26: If your center uses the Clinical Load Index from CCMH, do you include Outreach services?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	19.27%	21
No	36.70%	40
Unsure	44.04%	48
TOTAL		109

Q27: Are Outreach activities reported as productivity or counted by your institution's means of tracking direct service capacity?

Answered: 109 Skipped: 0



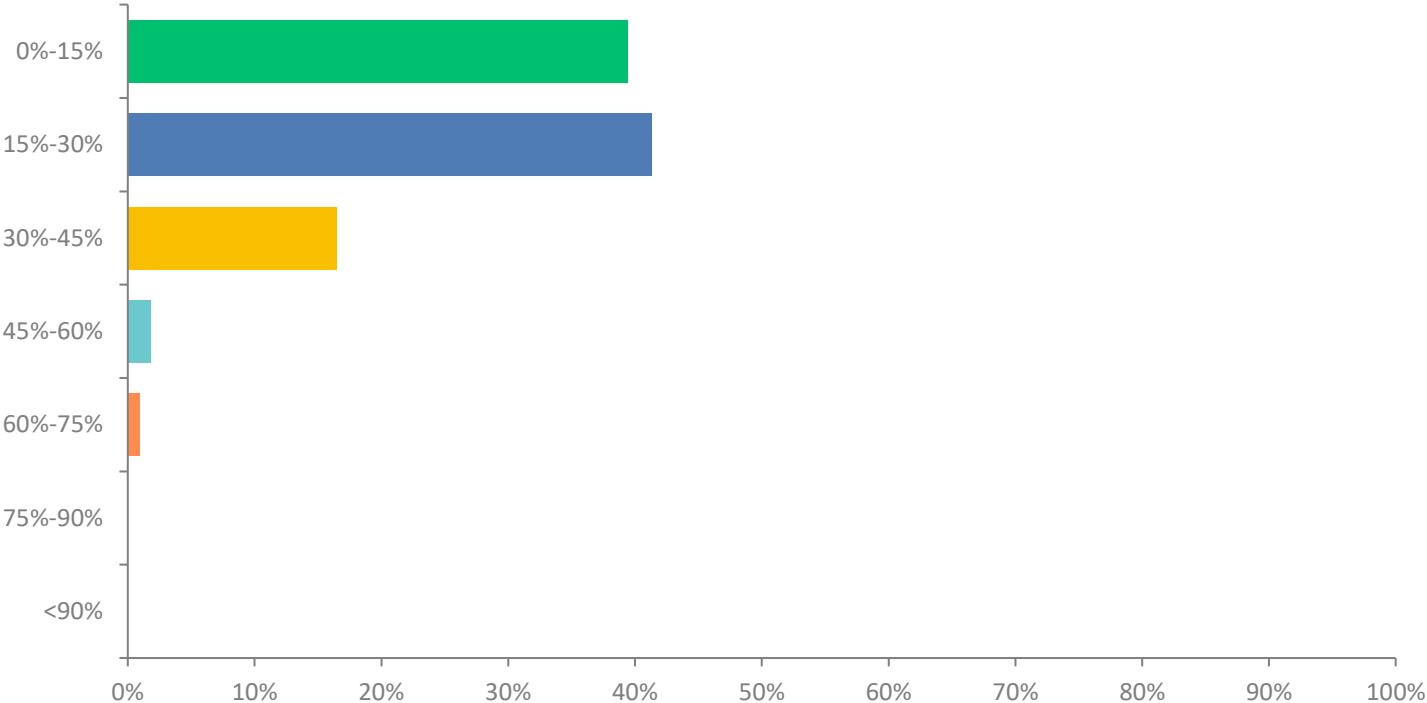
Q27: Are Outreach activities reported as productivity or counted by your institution’s means of tracking direct service capacity?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	38.53%	42
No	19.27%	21
Partly	24.77%	27
Not Sure	17.43%	19
TOTAL		109

Q28: As an entire Center (staff, interns, trainees, etc...), what estimated percentage of time does your center invest in outreach activities?

Answered: 109 Skipped: 0



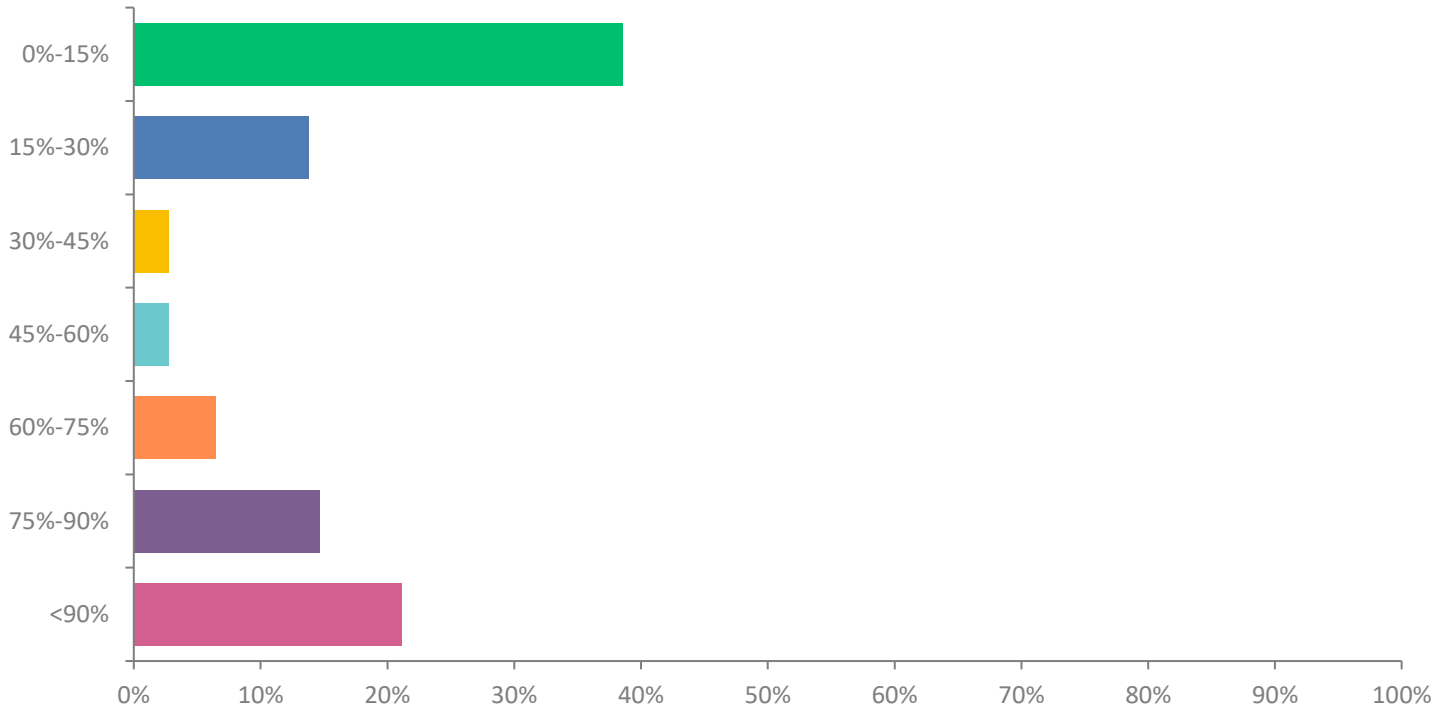
Q28: As an entire Center (staff, interns, trainees, etc...), what estimated percentage of time does your center invest in outreach activities?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
0%-15%	39.45%	43
15%-30%	41.28%	45
30%-45%	16.51%	18
45%-60%	1.83%	2
60%-75%	0.92%	1
75%-90%	0%	0
<90%	0%	0
TOTAL		109

Q29: What percentage of staff at your center have a formal outreach requirement or allotted time to provide Outreach services?

Answered: 109 Skipped: 0



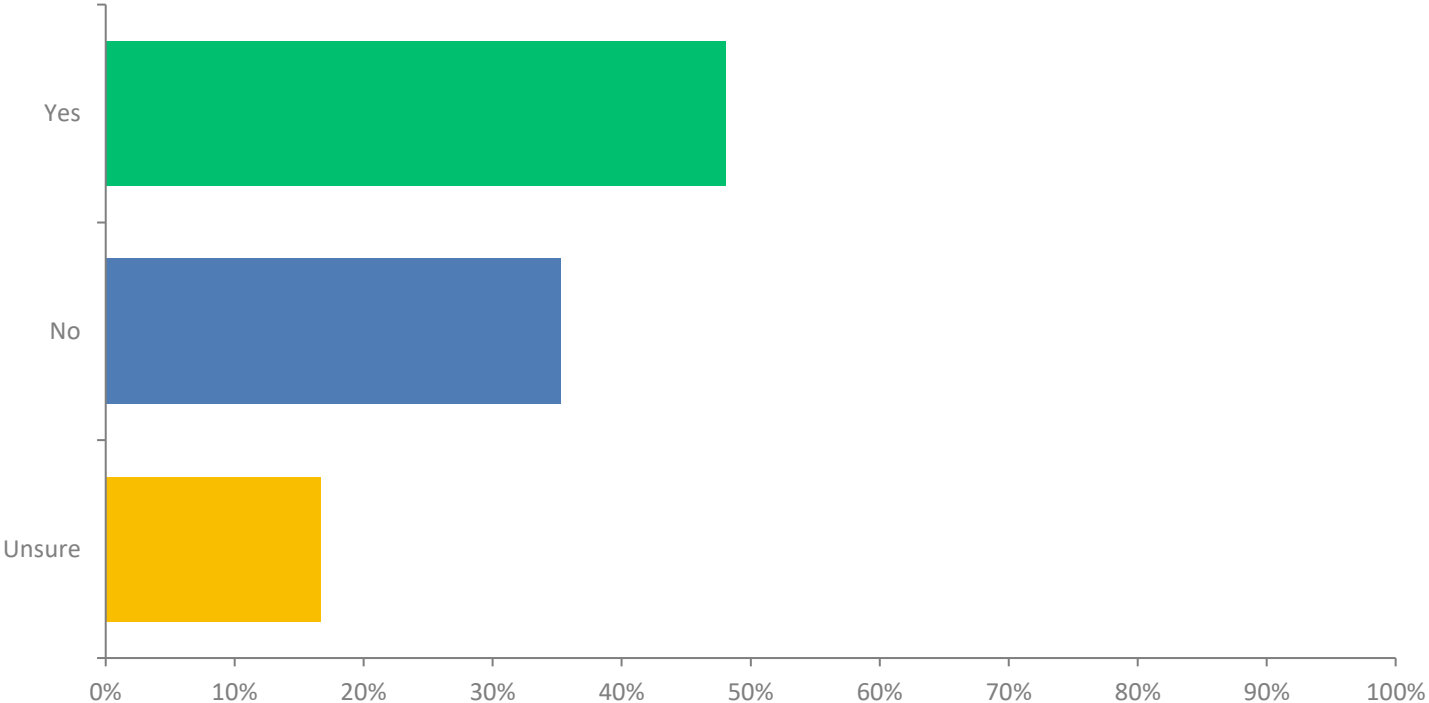
Q29: What percentage of staff at your center have a formal outreach requirement or allotted time to provide Outreach services?

Answered: 109 Skipped: 0

ANSWER CHOICES	RESPONSES	
0%-15%	38.53%	42
15%-30%	13.76%	15
30%-45%	2.75%	3
45%-60%	2.75%	3
60%-75%	6.42%	7
75%-90%	14.68%	16
<90%	21.10%	23
TOTAL		109

Q30: Does your agency have an annual budget allocated for outreach activities?

Answered: 102 Skipped: 7



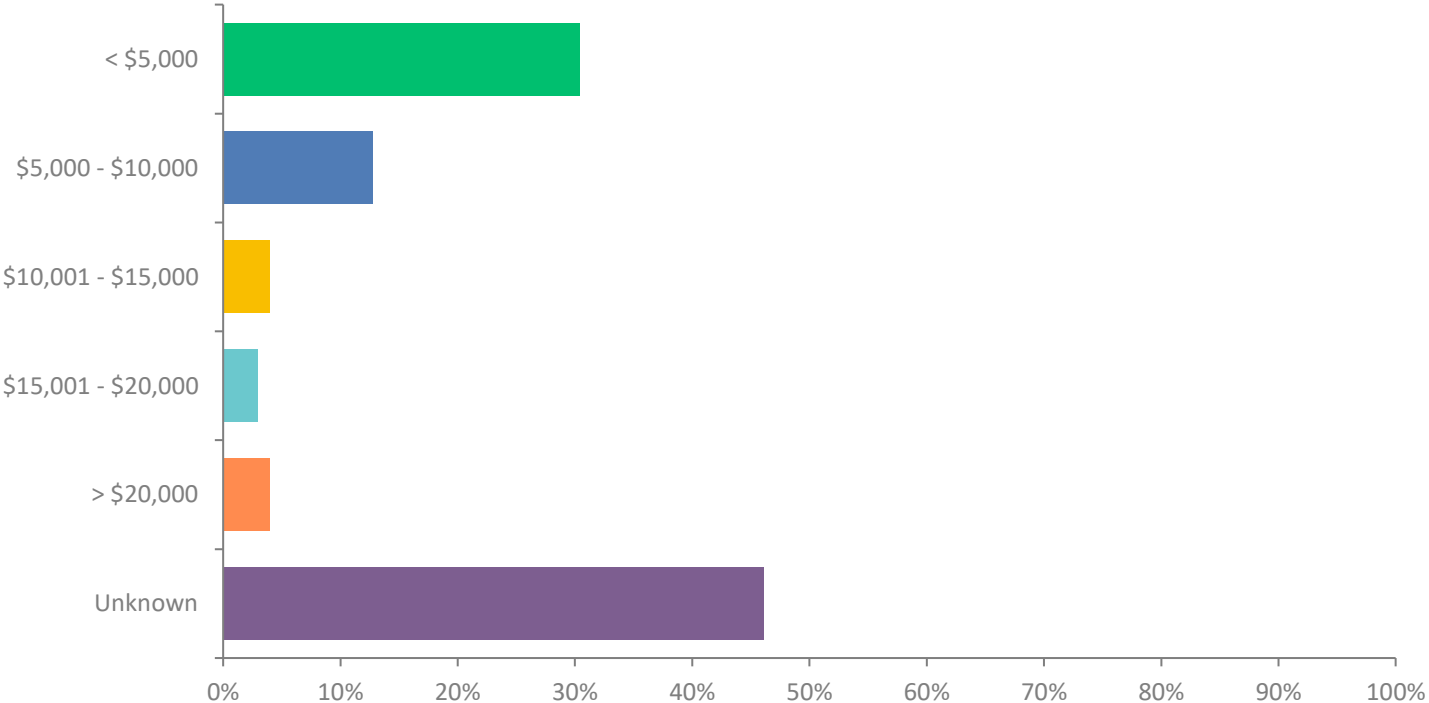
Q30: Does your agency have an annual budget allocated for outreach activities?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Yes	48.04%	49
No	35.29%	36
Unsure	16.67%	17
TOTAL		102

Q31: If yes, what is your budget?

