

**Office of Operations Review and Audit**



**Program Review**

**UW Mental Health Counseling Services**

**August 2008**

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## **EXECUTIVE SUMMARY**

Colleges and universities in the United States have been offering mental health counseling services since the early 1900s, rapidly expanding their services after World War II. Various analyses and studies in recent years indicate that a significant number of college students have mental health problems, and these problems may be growing on campuses. The University of Wisconsin (UW) System Office of Operations Review and Audit reviewed UW mental health counseling services. The review examined: services offered; student utilization of counseling services; and issues, challenges, and potential enhancements related to the administration of mental health counseling services. The review also examined reports issued by the UW System President's Commission on University Security and the Governor's Task Force on Campus Safety, as well as information on counseling practices at other institutions of higher education.

### **Mental Health Services Offered**

The UW Board of Regents recognized the importance of mental health counseling in Regents Policy Document (RPD) 23-1. Created in 1978 and revised in 2005, RPD 23-1 does not specify counseling services that UW institution should offer, but states that UW institutions "should provide counseling services sufficient to address the developmental needs of students as well as respond to unexpected crises." All 13 four-year UW institutions and three UW Colleges offer an array of mental health counseling services for their students. The remaining ten UW Colleges do not currently offer services, but staff members do help to facilitate students' access to counseling services in the community and will begin to offer services in the 2008-09 academic year.

Mental health counseling services commonly offered by UW institutions include individual counseling, group counseling, crisis intervention, psychiatric services, outreach and education, mental health screening, and referrals. These services are consistent with those offered by other public colleges and universities in states surrounding Wisconsin.

UW counseling services are offered at accessible locations and at varying hours. UW institutions also maintain open eligibility for counseling services. In fiscal year 2006-07, 11 four-year UW institutions for which data were available reported serving more than 9,500 individual students.

### **Program Administration and Staffing**

Mental health counseling services at all four-year UW institutions and the three UW Colleges that offer the services are broadly organized as integrated health and counseling services (at six institutions), stand-alone units (at seven institutions), or outsourced services (at three institutions). In comparison, approximately two-thirds of counseling centers participating in a 2006 national survey of counseling center directors were stand-alone units.

UW professional counseling staffs are composed of psychologists, counselors, psychiatrists, and clinical social workers. Fifty-six percent of the UW professional counseling staff have doctoral degrees, and 44 percent have master degrees. The average number of years of experience in the counseling field ranged from nine to 26 years.

In 2006-07, the number of professional counseling staff at the four-year UW institutions ranged from 1.3 to 27.5 full-time equivalent (FTE) staff. Compared with 2002-03, the number of FTE professional counseling staff at nine UW campuses stayed unchanged. The ratio of FTE professional counseling staff persons to students ranged from one to 1,492 to one to 4,289.

Five UW institutions received accreditation from three different accrediting agencies: the International Association of Counseling Services, Accreditation Association for Ambulatory Health Care, and the American Psychological Association. Two additional UW institutions are pursuing accreditation.

## **Financial Support and Options**

Salaries and fringe benefits account for most of the expenditures for counseling services. In 2006-07, the 13 four-year UW institutions reported spending more than \$6 million for salaries and fringe benefits for professional counseling staff.

UW System Financial and Administrative Policy G15, “Student Services Funding,” specifies General Purpose Revenue as the primary funding for counseling services. G15 also allows segregated fees as a funding source. The sources of support for UW counseling services range from 100 percent GPR to 100 percent segregated fees. In recent years, some UW institutions have shifted from GPR to segregated fees. This shift is consistent with the national trend. In addition to GPR and segregated fees, some UW institutions support their counseling services with grants and revenues from differential tuition initiatives.

UW institutions do not report having waiting lists, but they do require students without an urgent need to schedule an appointment. The reported wait time for mental health counseling appointments ranged from a few days to four weeks. The reported wait time at most UW institutions is at least one week. In addition to the wait time, UW counseling center directors and counselors reported increases in workload among professional counseling staffs. The wait time for appointments and staff workload will likely be further increased by a number of new developments, including increased total student enrollment and enrollment of veterans and their dependents, increased severity of mental health problems, concerns for campus safety, and the potential discontinuation of grant funding.

Funding for mental health counseling services has been a continuing dilemma for colleges and universities. The challenge for the UW Board of Regents, System Administration, and campus administrations is maintaining funding levels and finding a funding mix that can sustain an appropriate level of services. While there are no easy solutions, the report offers three possible courses of action for the Board of Regents, System Administration, and campus administrations to consider:

- *Delineating the extent of the UW System’s role in counseling services:* Although some UW institutions have set session limits for individual therapy, they have not strictly enforced the limits for various reasons. While psychiatric evaluation and consultation is an important component of counseling services, psychiatric services are also very expensive. The report identifies a need for a policy guideline as to the extent of services a student can receive and

the extent of the UW System's role in providing psychiatric services to students without a separate charge.

