Program Background

- Understanding unique needs and experiences of international students
- Culture and language matching
- Connecting with students through technology
The My SSP App

Chat support and content available in Simplified Chinese, Korean, Arabic, Spanish, English & French

Telephone or chat with a counsellor directly through the app 24/7/365

Receive push notifications about the app, content, and support available
24/7/365 Student Support by Native Speaking Counsellors

Immediate Support

- Telephone
- Chat
- App

Available in 35 languages by native speakers

Available in Simplified Chinese, Korean, Arabic, Spanish, English, French

Ongoing Support

- Telephone
- Video

Available in over 60 languages by native speakers

In partnership with keep.meSAFE
Highly Qualified Support

Multicultural, multilingual expertise and personal international experience

Expertise and experience with international students

Participation in ongoing professional development, including digital methods of counselling and emerging international student issues

Minimum of Master’s Degree in counselling related field, licensed and with a minimum of five years experience
Outcomes Based Success Measures

- User Profile (demographics)
- Access patterns (time of day, re-access)
- Pre and post measures
- Access modality (tele, online, app)
- Presenting issues
Top Reasons Students Are Reaching Out For Support

Depression  Stress  Anxiety  Cultural/Adaptation Issues

“We want this to be shared with every institution across North America.”
- International Program Director
Canada Snapshot
September 2018 - May 2019

Top 3 Presenting Issues 2018/19:
• Stress (23%)
• Anxiety (20%)
• Depression (11%)

Suicidal Risk: 2.16%

Chat Engagement:
4pm to Midnight – 47%
Midnight to 8am – 28%
8am to 4pm – 25%

Chat by Day of the Week:
Highest Usage: Wednesday (17%)
Lowest Usage: Saturday (10%)
2018/19 Pre-Post Data

Survey questions are asked of students before and after SSP intervention.

<table>
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<tr>
<th>% of students expressing concerns regarding ability to stay in school</th>
<th>% of students expressing concern regarding ability to be Productive (classes, projects, exams)</th>
<th>% of students indicating ‘very or extremely’ concerned about the issue</th>
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<tbody>
<tr>
<td>Pre: 17%</td>
<td>Pre: 27%</td>
<td>Pre: 52%</td>
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<tr>
<td>Post: 8%</td>
<td>Post: 12%</td>
<td>Post: 23%</td>
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*1-5 Likert Scale (1-Not at all concerned to 5-Extremely Concerned)
2018 Full Campus Data

- 84% of calls and chats come from students who say they have never visited their campus counselling centers.
- 52% of these students say they have never sought support anywhere else.
- 69% of initial contact is via Chat.
JED Foundation: Morneau Shepell Research Study

A two year study examining the impact culture and language support via technology has on student help seeking, emotional health, stress and intent to persist.

18,253
International students

8
Institutions
Early results from our research study into the ISSP

- **31%** Engagement
- **52%** Non-English Access
- **45%** Chinese students

**Support Method**
- Chat: 44%
- Telephone: 56%

**Year of Study**
- **1st**:
- **2nd**:
- **3rd**:
- **4th**:
- **5+**: 48%

**Time of Call**
- **Office Hours**: 43%
- **After Hours**: 57%

44% of students have never utilized on-campus support & 70% have not reached out to CAPS.
Consultative Support

keep.meSAFE also provides direct support to staff and faculty who work with students. This is an opportunity for a staff/faculty member, resident advisor or other leader, to consult with a clinician on a student-related issue.

Examples of why staff and faculty may wish to seek consultative support

- Supporting distressed or distressing students
- Supporting withdrawn or isolated students
- Responding an inquiry about an undesirable grade
- Navigating communication difficulties, language barriers or cultural norms
1. Integration with Existing Campus High Risk Protocols

2. Monitored Referral to the keep.meSAFE

3. Referral from the keep.meSAFE to On-campus Resources

4. Building Campus Program Awareness

5. Faculty, Staff and Student Orientations

6. Outcomes Reporting
Campus Integration

The keep.meSAFE Program is a highly customizable program that integrates with an institution’s stakeholder groups.

Example Points of Integration:
- International Office
- Student Success
- Student Wellness Hub
- Campus Security
- Student Society, Faculty
- Internal Communications and Marketing
Building Campus Awareness: Communication

- Dedicated Account Manager
- In-Depth Reporting
- Orientation
- Campus Ambassadors
- Digital Engagement
- School Events
- Educational Opportunities
Case Study
Best Practice Implementation
Campus Awareness:

• Dedicated on campus keep.meSAFE Coordinator
• Main point of contact and “go-to” point person
• Engagement from diverse group of on campus stakeholders