Answered: 102 Skipped: 7



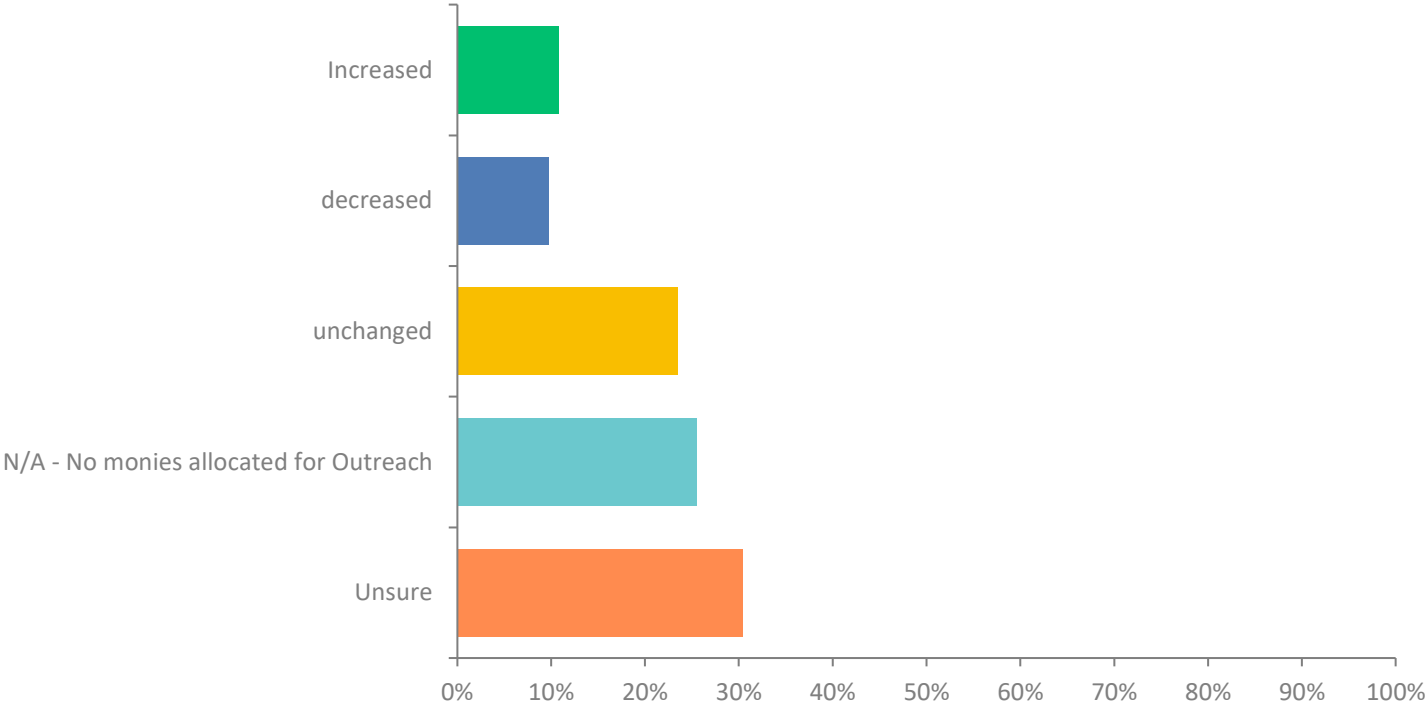
Q31: If yes, what is your budget?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
< \$5,000	30.39%	31
\$5,000 - \$10,000	12.75%	13
\$10,001 - \$15,000	3.92%	4
\$15,001 - \$20,000	2.94%	3
> \$20,000	3.92%	4
Unknown	46.08%	47
TOTAL		102

Q32: Were monies for Outreach modified between AY 2020/21 to AY 2021/22?

Answered: 102 Skipped: 7



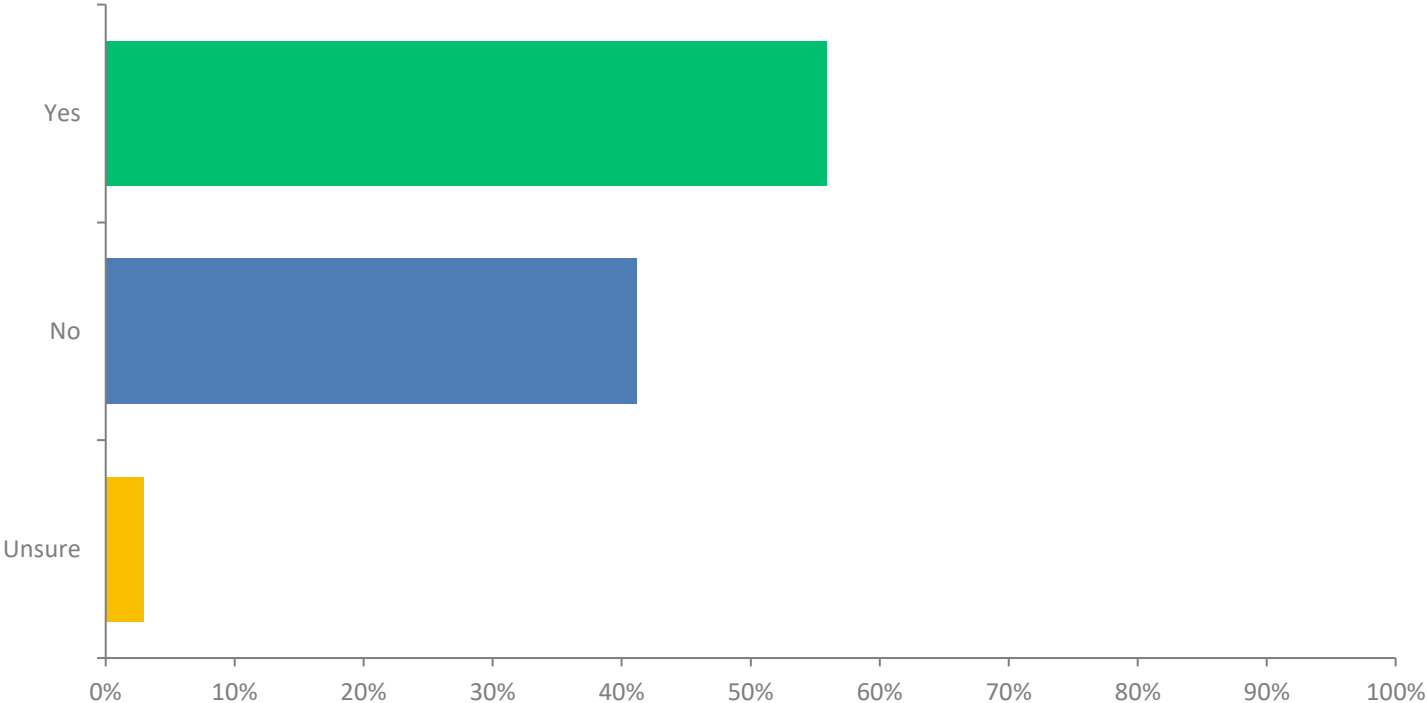
Q32: Were monies for Outreach modified between AY 2020/21 to AY 2021/22?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Increased	10.78%	11
decreased	9.80%	10
unchanged	23.53%	24
N/A - No monies allocated for Outreach	25.49%	26
Unsure	30.39%	31
TOTAL		102

Q33: Did the number of staff at your center who facilitate Outreach change between AY 2020/21 to AY 2021/22?

Answered: 102 Skipped: 7



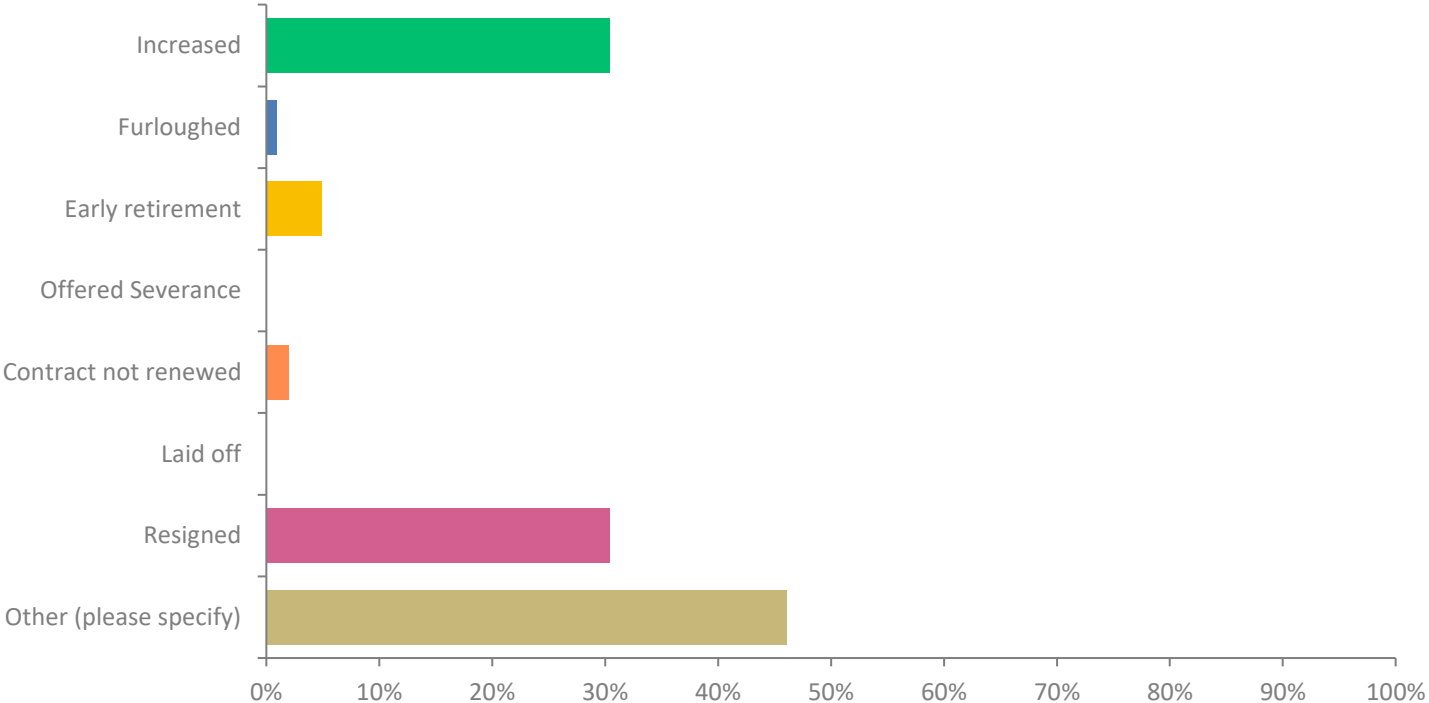
Q33: Did the number of staff at your center who facilitate Outreach change between AY 2020/21 to AY 2021/22?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Yes	55.88%	57
No	41.18%	42
Unsure	2.94%	3
TOTAL		102

Q34: If yes, how so? Check all that apply

Answered: 102 Skipped: 7



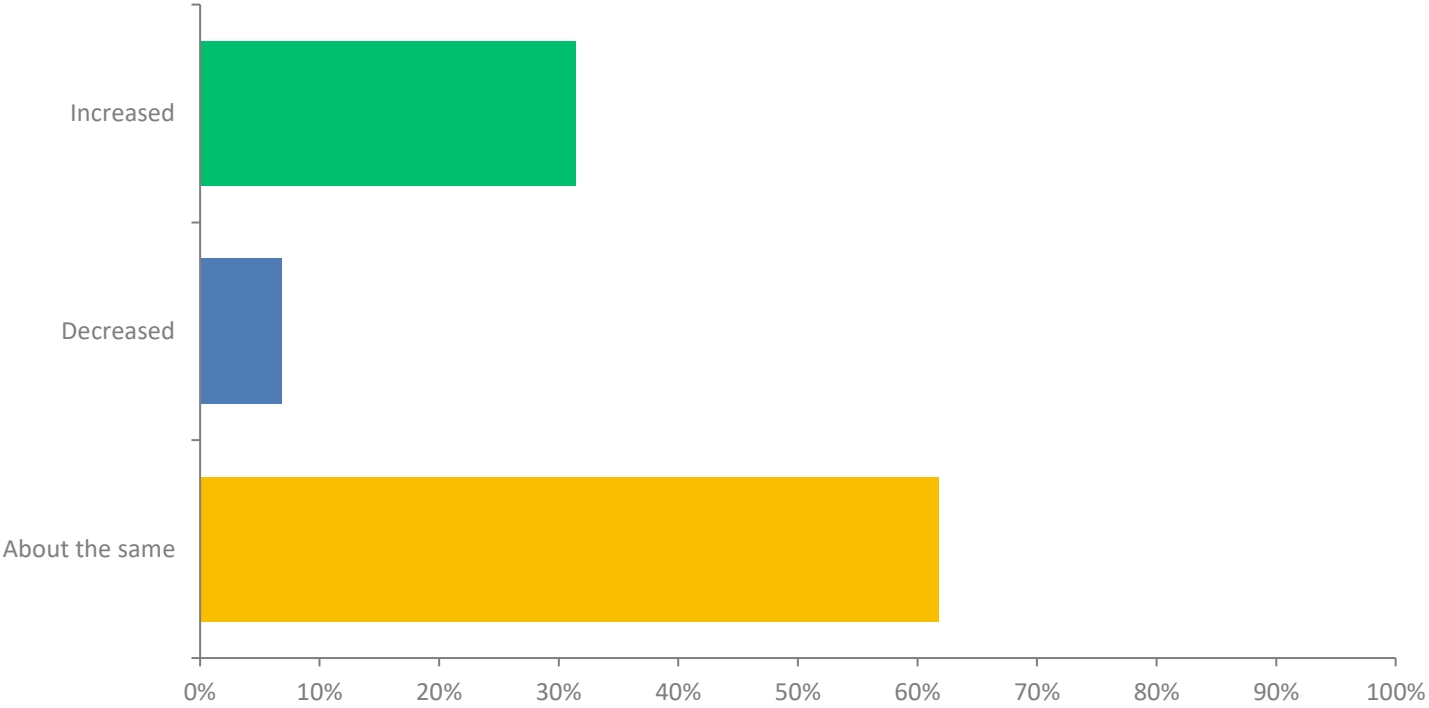
Q34: If yes, how so? Check all that apply

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Increased	30.39%	31
Furloughed	0.98%	1
Early retirement	4.90%	5
Offered Severance	0%	0
Contract not renewed	1.96%	2
Laid off	0%	0
Resigned	30.39%	31
Other (please specify)	46.08%	47
TOTAL		117

Q35: Was time allocated for Outreach modified between AY 2020/21 to AY 2021/22?