- *Exploring additional sources of financial support for counseling services:* GPR and segregated or student fees are the two principal sources of support for counseling services in the UW System and at many other colleges and universities. However, other colleges and universities have also used other sources of support that have not been tapped in the UW System to replace or supplement funding for their counseling services. The report identifies student counseling fees, user fees, financial support from other university departments, and third-party billing and payments as possible additional sources of support for counseling services.
- *Maximizing the use of existing counseling resources:* Since the bulk of UW counseling budgets go toward supporting professional counseling positions, it would be difficult to find savings from counseling operations. The report describes some ways that UW counseling centers can serve more students with the professional counseling staff they have, such as managing missed appointments, increasing the use of group therapy, seeking inter-campus collaboration, outsourcing certain aspects of counseling, and using counselor interns.

Also, in light of the tragedy at Virginia Tech, Northern Illinois, and other universities, and to enhance UW counseling services, the report recommends that UW institutions develop a process of following through the transfer of care of students identified as being high-risk when these students are referred to off-campus providers.

## **SCOPE**

The University of Wisconsin (UW) System Office of Operations Review and Audit reviewed UW mental health counseling services. The review focused only on counseling services for students. The goals of the review were to identify what counseling services are offered; to examine student utilization of these services; and to identify issues, challenges, and potential enhancements related to the administration of counseling services.

To conduct this review we: (1) visited UW-Eau Claire, Green Bay, Madison, Milwaukee, Oshkosh, Parkside, Platteville, River Falls, Stout, and Whitewater; (2) conducted telephone interviews with staff at UW institutions not visited, including UW Colleges campuses that offer counseling services; (3) reviewed reports issued by the UW System President's Commission on University Security and the Governor's Task Force on Campus Safety; (4) reviewed studies and articles about college and university counseling services; and (5) examined counseling practices at other colleges and universities. UW staff we interviewed and surveyed include counseling directors, counselors, chief student affairs officers, deans of students, registrars, campus police chiefs, and student government presidents. During the visits, we also toured counseling services facilities.

## **BACKGROUND**

Various analyses and studies indicate that a significant number of college students have mental health problems, and that mental health problems on campuses may be growing. For instance:

- The American College Health Association has conducted surveys of college students in the fall and spring each year since 2000. More than 71,800 students from 107 colleges and universities participated in the spring 2007 survey. Results from that survey revealed that 63.3 percent of the respondents reported they felt hopeless at times; 45 percent reported they were depressed to the point of having trouble functioning; 9.8 percent reported they had seriously considered attempting suicide; and 1.6 percent reported they had attempted suicide at least once during the past school year.<sup>1</sup> When results from the 2007 survey are compared with those from spring 2000, the proportion of students who reported they were depressed, felt hopeless, and seriously considered attempting suicide had increased slightly.
- The University of Pittsburgh conducts annual surveys of university counseling center directors. Three hundred sixty-seven college and university counseling center directors, including directors from some UW institutions, participated in the 2006 survey. Ninety-two percent of the center directors indicated that the number of students with severe psychological problems had increased in recent years.<sup>2</sup>

<sup>1</sup> The American College Health Association. "American College Health Association National College Health Assessment Spring 2007 Reference Group Data Report (Abridged)." *Journal of American College Health*, 2008, Volume 56, Number 5.

<sup>2</sup> Gallagher, Robert P. "National Survey of Counseling Center Directors, 2006." 6 September 2007 <<http://www.iacsinc.org/National%20Survey%20for%20Counseling%20Center%20Directors%20Results%20-%20Final.pdf>>.

- An analysis of the case files of more than 13,000 students who sought personal counseling at Kansas State University Counseling Center between 1989 and 2001 showed increases in the percentages of students having problems with stress/anxiety, depression, chronic mental disorder, and suicidal ideation. During this period, the number of students with depression doubled, and the number of students who had thoughts of committing suicide tripled.<sup>3</sup>

## **College Counseling Program Guidelines**

Colleges and universities in the United States have been offering counseling services since the early 1900s, and they rapidly expanded their services after World War II to assist the returning veterans.<sup>4</sup> Over time, a number of standards were established to guide college counseling programs. The most recognized standards include:

- *The International Association of Counseling Services (IACS)*: Currently, IACS is the only accrediting agency for college and university counseling centers. IACS standards cover five major areas, including counseling services roles and functions, ethical principles, and counseling services personnel. Colleges and universities are not required to obtain IACS accreditation to offer counseling services. However, college and university counseling centers have generally accepted IACS standards as minimum standards for their counseling services.
- *Accreditation Association for Ambulatory Health Care (AAAHC)*: AAAHC certifies college and university health centers. Because the health centers on some college and university campuses are also responsible for mental health, mental health care is addressed during the AAAHC accreditation process.
- *Council for the Advancement of Standards in Higher Education (CAS)*: CAS is not an accrediting agency. However, CAS has a long-term involvement in developing and promoting standards in student affairs, student services, and student development programs. The CAS standards for counseling services include a self-assessment guide covering topics such as mission, organization and management, ethics, financial resources, and program evaluation.
- *American Psychological Association (APA)*: The APA accredits education and training in professional psychology.

In addition to these national standards, counseling centers and the conduct of counselors are also regulated by various federal and state laws and professional organizations. Federal laws, such as the Americans with Disabilities Act (ADA), the Family Educational Rights and Privacy Act (FERPA), and the Health Insurance Portability and Accountability Act (HIPAA), and Wisconsin

<sup>3</sup> Benton, Sherry A., John M. Robertson, Wen-Chih Tseng, Fred B. Newton, and Stephen L. Benton. "Changes in Counseling Center Client Problems Across 13 Years." *Professional Psychology: Research and Practice*, 2003, Volume 34.

<sup>4</sup> Davis, Deborah C. and Keren M. Humphrey (Eds.). *College Counseling: Issues and Strategies for a New Millennium*. Alexandria, VA: American Counseling Association, 2000.

laws, such as Chapter 51, Wis. Stats., grant certain rights to students seeking and receiving counseling services and require counseling centers and counselors to safeguard student records. Professional licensing organizations for the counseling staff also hold them accountable to ethical standards.

### **Developments in the UW System**

The UW Board of Regents acknowledged that mental health is a critical factor in student success and recognized the importance of counseling services in Regent Policy Document (RPD) 23-1, “Basic Health Module,” created in 1978 and revised in 2005. The policy states that UW institutions “should provide counseling services sufficient to address the developmental needs of students as well as respond to unexpected crises.”

In the wake of the Virginia Polytechnic Institute and State University (Virginia Tech) tragedy, the UW System President established the Commission on University Security in April 2007. The Commission was charged to “develop recommendations for how UW institutions can prevent, intervene, respond, heal, and resume operations when confronted with the threat, or actual incidence, of major violence” similar to the type experienced at Virginia Tech. A subcommittee on counseling services was established as part of the Commission to review the UW System’s counseling resources and to develop recommendations specifically on counseling services as they relate to violent behaviors. The subcommittee issued its report to the Board of Regents in August 2007.

## **DISCUSSION AND RECOMMENDATIONS**

This review examined: (1) mental health counseling services offered to and used by UW students; (2) staffing and administration of counseling services; and (3) methods for funding counseling services. Literature we reviewed while planning for this review indicated that the most pressing challenge facing college and university counseling centers is to respond to the increased demand for counseling services when there is not a corresponding increase in resources. Thus, we analyzed the current methods of providing and funding UW counseling services and identified alternative and additional sources of funding for UW counseling services.

### **MENTAL HEALTH SERVICES OFFERED**

RPD 23-1 does not specify counseling services that UW institutions should offer to students, but urges UW institutions to: (1) include an educational component in the services offered; (2) make psychiatric and medication management available and accessible to students; and (3) maintain referral sources for students who require long-term care. We examined the array of counseling services offered by UW institutions, student access to counseling services, and student utilization of counseling services.

## **Array of Services**

In reviewing the array of counseling services offered by UW institutions, we found that all 13 four-year campuses and three UW Colleges – UW-Baraboo/Sauk County, UW-Marathon County, and UW-Richland – offer counseling services for their students. All 13 four-year UW institutions provide most or all of their services in house and on campus. The three UW Colleges contract with community mental health service providers to provide counseling services for their students, and these services are offered off campus.

The remaining ten UW Colleges do not offer counseling services. However, staff members indicated that they help to facilitate students' access to counseling services in the community. For example, UW-Barron County faculty and staff direct students needing mental health counseling services to Barron County Department of Health and Human Services. The remaining ten UW Colleges, including UW-Barron County, plan to also offer counseling services in the 2008-09 academic year. In June 2008, the Board of Regents approved UW Colleges' request to increase segregated fees in fiscal year 2009 for mental health services.

We researched mental health counseling services offered by other colleges and universities in states surrounding Wisconsin. The array of counseling services offered by UW institutions are consistent with services offered by colleges and universities in our research. Even though each UW institution offers a unique array of services, UW institutions do offer some common services. These services include individual counseling, group counseling, crisis intervention, psychiatric services, outreach and education, and screening and referrals. Currently, these services are offered to UW students without a separate charge.