Answered: 102 Skipped: 7



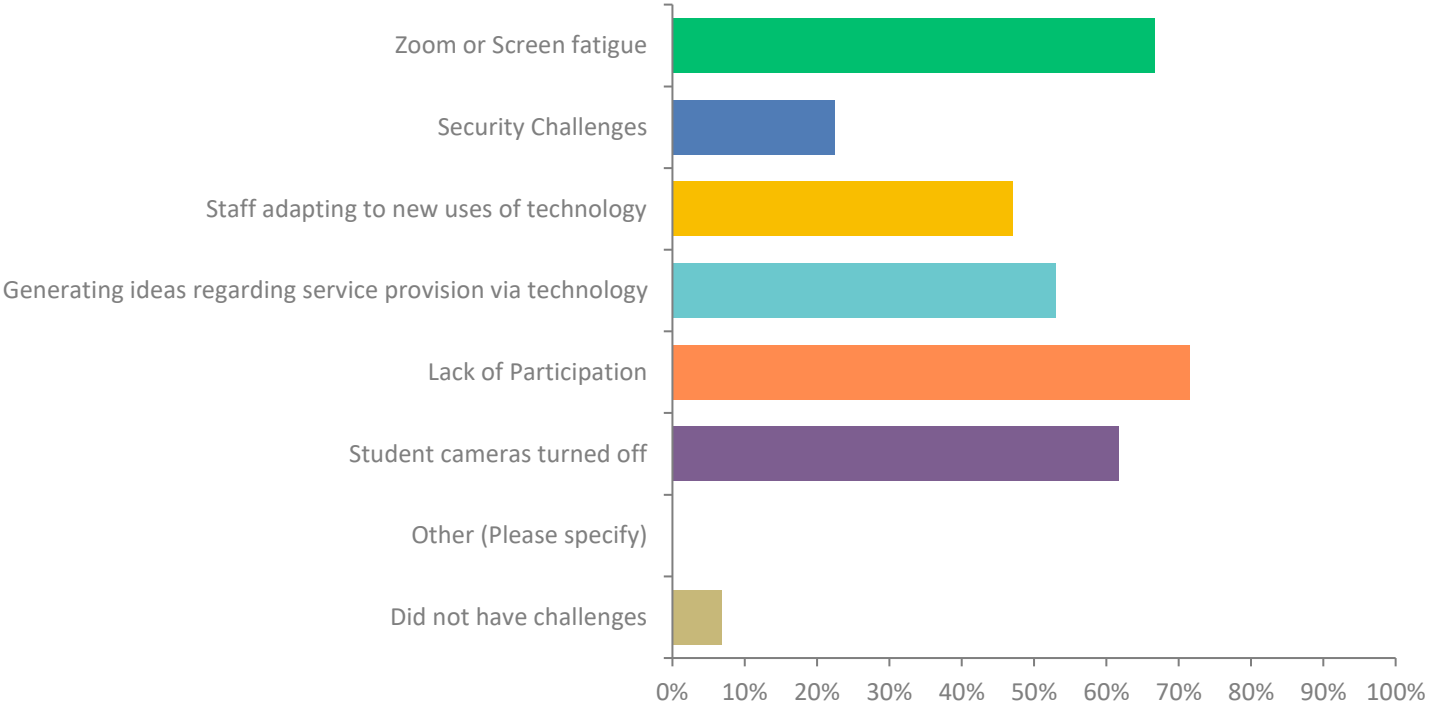
Q35: Was time allocated for Outreach modified between AY 2020/21 to AY 2021/22?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Increased	31.37%	32
Decreased	6.86%	7
About the same	61.76%	63
TOTAL		102

Q36: Have you or other staff reported or discussed challenges related to technology as it relates to Outreach? Check all that apply:

Answered: 102 Skipped: 7



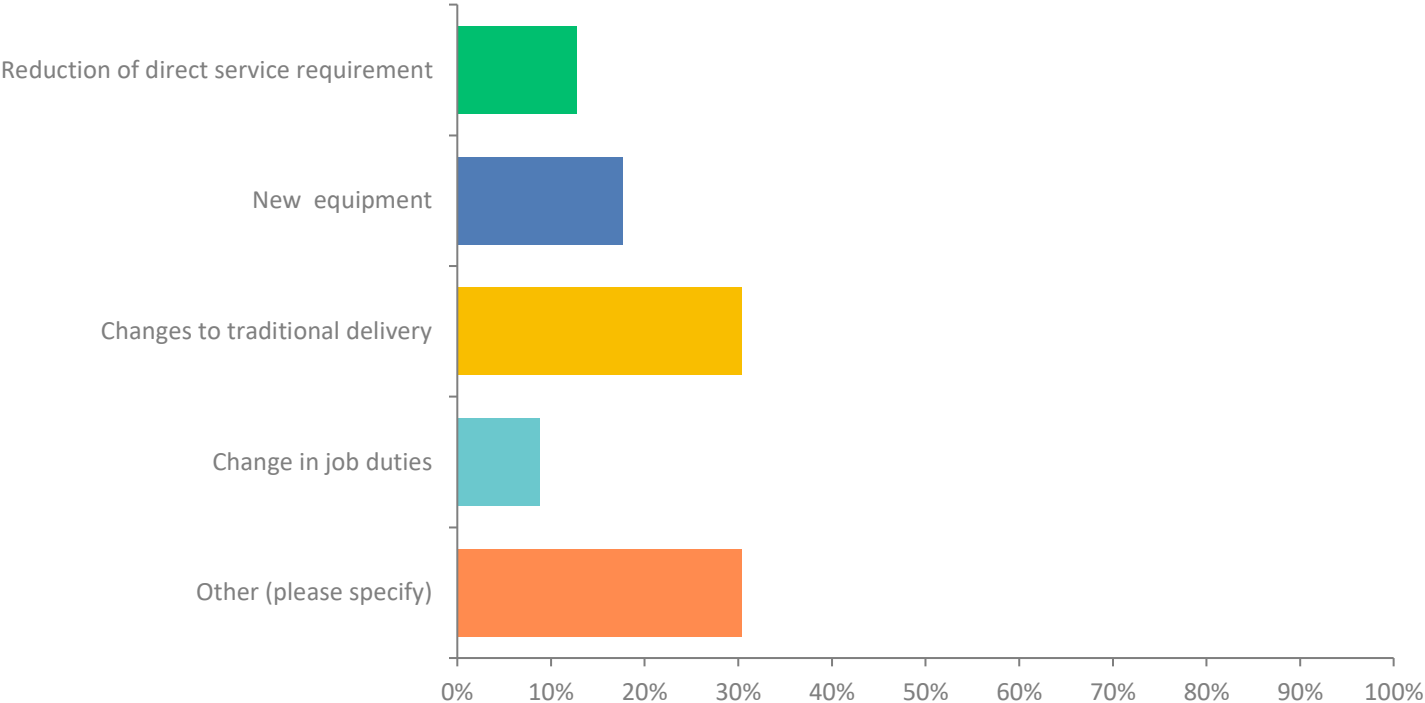
Q36: Have you or other staff reported or discussed challenges related to technology as it relates to Outreach? Check all that apply:

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Zoom or Screen fatigue	66.67%	68
Security Challenges	22.55%	23
Staff adapting to new uses of technology	47.06%	48
Generating ideas regarding service provision via technology	52.94%	54
Lack of Participation	71.57%	73
Student cameras turned off	61.76%	63
Other (Please specify)	0%	0
Did not have challenges	6.86%	7
TOTAL		336

Q37: Have staff at your agency requested accommodations or modifications associated with the use of technology (Zoom, Social Media, tablets, etc.) to provide Outreach?

Answered: 102 Skipped: 7



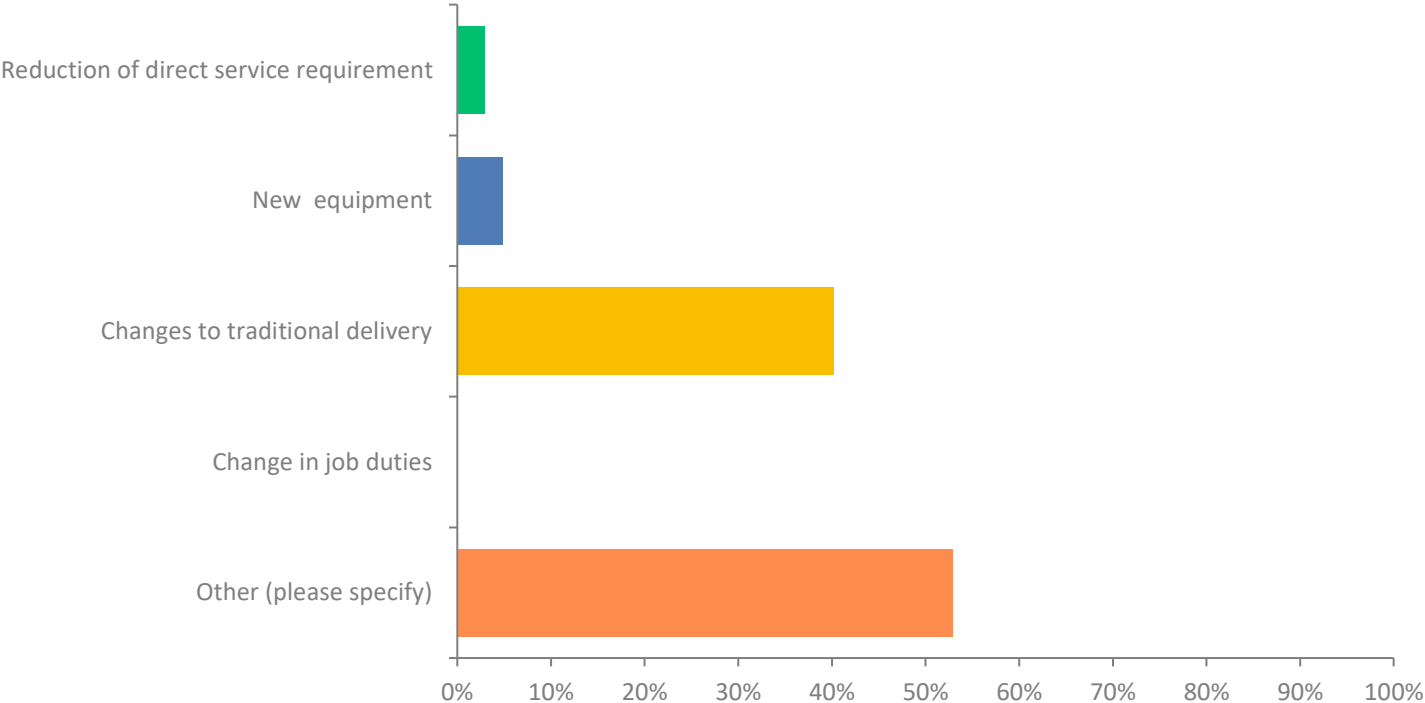
Q37: Have staff at your agency requested accommodations or modifications associated with the use of technology (Zoom, Social Media, tablets, etc.) to provide Outreach?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Reduction of direct service requirement	12.75%	13
New equipment	17.65%	18
Changes to traditional delivery	30.39%	31
Change in job duties	8.82%	9
Other (please specify)	30.39%	31
TOTAL		102

Q38: Have students at your institution requested accommodations or modifications associated with the use of technology (Zoom, Social Media, tablets, etc.) to provide Outreach?

Answered: 102 Skipped: 7



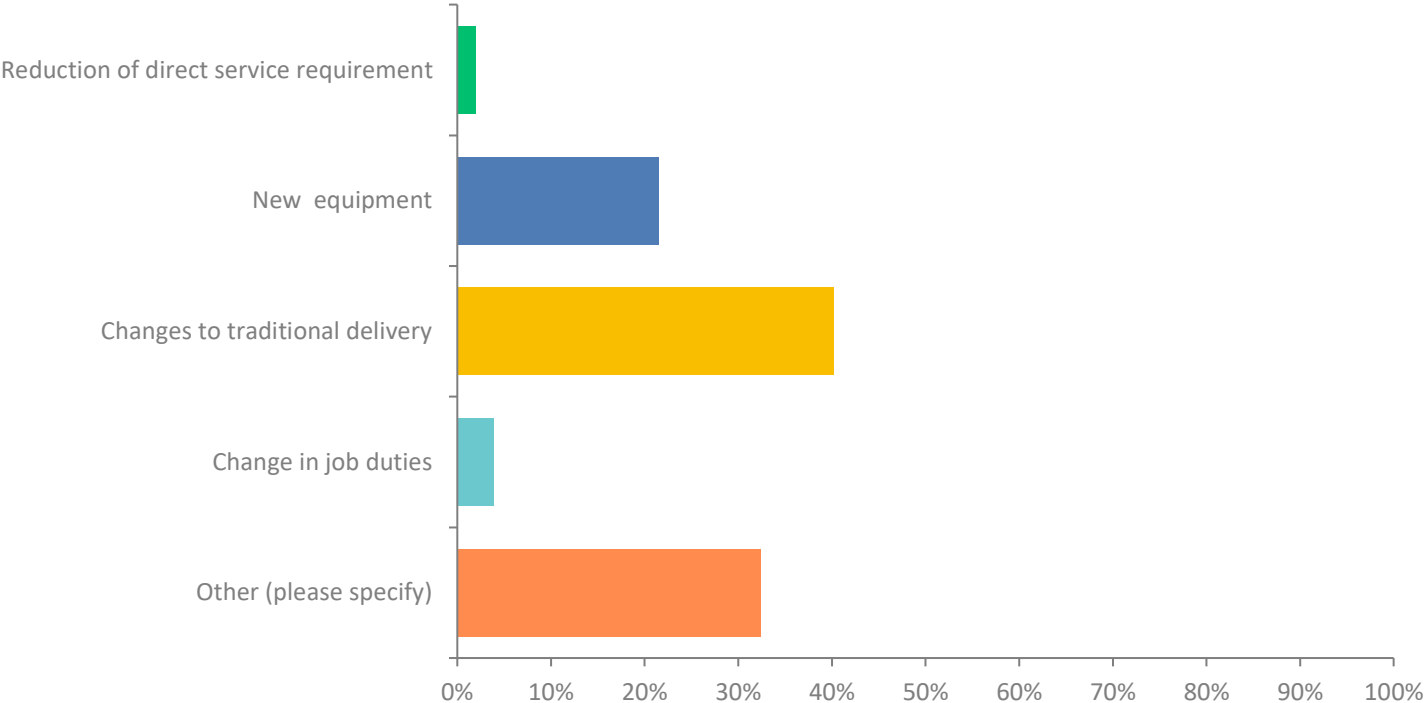
Q38: Have students at your institution requested accommodations or modifications associated with the use of technology (Zoom, Social Media, tablets, etc.) to provide Outreach?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Reduction of direct service requirement	2.94%	3
New equipment	4.90%	5
Changes to traditional delivery	40.20%	41
Change in job duties	0%	0
Other (please specify)	52.94%	54
TOTAL		103

Q39: Has your center/agency made adjustments or provided accommodations for staff related to technology (Zoom, Social Media, tablets, etc.) use?

Answered: 102 Skipped: 7



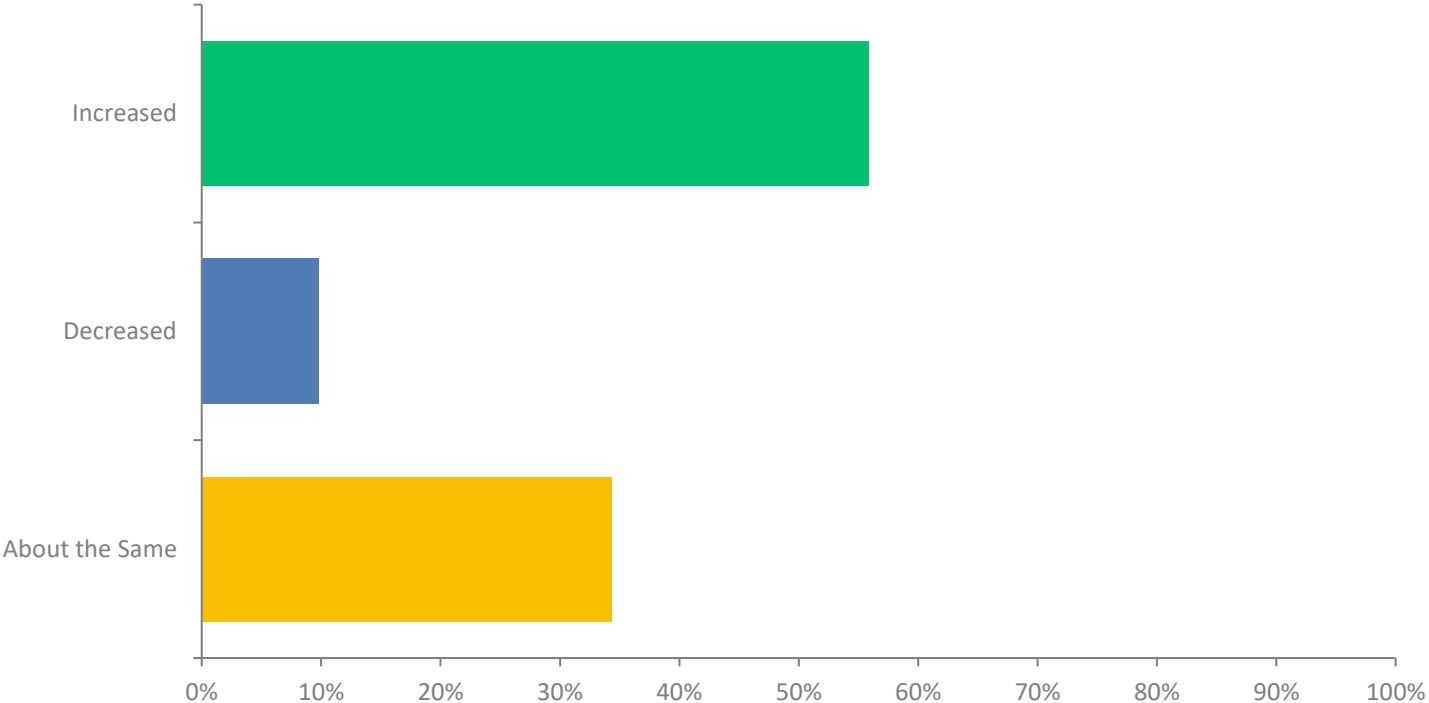
Q39: Has your center/agency made adjustments or provided accommodations for staff related to technology (Zoom, Social Media, tablets, etc.) use?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Reduction of direct service requirement	1.96%	2
New equipment	21.57%	22
Changes to traditional delivery	40.20%	41
Change in job duties	3.92%	4
Other (please specify)	32.35%	33
TOTAL		102

Q40: How has attendance compared for Outreach between AY 2020/21 to AY 2021/22?