### **Individual Counseling**

According to UW counseling center directors and counseling staff, individual counseling or psychotherapy is the core of counseling services offered by UW institutions. Full-time UW counselors spend between 20 and 25 hours each week in direct counseling services, most of them in individual counseling. Typical individual counseling sessions at UW institutions last between 45 minutes and one hour.

RPD 23-1 states that counseling services should reflect a brief psychotherapy model, but does not define "brief." In keeping with this model, some UW institutions establish session limits or guidelines for individual psychotherapy. The guideline is 10 sessions per academic year at UW-Madison and UW-Milwaukee; 12 sessions per year at UW-Green Bay, La Crosse, and Oshkosh; and 14 sessions per year at UW-Eau Claire and UW-Whitewater. UW-Richland offers up to two sessions per year. These session limits are not rigidly enforced, however, and some UW counseling directors indicated that a lack of local resources for referral can make enforcing the limits more difficult. Also, they indicated that a counselor cannot ethically stop serving a student who needs continued assistance, even when a session limit has been reached, without a clear referral link.

UW-Parkside, Platteville, River Falls, Stevens Point, and Stout have not established session limits. However, UW-Platteville and UW-Stout conduct a meeting of counseling staff to discuss the need to continue seeing the student after the sixth and tenth counseling session, respectively.

### **Group Counseling**

Counseling center directors indicate that group counseling can be a valuable and cost-effective alternative to individual counseling. At the time of our visits, UW-Eau Claire, Madison, Milwaukee, Oshkosh, Stout, and Whitewater offered multiple group counseling options. Group counseling is also offered by providers under contract by UW-Baraboo/Sauk County and UW-Richland. Other UW institutions, such as UW-Green Bay, Parkside, Platteville, River Falls, and Stevens Point, offered limited group counseling options or stopped offering group counseling. Some counseling center directors we interviewed indicated that their institutions lack suitable space for confidential group sessions, UW staff and some students have concerns about anonymity, and the existing professional counseling staff do not have the time to organize groups.

### **Crisis Intervention**

The goals of crisis intervention are to provide immediate or emergency psychological care in order to avert a state of crisis and to respond quickly to mental health emergencies. UW institutions intend to achieve these goals by ensuring that students with urgent needs are seen immediately and by establishing procedures to respond to mental health emergencies.

During office hours, the four-year UW institutions factor into their staff scheduling some time each day for students who might have urgent needs. Counseling staff members are on call and available during this time. Students indicating urgent needs are scheduled for a crisis intervention session with the on-call counseling staff member.

The four-year UW institutions provide crisis intervention coverage for after hours and weekends through various arrangements. UW-Madison maintains a crisis phone line. UW-La Crosse, Oshkosh, Stout, and Whitewater arrange with community service providers to provide crisis intervention. At the remaining four-year UW campuses, university or local police are to be contacted in case of crisis; the counseling center directors and staff are available for consultation.

UW Colleges do not provide crisis intervention directly, but the service is available through their respective community mental health and law enforcement services providers.

### **Outreach and Education**

All four-year UW campuses offer outreach and education to students. A variety of information is provided, including information about counseling services, signs and symptoms of severe depression, stress management, anxieties, eating disorders, coping skills, sexual assault, relationship violence, academic problems, conflict resolution, and suicide prevention. Outreach and education are provided through websites, printed brochures, posters/bulletins, mass e-mails,

faculty/staff orientation, parent and student orientation, classroom presentations, and residence hall gatherings.

The extent of the outreach and education varies, based on staff and financial resources. Only UW-Stout and UW-Whitewater reported having staff designated for outreach. At all UW campuses, mental health outreach and education are done as part of the professional counseling staff members' regular responsibilities. Grant funding also enables some UW institutions, such as UW-River Falls and UW-Oshkosh, to develop and assemble educational materials for students.

### **Psychiatric Services**

Nine UW institutions – UW-Green Bay, La Crosse, Madison, Milwaukee, Oshkosh, Parkside, Platteville, River Falls, and Whitewater – offer psychiatric services on campus with university psychiatrists, psychiatric nurses, or consulting psychiatrists. At most of these campuses, psychiatric service hours are limited: four hours per month at UW-Green Bay; eight hours per month at UW-La Crosse, Oshkosh, and River Falls; eight to ten hours per month at UW-Parkside; and 16 hours per month at UW-Platteville and UW-Whitewater. Psychiatric services encompass evaluation, diagnosis, consultation, therapy, and medication.

UW-Eau Claire does not offer psychiatric services on campus, but does refer students to community psychiatrists and covers some of the costs for uninsured students. The remaining three four-year UW institutions – Stevens Point, Stout, and Superior – do not offer any psychiatric services. At these UW institutions, counseling staff members consult with university health physicians and nursing staff on psychotropic medication management and suggest students use mental health services offered by community providers or through their insurance plans, if they have them.

### **Screening and Referral**

Eight UW institutions offer mental health screening online or “mental health screening days.” These screenings are not meant to replace formal psychological evaluations. However, the screening serves as a tool to educate students about signs and symptoms of mental health issues. The screening also provides information to students about whether or not to seek a professional mental health evaluation.

Students who, after an evaluation, are determined to need care beyond what UW counseling services offer or who would benefit most from services in the community are referred to off-campus providers. All 13 four-year UW institutions that offer counseling services on campus refer students to off-campus mental health service providers. Anecdotal information indicates there are challenges with referring students to community resources, such as a lack of resources in the community, lack of transportation, inability of students to pay for services, and student resistance to the challenges of obtaining services off-campus.

UW mental health counseling services could be enhanced by tracking and monitoring student referrals to off-campus mental health providers. Tracking referrals was also an issue raised by

investigators of the Virginia Tech tragedy. Currently, when making a referral, UW counselors enter the information in the case notes and have students sign a release of information, if a release is needed. Some counselors we interviewed indicated that they also follow up with the providers or with the students after the referrals in some cases, but the follow up is not done consistently, and students do not always respond. UW counseling centers do not have any means of mandating student compliance with the referrals.

Although mandating compliance is not possible, following through with students who are referred to off-campus providers would help to ensure that at least students the Counseling Center identifies as “high risk” are successful in connecting with the off-campus providers. According to a study, 42 percent of clients referred by college and university counseling centers were unsuccessful in connecting with the off-campus providers.<sup>5</sup> In order to facilitate care for students who are referred to off-campus providers, *we recommend that UW institutions develop a process of following through the transfer of care of students identified as being high risk.* Towson University counseling center (Maryland) tracks referrals by appointing a point staff person for all off-campus referrals. In addition to developing a referral network, this staff person meets with each student to be referred. During the meeting, a consent form is signed allowing the staff to discuss treatment needs with insurance companies and providers, and the providers to call back or return a note card indicating that the student has begun treatment. UW institutions could adopt a similar process, to the extent that workload permits.

Asking off-campus providers to disclose information about a student will require student consent, and UW counseling centers must abide by all federal and state privacy laws. UW counseling centers can ask for this consent when discussing the referral with the students. UW-River Falls, for example, uses a student consent form to release information to off-campus providers and, in some cases, to request certain information from the providers.

### **Student Access to Counseling Services**

Accessible counseling services are essential if students are going to receive care. In reviewing student access to counseling services, we found that UW institutions that offer counseling services have implemented a number of actions to provide easy access to students. These included varying counseling center hours, locating facilities and services in easy access areas, having open eligibility, and implementing triage to ensure students with urgent needs are seen immediately.

#### **Varying Service Hours**

During the fall and spring semesters, counseling centers at the 13 four-year UW institutions are open between 8:30 a.m. and 4 p.m., Monday through Friday, with most opening at 8 a.m. and closing at 4:30 p.m. or later. The center hours vary during summers and semester breaks.

The bulk of counseling services are provided during normal office hours. However, offering certain services after office hours and on weekends is common. For example, UW-Eau Claire

<sup>5</sup> Owen, Jesse, Lavanya Devdas, and Emil Rodolfa. “University Counseling Center Off-Campus Referrals: An Exploratory Investigation.” *Journal of College Student Psychotherapy*, 2007, Volume 22, Number 2.

keeps the counseling center open until 7 p.m. every Wednesday, and UW-La Crosse and UW-Platteville also offer individual counseling appointments in the evening to accommodate students who cannot make daytime appointments. Richland County Health and Human Services, the provider under contract with UW-Richland to provide counseling services, opens its office in the evening two nights a week. UW institutions that offer group counseling also schedule group sessions in the evenings and on weekends. Outreach and education services are provided when requested, and may include evenings and weekends. As previously noted, crisis intervention is also generally available 24 hours a day, 7 days a week.

### **Accessible Locations**

UW institutions we visited locate their counseling services within walking distance of the residence halls, academic buildings, and other student facilities. UW-Madison offers students free bus passes on Madison Metro, which serves Madison and nearby cities, and arranges with Madison Metro to offer free campus bus routes. UW-Parkside operates a free shuttle bus that takes students to various campus locations, including the counseling facility. UW-Superior offers free transportation between residence halls and the counseling facility. The providers under contract with UW-Marathon County and UW-Richland are located within walking distance of these campuses. The provider under contract with UW-Baraboo/Sauk County is located approximately two miles from UW-Baraboo/Sauk County campus.