Answered: 102 Skipped: 7



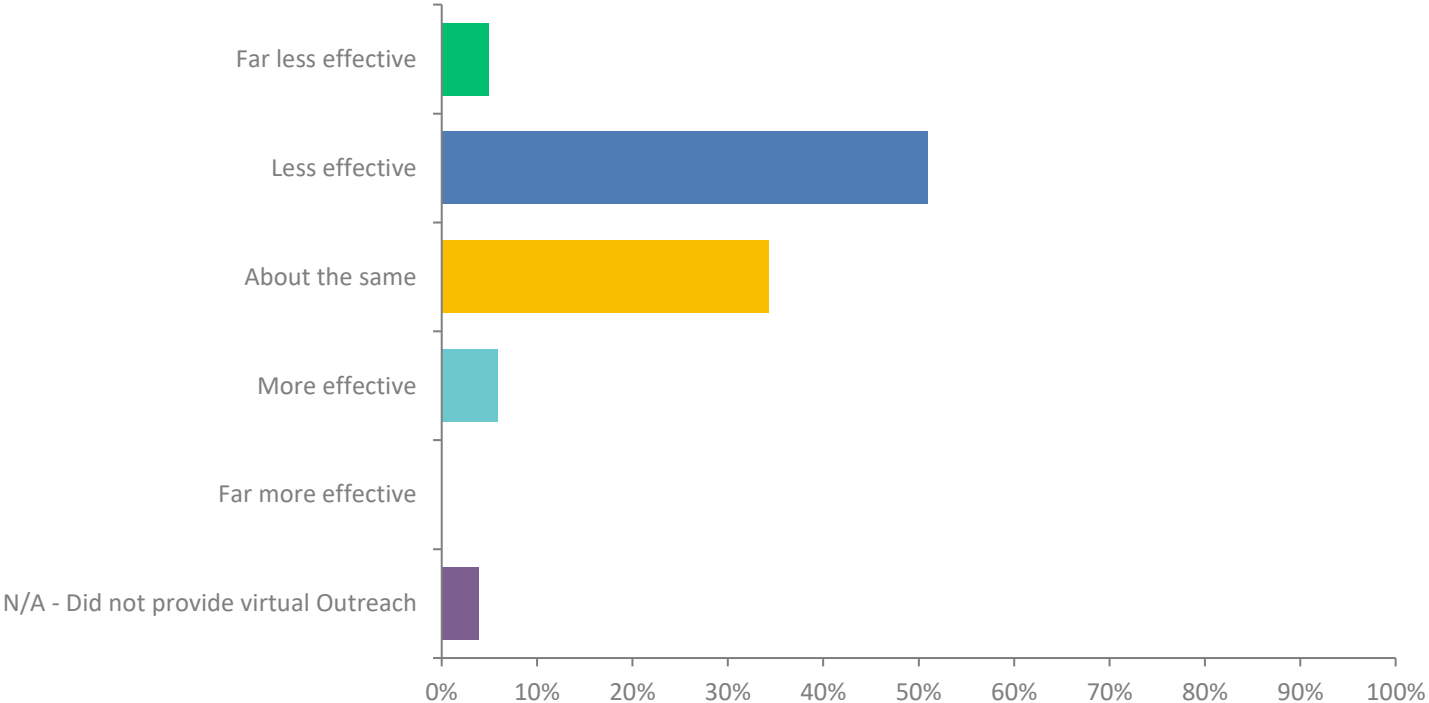
Q40: How has attendance compared for Outreach between AY 2020/21 to AY 2021/22?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Increased	55.88%	57
Decreased	9.80%	10
About the Same	34.31%	35
TOTAL		102

Q41: How effective do you believe virtual Outreach to be compared to in-person Outreach?Virtual Outreach is:

Answered: 102 Skipped: 7



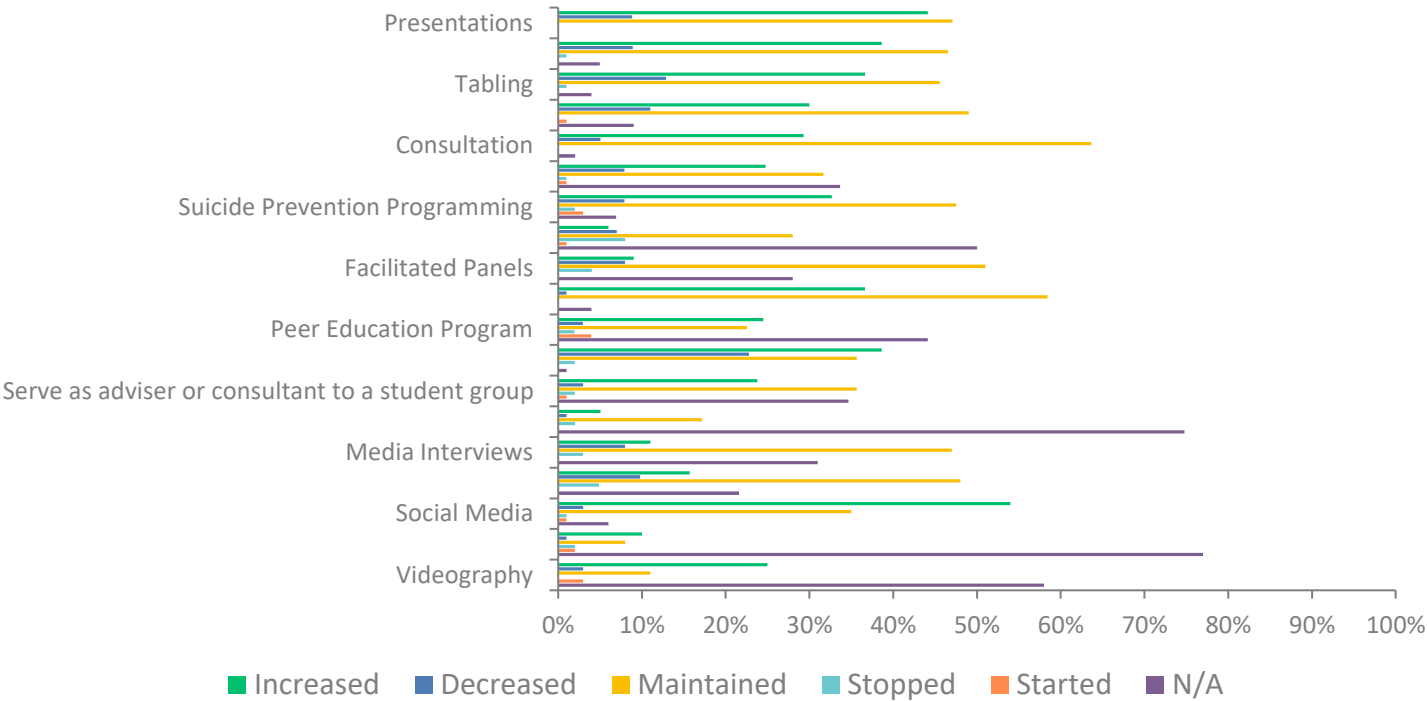
Q41: How effective do you believe virtual Outreach to be compared to in-person Outreach?Virtual Outreach is:

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Far less effective	4.90%	5
Less effective	50.98%	52
About the same	34.31%	35
More effective	5.88%	6
Far more effective	0%	0
N/A - Did not provide virtual Outreach	3.92%	4
TOTAL		102

Q43: Regarding each of these activities, has your center increased, decreased, maintained, stopped, or started the following:

Answered: 102 Skipped: 7



Q43: Regarding each of these activities, has your center increased, decreased, maintained, stopped, or started the following:

Answered: 102 Skipped: 7

	INCREASED	DECREASED	MAINTAINED	STOPPED	STARTED	N/A	TOTAL
Presentations	44.12% 45	8.82% 9	47.06% 48	0% 0	0% 0	0% 0	102
Workshops	38.61% 39	8.91% 9	46.53% 47	0.99% 1	0% 0	4.95% 5	101
Tabling	36.63% 37	12.87% 13	45.54% 46	0.99% 1	0% 0	3.96% 4	101
Liaison meetings	30.0% 30	11.00% 11	49.00% 49	0% 0	1.00% 1	9.00% 9	100
Consultation	29.29% 29	5.05% 5	63.64% 63	0% 0	0% 0	2.02% 2	99
Gatekeeper training	24.75% 25	7.92% 8	31.68% 32	0.99% 1	0.99% 1	33.66% 34	101
Suicide Prevention Programming	32.67% 33	7.92% 8	47.52% 48	1.98% 2	2.97% 3	6.93% 7	101
National Screening Day	6.00% 6	7.00% 7	28.00% 28	8.00% 8	1.00% 1	50.0% 50	100
Facilitated Panels	9.00% 9	8.00% 8	51.00% 51	4.00% 4	0% 0	28.00% 28	100
Crisis Response	36.63% 37	0.99% 1	58.42% 59	0% 0	0% 0	3.96% 4	101
Peer Education Program	24.51% 25	2.94% 3	22.55% 23	1.96% 2	3.92% 4	44.12% 45	102

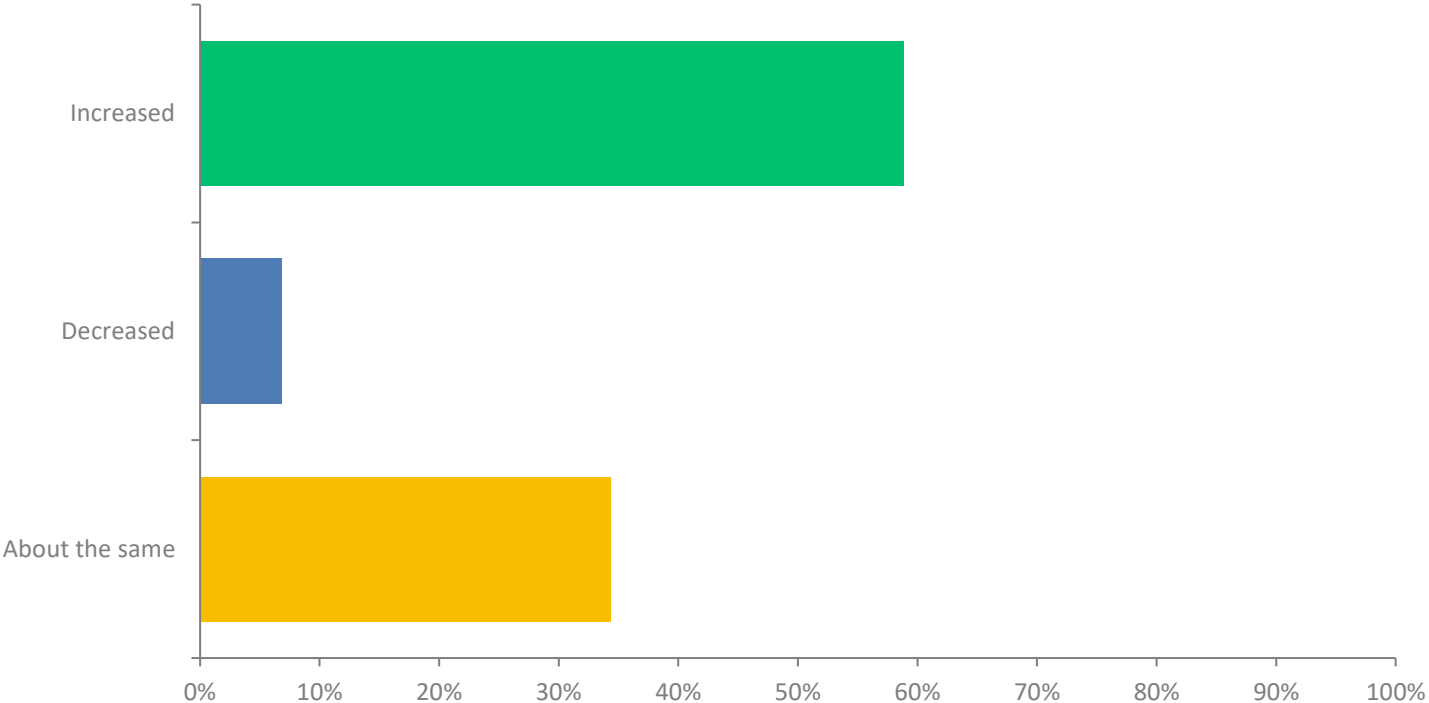
Q43: Regarding each of these activities, has your center increased, decreased, maintained, stopped, or started the following (continued):

Answered: 102 Skipped: 7

	INCREASED	DECREASED	MAINTAINED	STOPPED	STARTED	N/A	TOTAL
Creating and distributing Print media (posters, fliers, brochures, handouts)	38.61% 39	22.77% 23	35.64% 36	1.98% 2	0% 0	0.99% 1	101
Serve as adviser or consultant to a student group	23.76% 24	2.97% 3	35.64% 36	1.98% 2	0.99% 1	34.65% 35	101
Teaching for credit classes	5.05% 5	1.01% 1	17.17% 17	2.02% 2	0% 0	74.75% 74	99
Media Interviews	11.00% 11	8.00% 8	47.00% 47	3.00% 3	0% 0	31.00% 31	100
Student Interviews	15.69% 16	9.80% 10	48.04% 49	4.90% 5	0% 0	21.57% 22	102
Social Media	54.00% 54	3.00% 3	35.00% 35	1.00% 1	1.00% 1	6.00% 6	100
Podcast	10.0% 10	1.00% 1	8.00% 8	2.00% 2	2.00% 2	77.00% 77	100
Videography	25.00% 25	3.00% 3	11.00% 11	0% 0	3.00% 3	58.00% 58	100

Q44: Have you observed a change in frequency for Outreach requests between AY 2020/21 to AY 2021/22?