UW institutions have also facilitated student access to counseling services by locating counseling services with other student services. At UW-Green Bay, Milwaukee, Parkside, Platteville, River Falls, Stevens Point, and Whitewater, counseling services are located in the same buildings that house student health services. At UW-Eau Claire and Stout, counseling services are located with other student services, such as Dean of Students, financial aid, services for students with disabilities, and student organizations.

Counseling services brochures and web sites indicate where counseling services are located. Signs for counseling services are also visible inside and, in some instances, outside of the buildings.

### **Open Eligibility**

UW institutions maintain open eligibility for counseling services. At all UW institutions, all students are eligible for counseling services without a separate charge. Students are eligible as long as they are enrolled, regardless of the number of the credits they carry. Students who are not enrolled during the summer semester are eligible for counseling services during the summer if they were enrolled in the preceding spring semester and intend to return in the upcoming fall semester.

### **Triage**

According to the literature, having students wait to see counselors is a common practice at college and university counseling centers because demand tends to outweigh available staff resources. UW institutions do not have waiting lists, but they do require that students without

urgent needs schedule appointments. To ensure a quick response to students with urgent needs, most of the 13 four-year UW institutions have implemented a triage process to rapidly sort students by the severity of their conditions when counseling services are being sought.

### **Service Utilization**

Various studies indicate college and university counseling centers have experienced increased demand for mental health counseling services. We examined data on counseling service utilization to gauge the demand for counseling services at UW institutions. As we collected the data, we also reviewed methods UW institutions use to track counseling services data and what data are tracked.

### **Tracking Methods**

We found that UW institutions use a variety of methods to track counseling service utilization. UW-La Crosse, Oshkosh, and Stout use Titanium Schedule, a management software package designed specifically for college and university counseling centers. UW-Milwaukee and UW-Whitewater use PyraMED, a scheduling and management system designed for college health and counseling services. UW-Madison uses Point and Click, an electronic scheduling and records system. The remaining UW institutions used either homegrown or commercially-available spreadsheets and database products, such as Microsoft Excel, Microsoft Access, and Foxpro, or they maintained service utilization data manually. The three UW College campuses that offer counseling services do not maintain their own records of students referred for counseling services, and rely on reports from the providers under contract.

Most UW institutions maintain basic information, including age, race, sex, class rank, and the number of appointments or sessions. The types of problems presented are also commonly tracked, but coding of the presenting problems varies. Some UW institutions also maintain information on the student referral sources and termination reasons.

Due to the different systems used, information on service utilization is maintained differently across the UW System. For example, UW-Parkside maintains service utilization by appointments or sessions, rather than by individual students. UW-River Falls tracks service utilization manually, keeping count of students and faculty and staff served under the campus Employee Assistance Program separately, and combining all other information.

### **Students Receiving Services**

Information on the number of individual students receiving counseling services was available from 11 of the 13 four-year UW institutions and from two of the three UW Colleges campuses that offer counseling services. As Table 1 shows, the 11 four-year UW campuses reported serving more than 9,500 individual students in individual, couples, or group therapy in fiscal year 2006-07. The proportion of students receiving counseling services compared to the total student population ranges from 3.2 percent at UW-Milwaukee to 9.1 at UW-Madison. According to the 2007 survey of counseling center directors, the 272 counseling centers participating in the survey saw, on average, 8.5 percent of the enrolled students in 2006.

**Table 1: UW Students Receiving Counseling Services  
(2006-07)**

<b>UW INSTITUTION</b>	<b>ENROLLMENT HEAD COUNT (FALL 2006-07)</b>	<b>NUMBER OF STUDENTS RECEIVING SERVICES (UNDUPLICATED COUNT)</b>	<b>PERCENT OF ALL STUDENTS RECEIVING SERVICES</b>
Eau Claire	10,766	720	6.7%
Green Bay	5,690	303	5.3%
La Crosse	9,849	813	8.3%
Madison	41,028	3,727	9.1%
Milwaukee	28,309	916	3.2%
Oshkosh	12,530	794	6.3%
Parkside	5,007	*	*
Platteville	6,813	379	5.6%
River Falls	6,229	298	4.8%
Stevens Point	9,048	427	4.7%
Stout	8,372	521	6.2%
Superior	2,924	**	**
Whitewater	10,502	606	5.8%
UW Colleges	12,639	*	*

Sources: UW institutions (for number of students served)

UW System Office of Policy Analysis and Research (for enrollment head count)

\* UW-Parkside tracks service utilization by appointments and not by individual students. UW-Baraboo/Sauk County's contracted provider reported 19 student callers. UW-Richland's contracted provider reported providing nine assessment sessions. UW-Marathon County reported having referred approximately 100 students to the contracted provider, but did not require the provider to provide information on how many students were actually seen.