Answered: 102 Skipped: 7



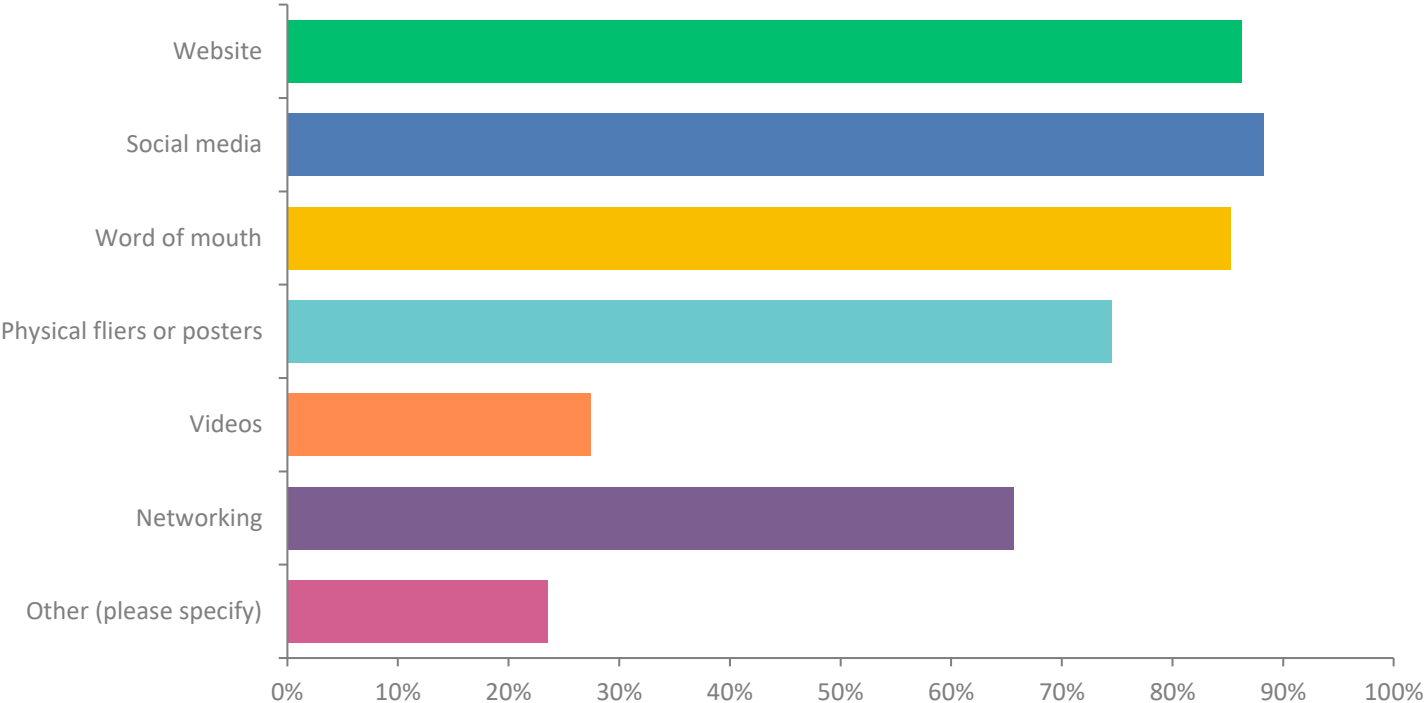
Q44: Have you observed a change in frequency for Outreach requests between AY 2020/21 to AY 2021/22?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Increased	58.82%	60
Decreased	6.86%	7
About the same	34.31%	35
TOTAL		102

Q45: What means of marketing/promotion do you use for your outreach efforts? (check all that apply)

Answered: 102 Skipped: 7



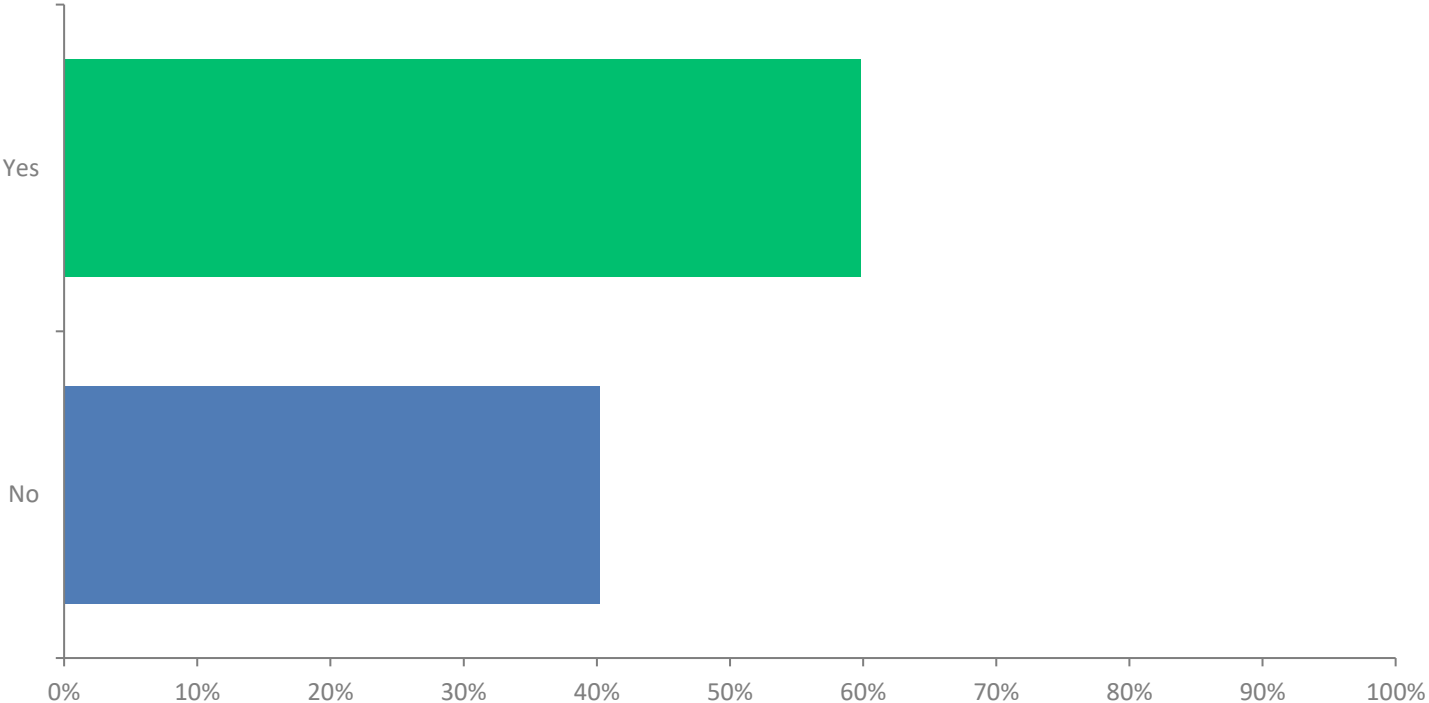
Q45: What means of marketing/promotion do you use for your outreach efforts? (check all that apply)

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Website	86.27%	88
Social media	88.24%	90
Word of mouth	85.29%	87
Physical fliers or posters	74.51%	76
Videos	27.45%	28
Networking	65.69%	67
Other (please specify)	23.53%	24
TOTAL		460

Q46: Do you receive support from a marketing or communications specialist at your institution?

Answered: 102 Skipped: 7



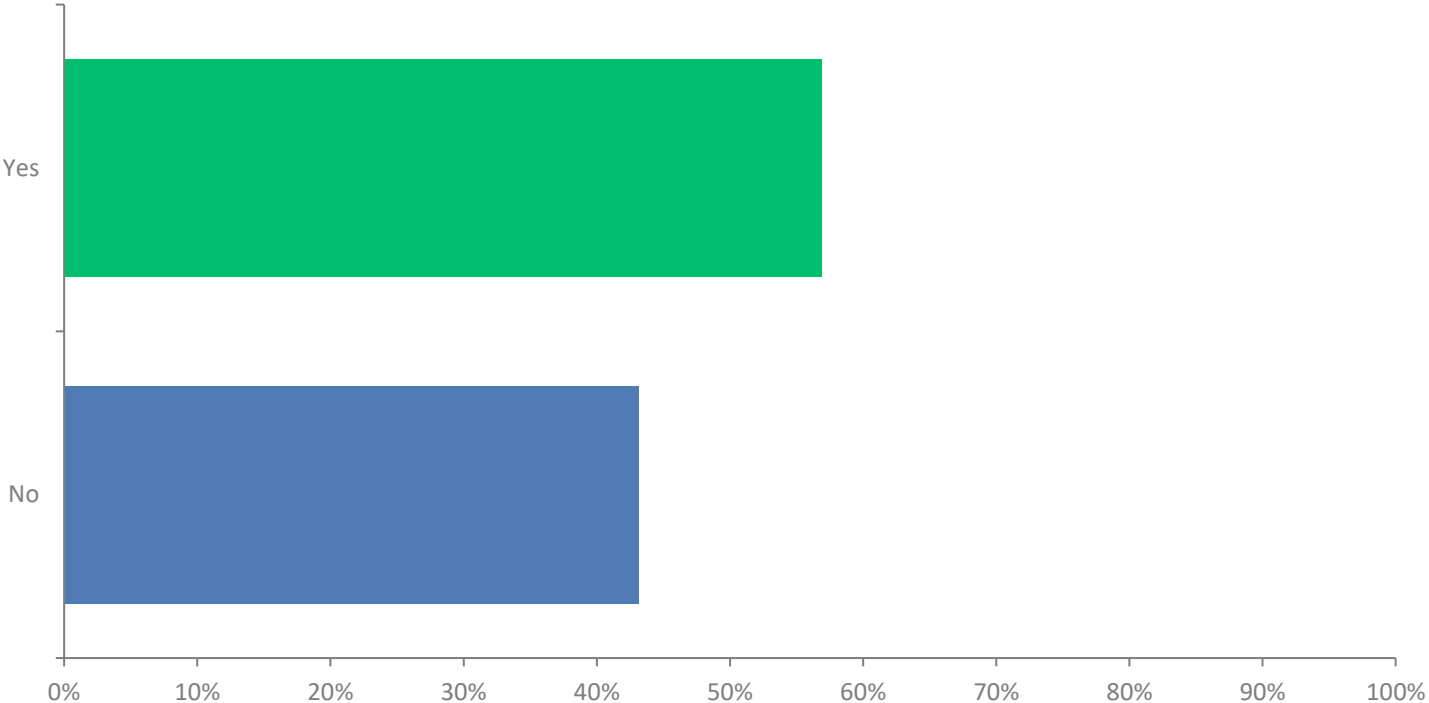
Q46: Do you receive support from a marketing or communications specialist at your institution?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Yes	59.80%	61
No	40.20%	41
TOTAL		102

Q47: Did you conduct assessment of Outreach during AY 21/22?

Answered: 102 Skipped: 7



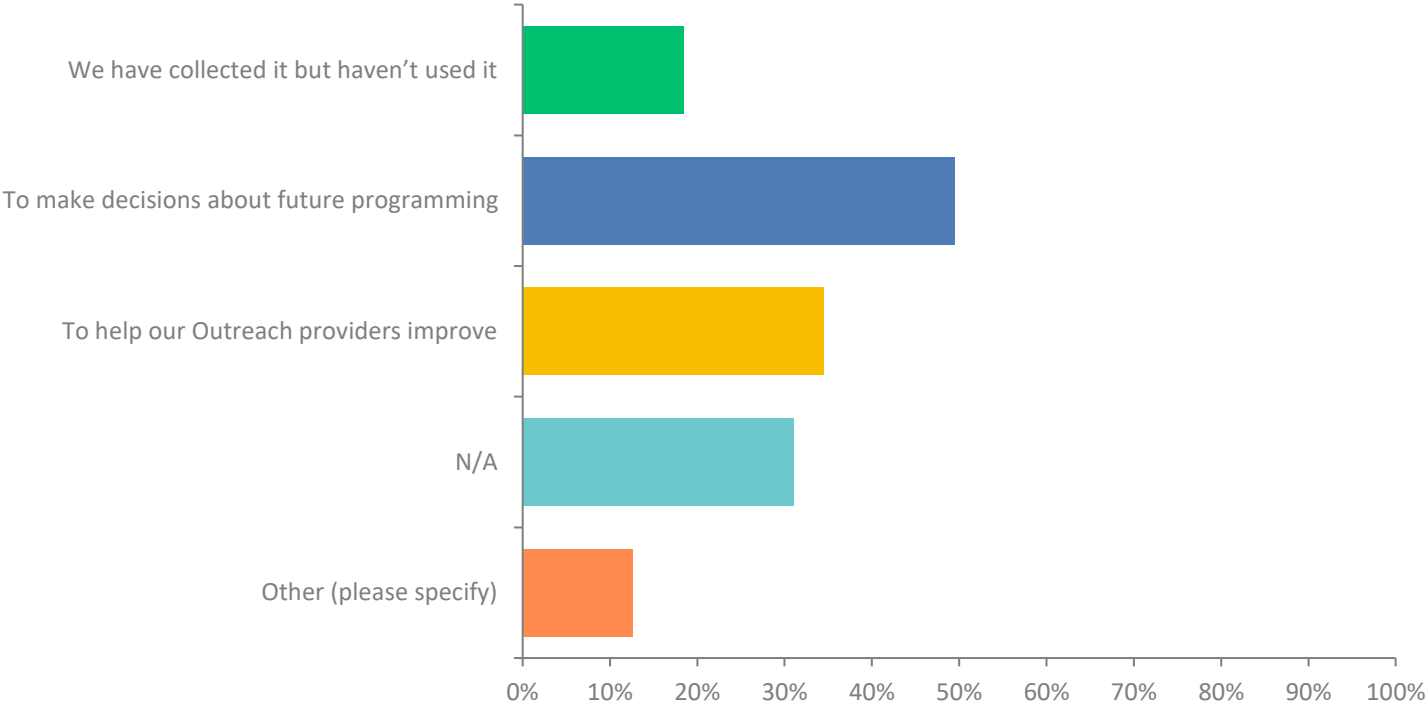
Q47: Did you conduct assessment of Outreach during AY 21/22?

Answered: 102 Skipped: 7

ANSWER CHOICES	RESPONSES	
Yes	56.86%	58
No	43.14%	44
TOTAL		102

Q48: If yes, in the last year, how have you used your assessment data?

Answered: 87 Skipped: 22



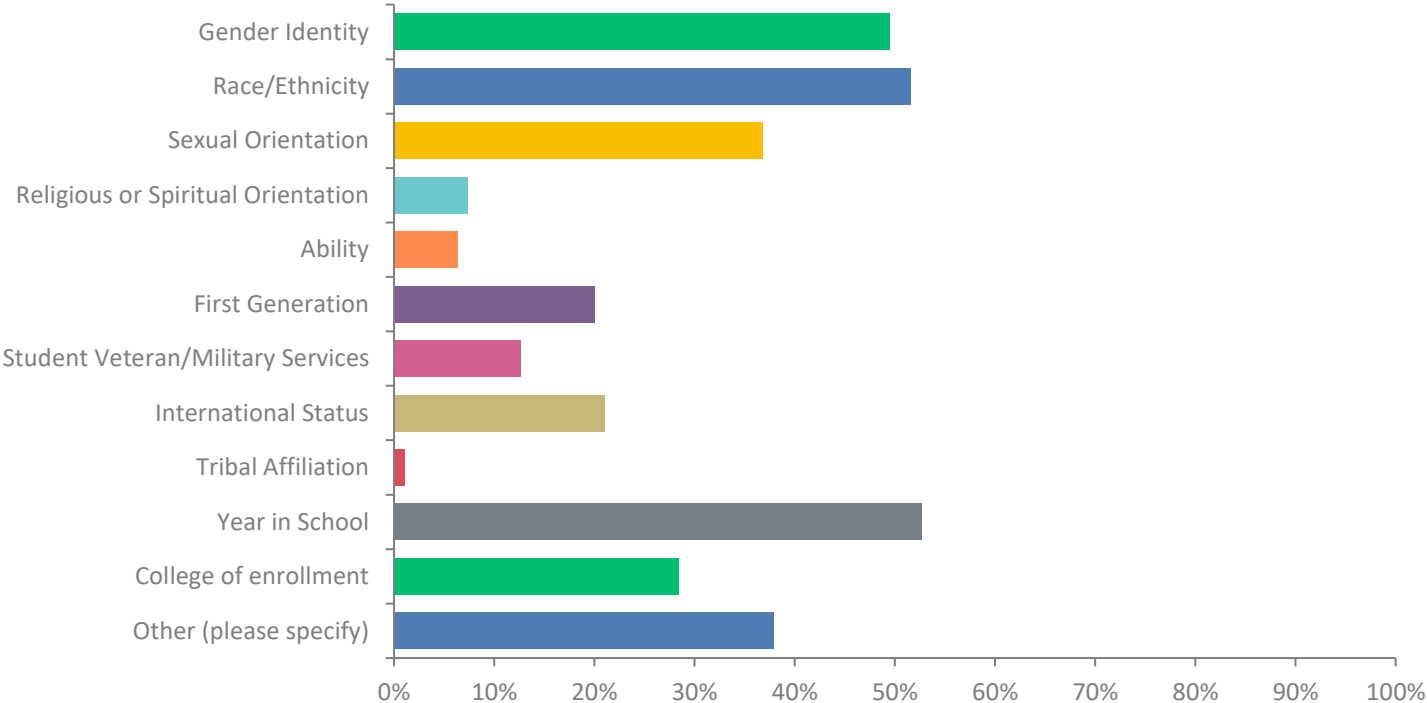
Q48: If yes, in the last year, how have you used your assessment data?

Answered: 87 Skipped: 22

ANSWER CHOICES	RESPONSES	
We have collected it but haven't used it	18.39%	16
To make decisions about future programming	49.43%	43
To help our Outreach providers improve	34.48%	30
N/A	31.03%	27
Other (please specify)	12.64%	11
TOTAL		127

Q50: What demographic data do you collect for your outreach services?

Answered: 95 Skipped: 14



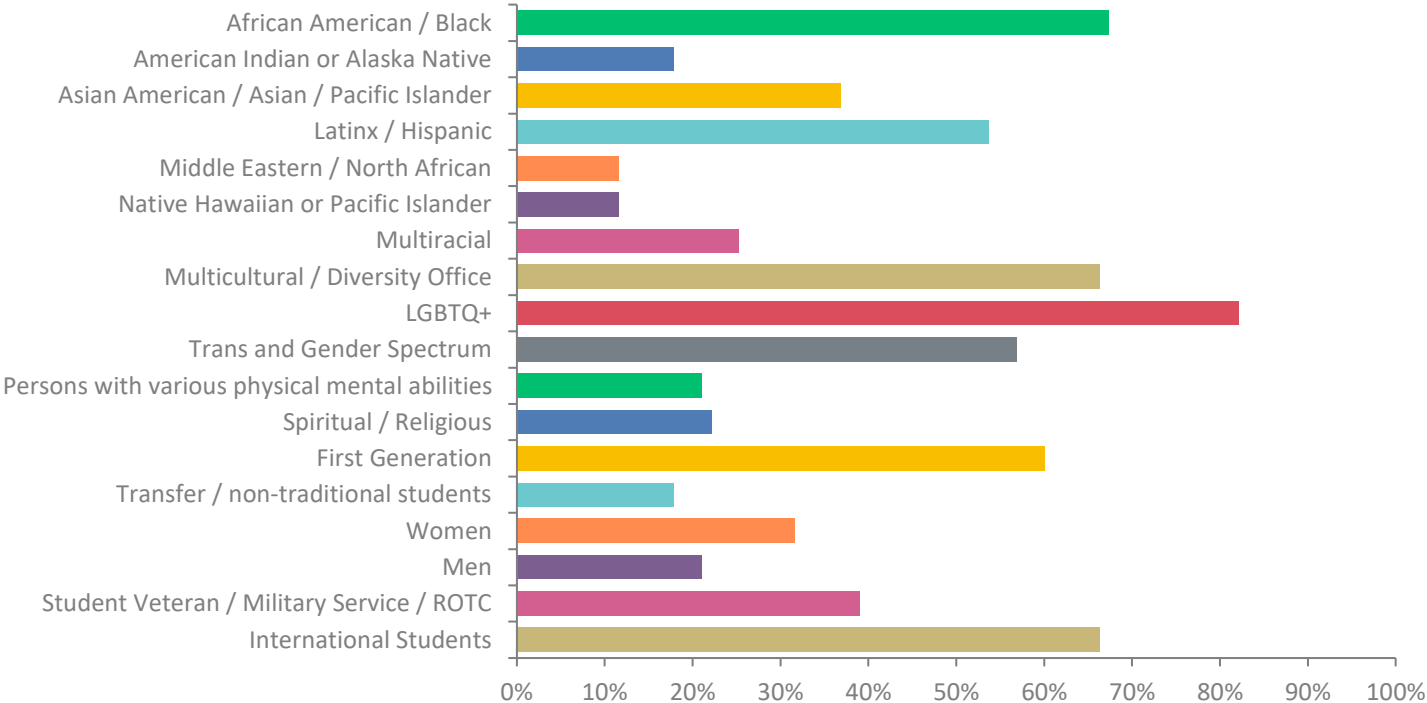
Q50: What demographic data do you collect for your outreach services?

Answered: 95 Skipped: 14

ANSWER CHOICES	RESPONSES	
Gender Identity	49.47%	47
Race/Ethnicity	51.58%	49
Sexual Orientation	36.84%	35
Religious or Spiritual Orientation	7.37%	7
Ability	6.32%	6
First Generation	20.0%	19
Student Veteran/Military Services	12.63%	12
International Status	21.05%	20
Tribal Affiliation	1.05%	1
Year in School	52.63%	50
College of enrollment	28.42%	27
Other (please specify)	37.89%	36
TOTAL		309

Q51: Which diverse groups of students do you offer very specific/focused outreach programming for and / or formally liaison with?

Answered: 95 Skipped: 14



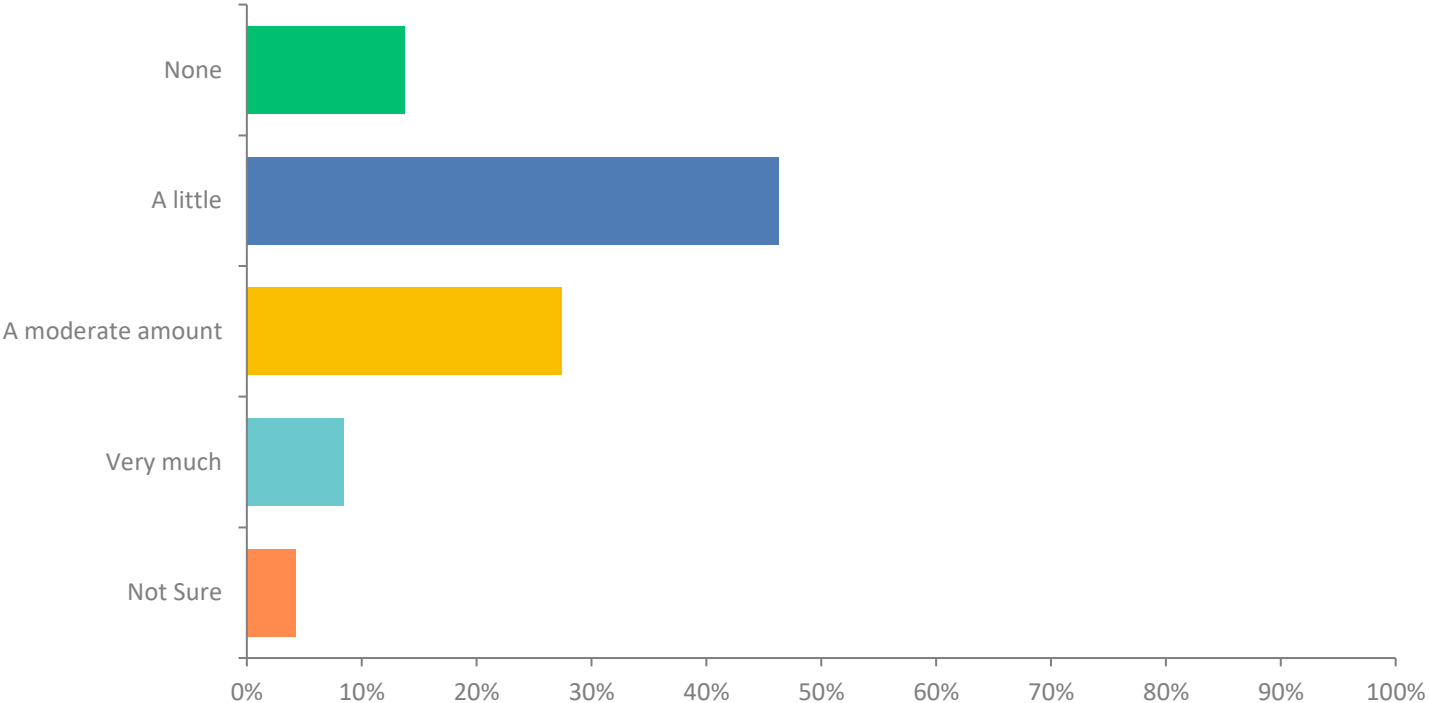
Q51: Which diverse groups of students do you offer very specific/focused outreach programming for and / or formally liaison with?

Answered: 95 Skipped: 14

ANSWER CHOICES	RESPONSES	
African American / Black	67.37%	64
American Indian or Alaska Native	17.89%	17
Asian American / Asian / Pacific Islander	36.84%	35
Latinx / Hispanic	53.68%	51
Middle Eastern / North African	11.58%	11
Native Hawaiian or Pacific Islander	11.58%	11
Multiracial	25.26%	24
Multicultural / Diversity Office	66.32%	63
LGBTQ+	82.11%	78
Trans and Gender Spectrum	56.84%	54
Persons with various physical mental abilities	21.05%	20
Spiritual / Religious	22.11%	21
First Generation	60.0%	57
Transfer / non-traditional students	17.89%	17
Women	31.58%	30
Men	21.05%	20
Student Veteran / Military Service / ROTC	38.95%	37
International Students	66.32%	63
TOTAL		673

Q52: To what extent does your center offer Outreach focused on anti-racism efforts?

Answered: 95 Skipped: 14



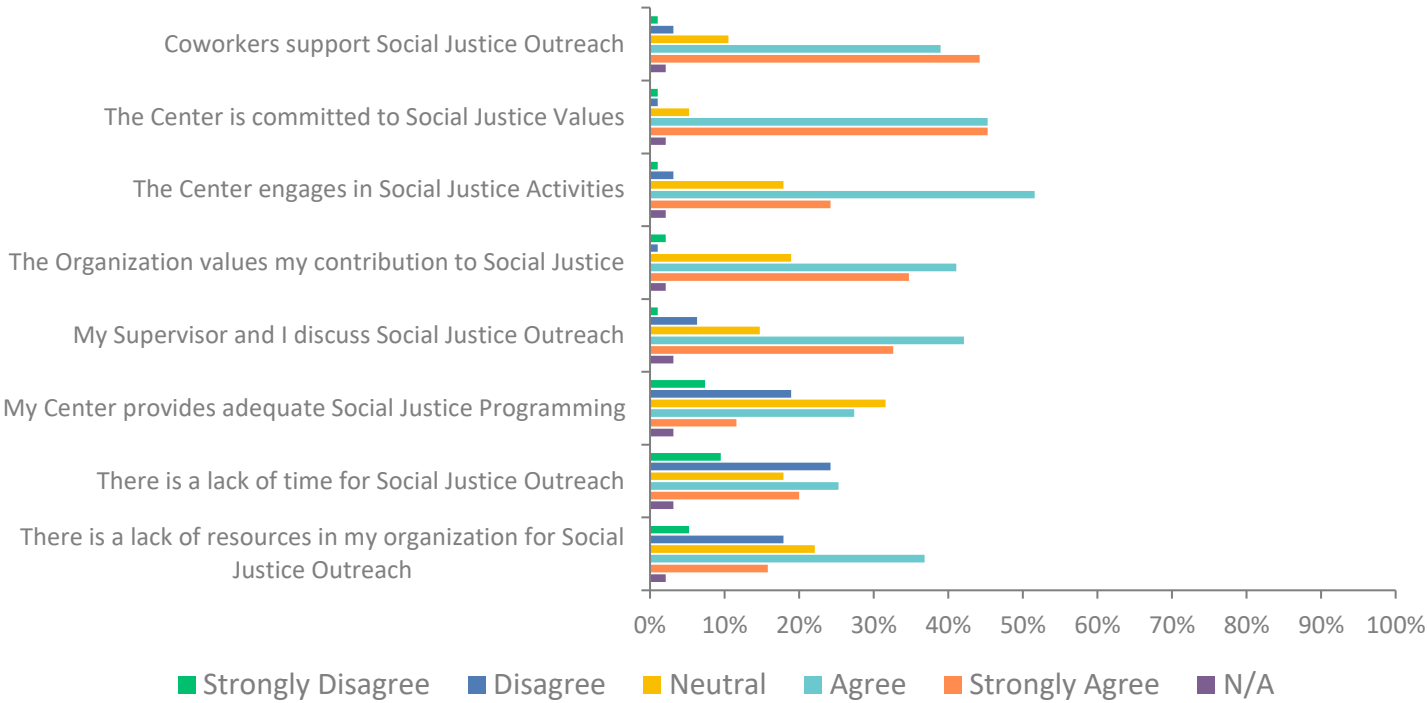
Q52: To what extent does your center offer Outreach focused on anti-racism efforts?

Answered: 95 Skipped: 14

ANSWER CHOICES	RESPONSES	
None	13.68%	13
A little	46.32%	44
A moderate amount	27.37%	26
Very much	8.42%	8
Not Sure	4.21%	4
TOTAL		95

Q53: Please indicate the extent to which you agree or disagree with the following statements:

Answered: 95 Skipped: 14



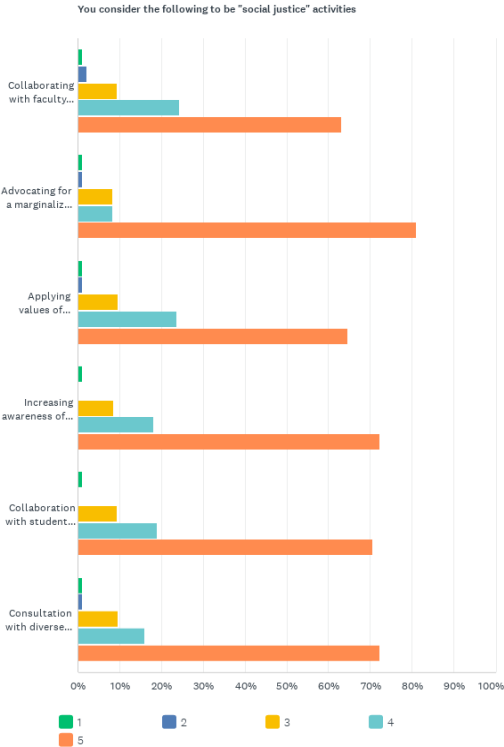
Q53: Please indicate the extent to which you agree or disagree with the following statements:

Answered: 95 Skipped: 14

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	N/A	TOTAL	WEIGHTED AVERAGE
Coworkers support Social Justice Outreach	1.05% 1	3.16% 3	10.53% 10	38.95% 37	44.21% 42	2.11% 2	95	4.25
The Center is committed to Social Justice Values	1.05% 1	1.05% 1	5.26% 5	45.26% 43	45.26% 43	2.11% 2	95	4.35
The Center engages in Social Justice Activities	1.05% 1	3.16% 3	17.89% 17	51.58% 49	24.21% 23	2.11% 2	95	3.97
The Organization values my contribution to Social Justice	2.11% 2	1.05% 1	18.95% 18	41.05% 39	34.74% 33	2.11% 2	95	4.08
My Supervisor and I discuss Social Justice Outreach	1.05% 1	6.32% 6	14.74% 14	42.11% 40	32.63% 31	3.16% 3	95	4.02
My Center provides adequate Social Justice Programming	7.37% 7	18.95% 18	31.58% 30	27.37% 26	11.58% 11	3.16% 3	95	3.17
There is a lack of time for Social Justice Outreach	9.47% 9	24.21% 23	17.89% 17	25.26% 24	20.0% 19	3.16% 3	95	3.23
There is a lack of resources in my organization for Social Justice Outreach	5.26% 5	17.89% 17	22.11% 21	36.84% 35	15.79% 15	2.11% 2	95	3.41