\*\* UW-Superior was in the process of reorganizing its counseling services at the time of the review and data were not available.

We reviewed the gender and classification of students receiving mental health services. On average, about two-thirds (65 percent) of the students seeking counseling services at UW institutions in academic year 2006-07 were female. More than half (55 percent) of the overall student population was also female (Appendix 1). On average, seniors constituted the largest percentage of the students receiving counseling services (Appendix 2).

Information on the number of individual students receiving counseling services in 2006-07 and in 2002-03 was available from ten UW institutions. Compared to 2002-03, all but one UW institution reported an increase in the number of students receiving counseling services, with increases ranging from less than one percent at UW-La Crosse to 52 percent at UW-River Falls (Appendix 3). The average increase was 22 percent. The average increase in enrollment headcount at these same UW institutions was 3.6 percent during the same four-year period.

Data on the sources of referrals show that the majority of students were self-referred. These data, as well as anecdotal information, indicated UW institutions have seen increases in the number of student referrals by other students, faculty, and staff.

## **Presenting Problems**

All UW institutions track information on the presenting problems for which students seek counseling. However, the presenting problems are coded differently across UW institutions. Table 2 shows the top two presenting problems reported by UW institutions.

**Table 2: Top Two Presenting Problems of Students Seeking Counseling Services (2006-07)**

<b>UW INSTITUTION</b>	<b>NUMBER 1 PRESENTING PROBLEM</b>	<b>NUMBER 2 PRESENTING PROBLEM</b>
Eau Claire	Depression	Substance abuse
Green Bay	Relationship difficulties	Substance abuse
La Crosse	Anxiety/Academic related	Relationship/depression
Madison *	Depressive disorders	Anxiety disorders
Milwaukee	Depression	Anxiety disorders
Oshkosh	Anxiety, fears, and worries	Relationship issues
Parkside **	Relationship	Self esteem
Platteville	Depression	Relationship difficulties
River Falls	Anxiety, stress, obsessive compulsive	Mood issues/depression
Stevens Point	Depression and suicidal thoughts	Anxiety, fears, and worries
Stout	Relationship	Depression/mood
Superior	***	***
Whitewater	Depression, sadness, and grief	Anxiety and fears
UW-Baraboo/ Sauk County ****	Relationship	Anxiety

Sources: UW institutions

\* Based on a sample of 300 students.

\*\* Based on appointments rather than individual students.

\*\*\* UW-Superior was in the process of reorganizing its counseling services at the time of the review, and data were not available.

\*\*\*\* Information is not available for UW-Richland and UW-Marathon County.

UW institutions reported changes in the presenting problems over time. For example:

- Several UW institutions reported an increase in the number of students seeking counseling services for depression and bi-polar disorders.
- UW-Milwaukee reported sharp increases in the number of students with eating disorders and attention-deficit disorder between 2005-06 and 2006-07.
- UW-Stout reported an increase in the number of immediate or same-day appointments. The number of immediate or same-day appointments for 2004-05, 2005-06, and 2006-07 were 5, 34, and 39, respectively. These appointments are reserved for students who need urgent care or crisis intervention.

- UW-Whitewater reported a 44 percent increase in the number of students seeking services for suicidal thoughts between 2005-06 and 2006-07 alone (from 36 to 52 students).

UW counseling center directors and staff we interviewed indicated that the presenting problems of UW students and the increased severity of problems are consistent with the national trend.

### **Counseling Sessions Provided**

Information on both the number of individual students receiving services and number of counseling sessions provided was obtained from eleven UW institutions. These institutions provided 39,905 counseling sessions to 9,504 students in 2006-07. The average number of counseling sessions per student ranged from 2 at UW-Green Bay to 4.9 at UW-Stout, as shown in Table 3.

**Table 3: Counseling Sessions Provided to Students  
(2006-07)**

<b>UW INSTITUTION</b>	<b>TOTAL NUMBER OF STUDENTS SERVED</b>	<b>TOTAL NUMBER OF SESSIONS</b>	<b>AVERAGE NUMBER OF SESSIONS PER STUDENT</b>
Eau Claire	720	1,875	2.6
Green Bay	303	616	2.0
La Crosse	813	3,902	4.8
Madison	3,727	17,443	4.7
Milwaukee	916	3,450	3.8
Oshkosh	794	3,497	4.4
Parkside	*	912	*
Platteville	379	1,003	2.6
River Falls	298	1,126	3.8
Stevens Point	427	1,796	4.2
Stout	521	2,536	4.9
Superior	**	**	**
Whitewater	606	2,661	4.4

Sources: UW institutions

\* UW-Parkside tracks service utilization by appointments and not by individual students. UW-Parkside provided 778 full counseling sessions in 2006-07.