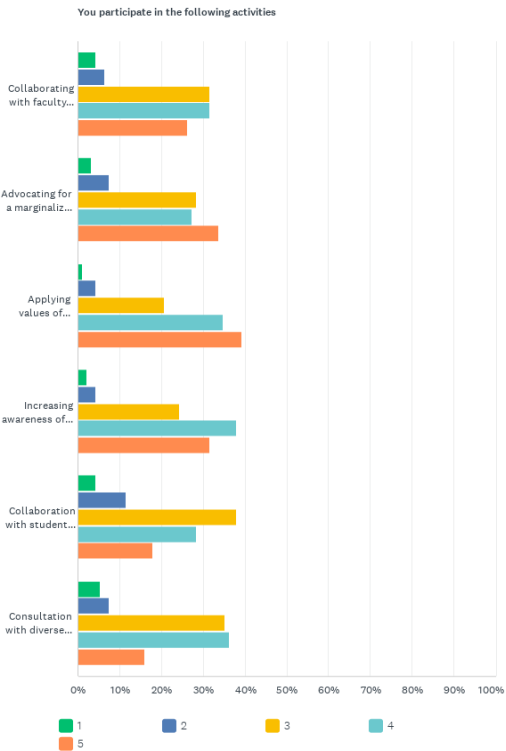
Q54: Please indicate the extent to which: (1 is Strongly Disagree and 5 is Strongly Agree)

Answered: 95 Skipped: 14



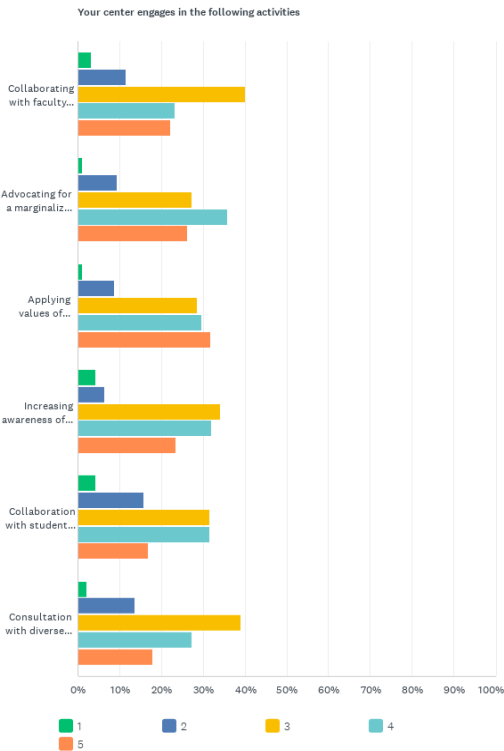
Q54: Please indicate the extent to which: (1 is Strongly Disagree and 5 is Strongly Agree)

Answered: 95 Skipped: 14



Q54: Please indicate the extent to which: (1 is Strongly Disagree and 5 is Strongly Agree)

Answered: 95 Skipped: 14



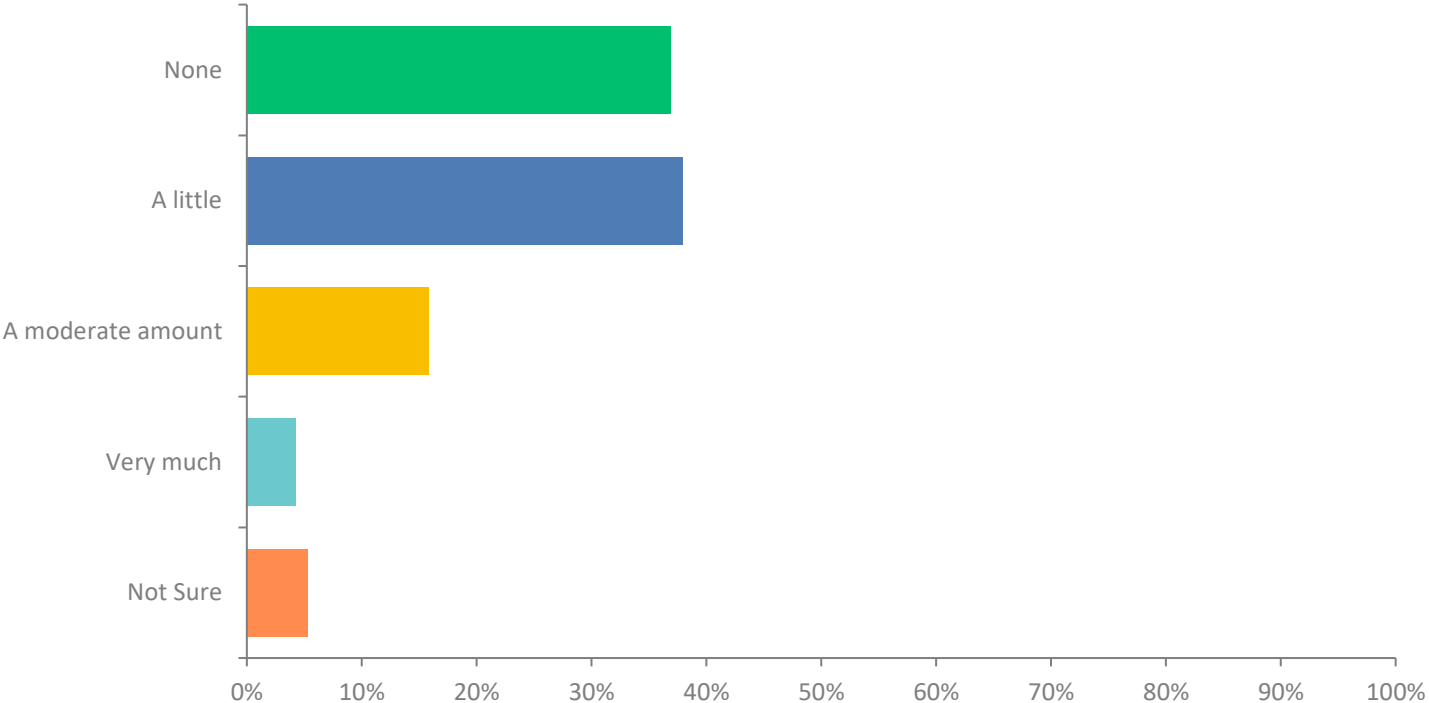
Q54: Please indicate the extent to which: (1 is Strongly Disagree and 5 is Strongly Agree)

Answered: 95 Skipped: 14

You consider the following to be "social justice" activities						
	1	2	3	4	5	TOTAL
Collaborating with faculty and staff working towards Social Justice	1.05% 1	2.11% 2	9.47% 9	24.21% 23	63.16% 60	95
Advocating for a marginalized group	1.05% 1	1.05% 1	8.42% 8	8.42% 8	81.05% 77	95
Applying values of empowerment	1.08% 1	1.08% 1	9.68% 9	23.66% 22	64.52% 60	93
Increasing awareness of sociocultural issues	1.06% 1	0.00% 0	8.51% 8	18.09% 17	72.34% 68	94
Collaboration with students from marginalized groups in program design	1.05% 1	0.00% 0	9.47% 9	18.95% 18	70.53% 67	95
Consultation with diverse student groups.	1.06% 1	1.06% 1	9.57% 9	15.96% 15	72.34% 68	94
You participate in the following activities						
	1	2	3	4	5	TOTAL
Collaborating with faculty and staff working towards Social Justice	4.21% 4	6.32% 6	31.58% 30	31.58% 30	26.32% 25	95
Advocating for a marginalized group	3.16% 3	7.37% 7	28.42% 27	27.37% 26	33.68% 32	95
Applying values of empowerment	1.09% 1	4.35% 4	20.65% 19	34.78% 32	39.13% 36	92
Increasing awareness of sociocultural issues	2.11% 2	4.21% 4	24.21% 23	37.89% 36	31.58% 30	95
Collaboration with students from marginalized groups in program design	4.21% 4	11.58% 11	37.89% 36	28.42% 27	17.89% 17	95
Consultation with diverse student groups.	5.32% 5	7.45% 7	35.11% 33	36.17% 34	15.96% 15	94
Your center engages in the following activities						
	1	2	3	4	5	TOTAL
Collaborating with faculty and staff working towards Social Justice	3.16% 3	11.58% 11	40.00% 38	23.16% 22	22.11% 21	95
Advocating for a marginalized group	1.05% 1	9.47% 9	27.37% 26	35.79% 34	26.32% 25	95
Applying values of empowerment	1.10% 1	8.79% 8	28.57% 26	29.67% 27	31.87% 29	91
Increasing awareness of sociocultural issues	4.26% 4	6.38% 6	34.04% 32	31.91% 30	23.40% 22	94
Collaboration with students from marginalized groups in program design	4.21% 4	15.79% 15	31.58% 30	31.58% 30	16.84% 16	95
Consultation with diverse student groups.	2.11% 2	13.68% 13	38.95% 37	27.37% 26	17.89% 17	95

Q55: Does your center assess the impact of Social Justice activities and programming?

Answered: 95 Skipped: 14



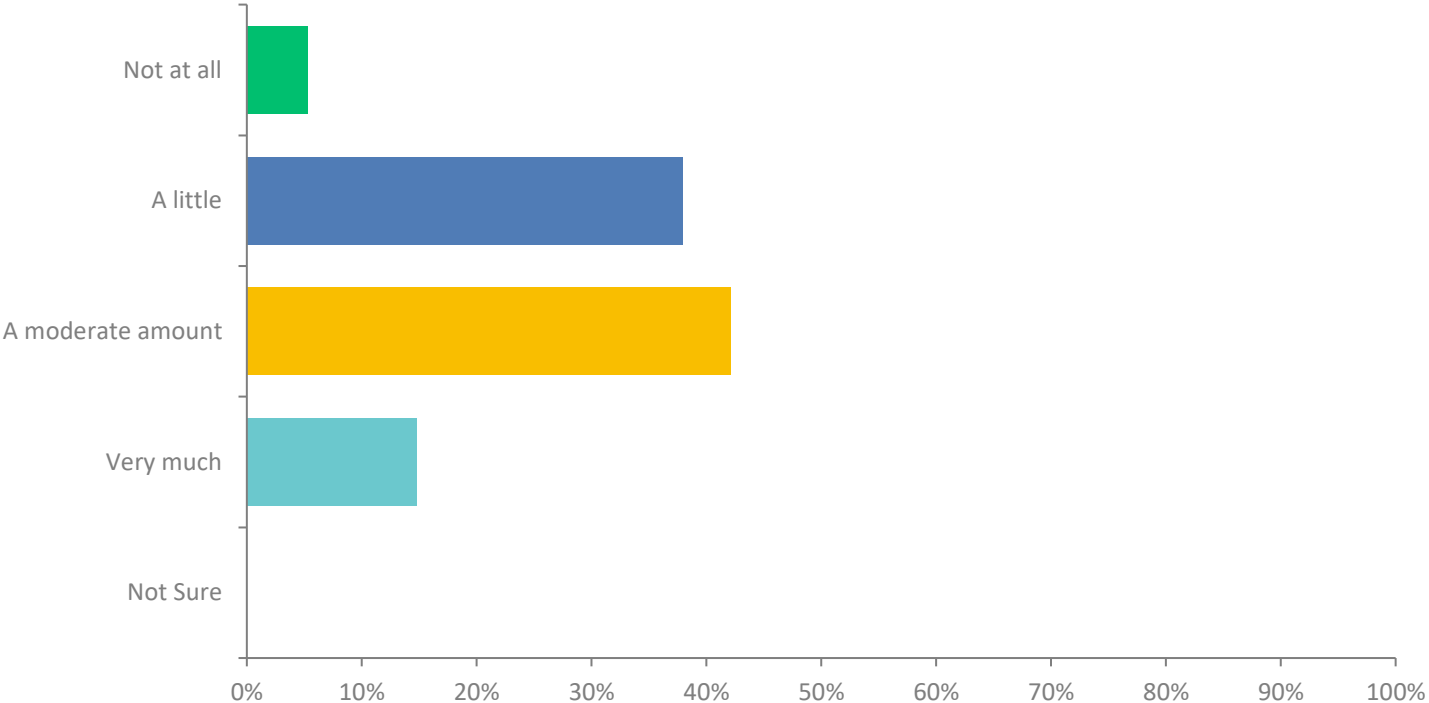
Q55: Does your center assess the impact of Social Justice activities and programming?

Answered: 95 Skipped: 14

ANSWER CHOICES	RESPONSES	
None	36.84%	35
A little	37.89%	36
A moderate amount	15.79%	15
Very much	4.21%	4
Not Sure	5.26%	5
TOTAL		95

Q56: In your opinion, does representation on your staff reflect the population of your campus?

Answered: 95 Skipped: 14



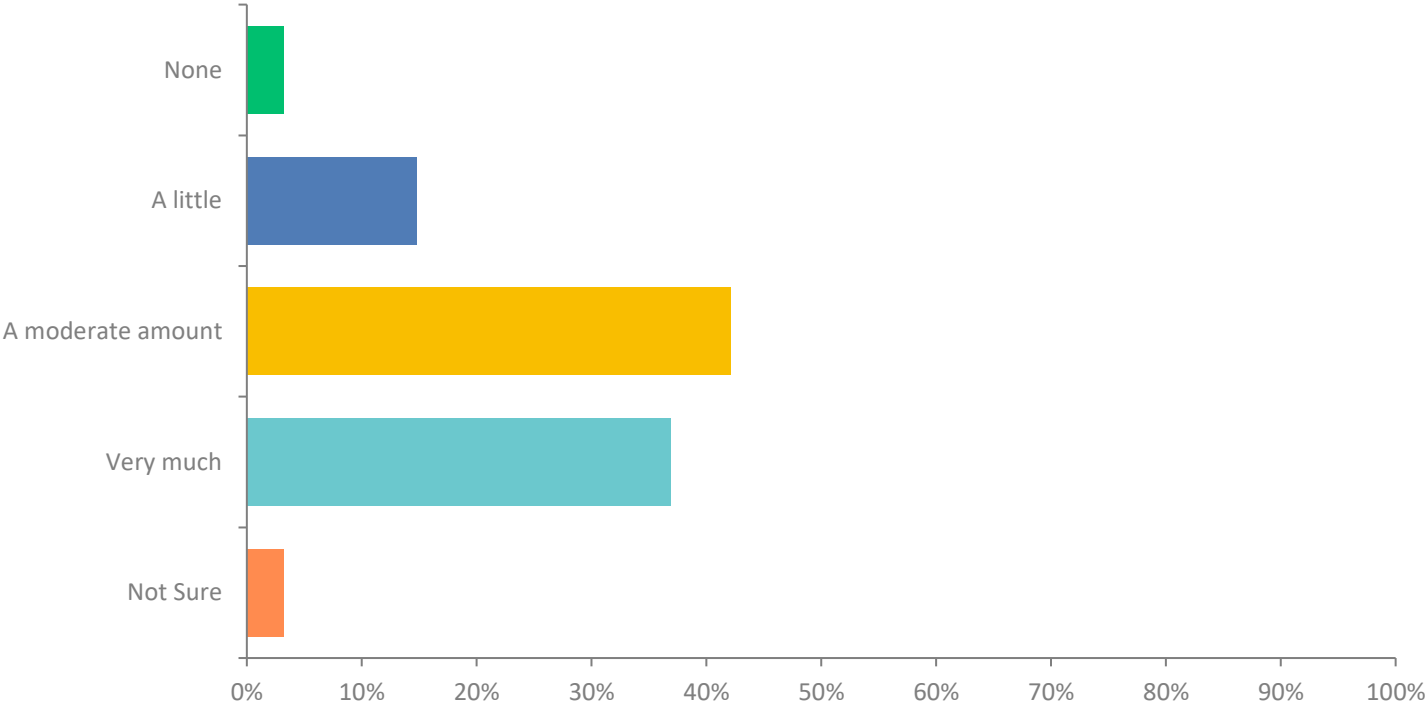
Q56: In your opinion, does representation on your staff reflect the population of your campus?

Answered: 95 Skipped: 14

ANSWER CHOICES	RESPONSES	
Not at all	5.26%	5
A little	37.89%	36
A moderate amount	42.11%	40
Very much	14.74%	14
Not Sure	0%	0
TOTAL		95

Q57: Have you or other staff at your center discussed the impact of bias or racial trauma in the workplace?

Answered: 95 Skipped: 14



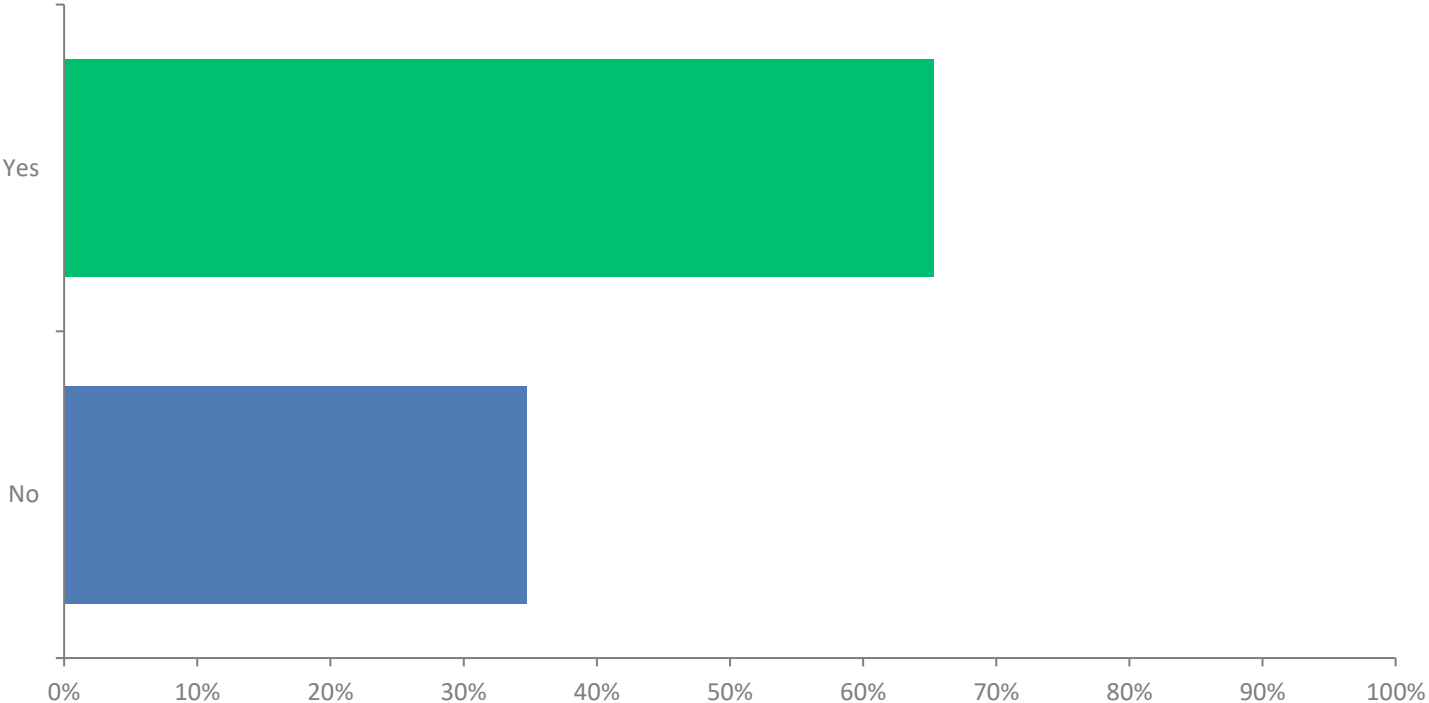
Q57: Have you or other staff at your center discussed the impact of bias or racial trauma in the workplace?

Answered: 95 Skipped: 14

ANSWER CHOICES	RESPONSES	
None	3.16%	3
A little	14.74%	14
A moderate amount	42.11%	40
Very much	36.84%	35
Not Sure	3.16%	3
TOTAL		95

Q58: Has internal support been offered to staff as they are personally impacted by bias or racial trauma?

Answered: 95 Skipped: 14



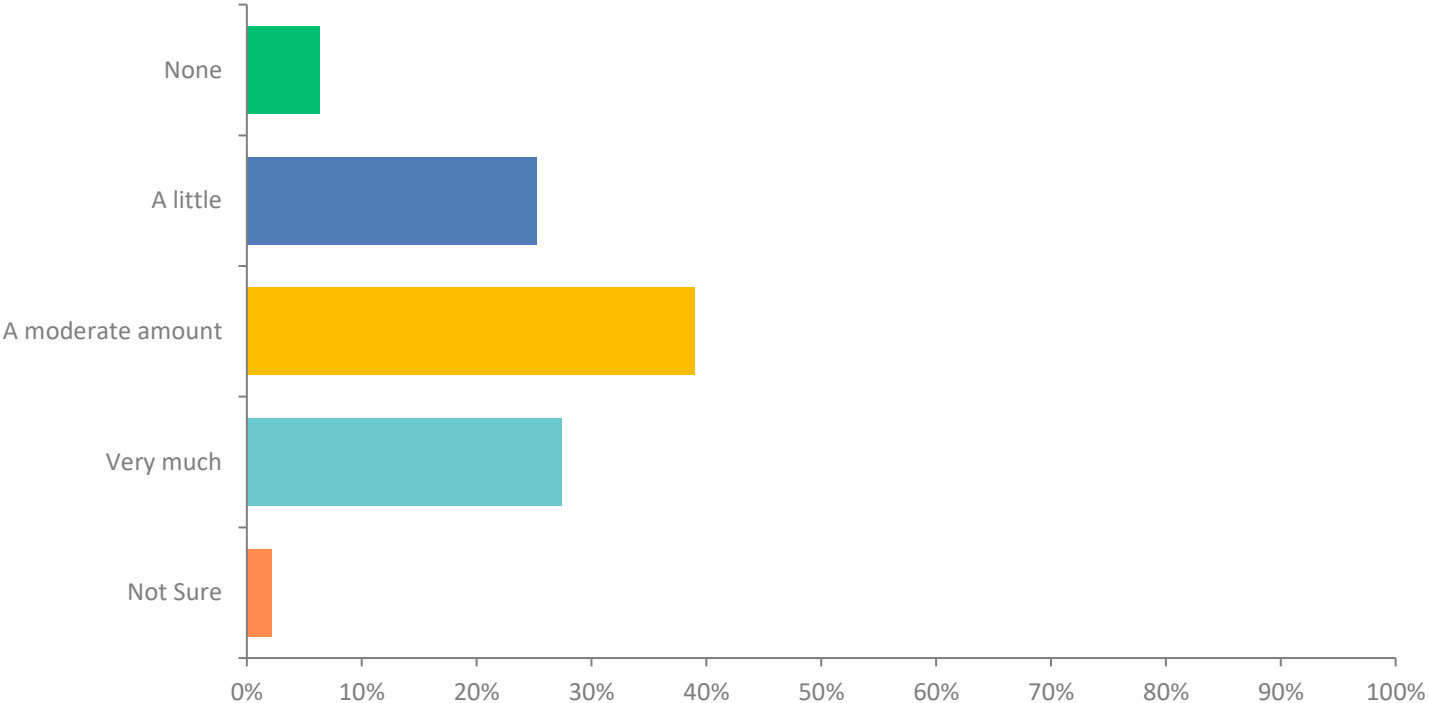
Q58: Has internal support been offered to staff as they are personally impacted by bias or racial trauma?

Answered: 95 Skipped: 14

ANSWER CHOICES	RESPONSES	
Yes	65.26%	62
No	34.74%	33
TOTAL		95

Q60: To what extent does your center include trauma informed approaches to outreach?

Answered: 95 Skipped: 14



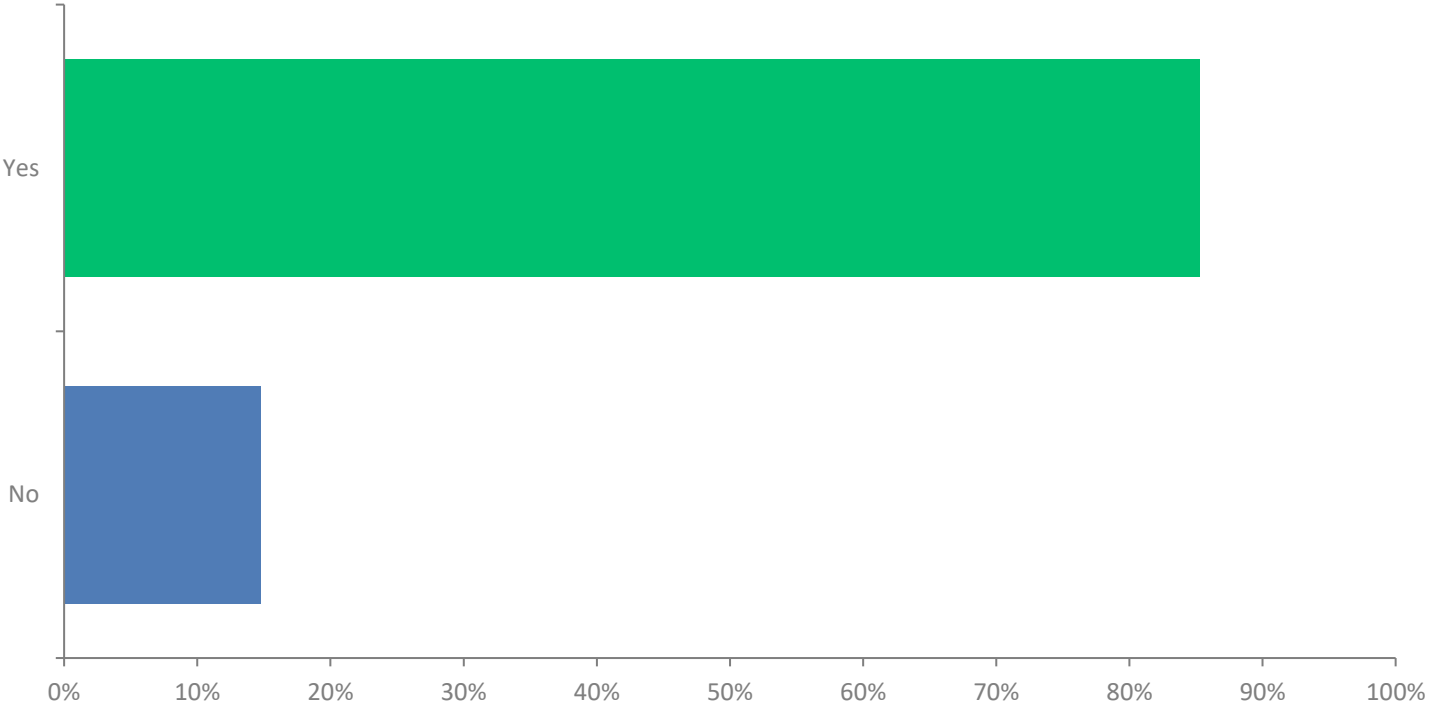
Q60: To what extent does your center include trauma informed approaches to outreach?

Answered: 95 Skipped: 14

ANSWER CHOICES	RESPONSES	
None	6.32%	6
A little	25.26%	24
A moderate amount	38.95%	37
Very much	27.37%	26
Not Sure	2.11%	2
TOTAL		95

Q62: Does your center have a training program?

Answered: 95 Skipped: 14



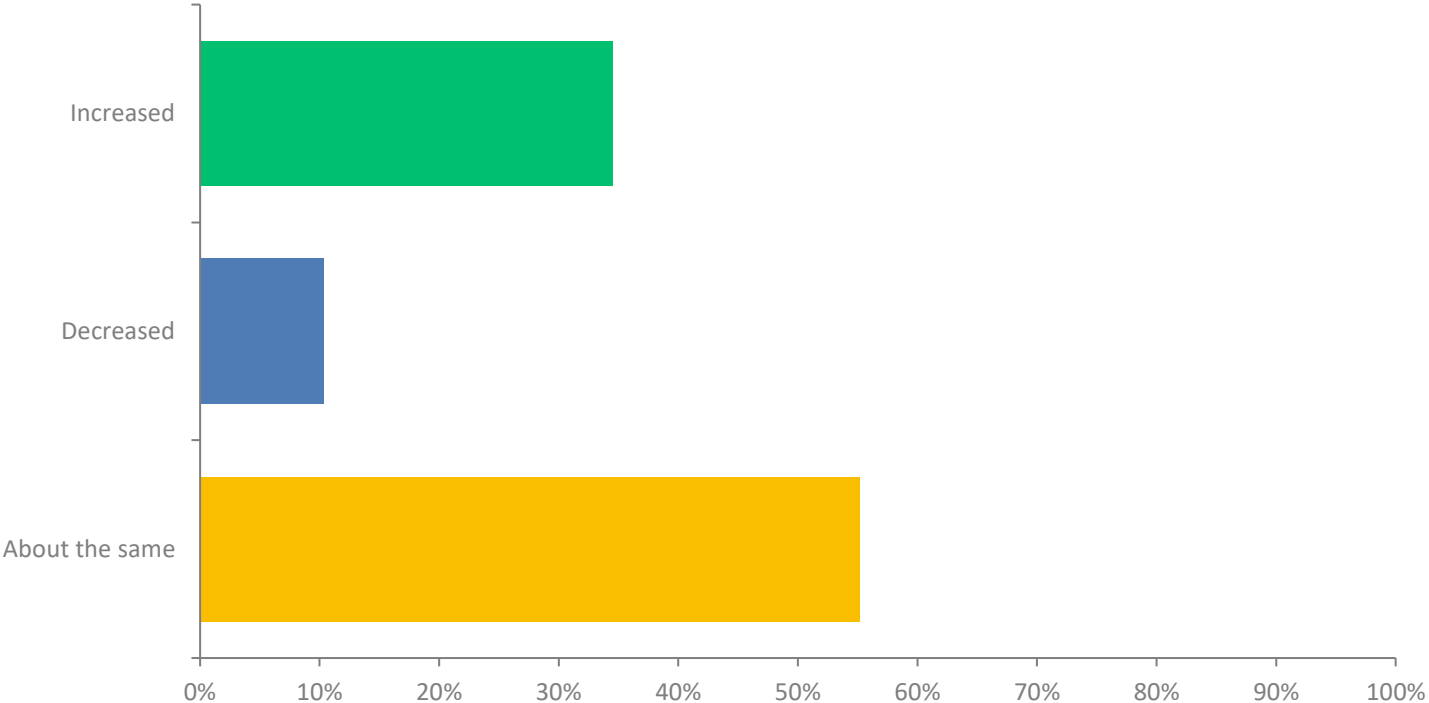
Q62: Does your center have a training program?

Answered: 95 Skipped: 14

ANSWER CHOICES	RESPONSES	
Yes	85.26%	81
No	14.74%	14
TOTAL		95

Q63: Have opportunities for outreach increased, decreased, stayed about the same for trainees facilitating Outreach?

Answered: 87 Skipped: 22



Q63: Have opportunities for outreach increased, decreased, stayed about the same for trainees facilitating Outreach?

Answered: 87 Skipped: 22

ANSWER CHOICES	RESPONSES	
Increased	34.48%	30
Decreased	10.34%	9
About the same	55.17%	48
TOTAL		87