\*\* UW-Superior was in the process of reorganizing its counseling services at the time of the review and data were not available.

To determine the change in the number of counseling sessions, we compared the number of counseling sessions in 2006-07 to that in 2002-03. We received data for these two years for ten UW institutions. Eight of the ten UW institutions reported an increase in the number of counseling sessions. The increases ranged from 5.6 percent at UW-Milwaukee to 102 percent at UW-River Falls. UW-Eau Claire and UW-La Crosse reported a decrease in the number of sessions provided, due to counseling staff reductions and referral of students with long-term needs to off-campus providers.

Even though most UW institutions have seen more students and provided more counseling sessions, the average number of sessions per student has not increased in the same proportion during the same period. The average number of sessions per student actually decreased at six UW institutions. Four UW institutions reported an increase, with only UW-River Falls and UW-Stevens Point reporting increases of 10 percent or more. The smaller increases in the average number of sessions per student may have been incidental rather than intentional, as UW institutions have not strictly enforced the session limits, and the average number of sessions is far below the established limits.

Overall, our review indicates that counseling services of some type are available to students and that students are utilizing these services. We also noted numerous actions by UW institutions to reach students, to keep counseling services brief, and to accommodate students with long-term mental health needs. These actions include:

- *Management of high-risk students:* All UW institutions have established a multidisciplinary review team to coordinate intervention for and response to students who are in distress on campus. Team members typically consist of staff from student affairs, residence life, university police, and counseling services. The teams developed a protocol for faculty, staff, and students to refer students of concern for intervention; and counseling is an essential component of the intervention. Another benefit of this effort is getting students into counseling and getting them in early before the problems exacerbate to the level of needing crisis intervention or long-term care.
- *Education:* UW counseling center directors and staff reported that they have increased education for students, parents, faculty, and staff about counseling services, health and wellness, and signs and symptoms of mental health problems. The education helps to increase coping skills and to get students with mental health issues to seek counseling early, before the problems become more severe.
- *Solution-focused counseling:* In keeping with a brief therapy model, UW counseling staff members utilize available resources and the students' strengths to help the students make effective changes in response to problem situations, rather than focusing on the sources of the problems.
- *Case reviews and referrals:* A number of UW institutions hold reviews of student cases after a certain number of sessions to discuss whether counseling should be extended, what counseling approach to explore, and whether students would be better served elsewhere.
- *Withdrawal for medical reasons:* All UW institutions that offer counseling services allow students to withdraw from school for medical reasons and receive full or partial credit for tuition paid. The policies allow students who need intensive and long-term mental health treatment to withdraw from school. UW institutions generally require that students returning after having withdrawn for medical reasons provide evidence from a medical professional that the students have received treatment for the problems.

## **PROGRAM ADMINISTRATION AND STAFFING**

Neither the various standards that guide college and university counseling services, nor RPD 23-1, specify how counseling services should be organized. We reviewed the organization of UW counseling services, staffing for counseling services, and the metrics of quality of counseling services. We expected to find variations among UW institutions, and this was the case.

### **Organizational Structures**

Mental health counseling services at the 13 four-year UW institutions and the three UW College campuses are broadly organized in one of three ways: integrated health and counseling services, stand-alone units, or outsourced services.

- *Integrated health and counseling services:* At UW-Madison, Milwaukee, Parkside, River Falls, Superior, and Whitewater, counseling services and student health services are merged. At these institutions, student health services and counseling services are in the same unit and under one single director. With the exception of UW-Madison and UW-Superior, counseling and student health services are also housed in the same building. Counseling and student health services at UW-Madison are scheduled to be moved to the same building sometime in December 2008. All health services at UW-Superior are provided off-campus, while counseling services are on campus.
- *Stand-alone units:* At UW-Eau Claire, Green Bay, La Crosse, Oshkosh, Platteville, Stevens Point, and Stout, counseling services are in a stand-alone unit headed by a director. However, counseling services are not necessarily the only services that these units provide. Other common services include assault and violence prevention and administration of various national standardized tests. Except at UW-Stout, the counseling services directors and the directors of student health services at these UW institutions report to the same manager or administrator. Counseling services and health services may also be housed in the same building.
- *Outsourcing:* At UW-Baraboo/Sauk County, Marathon, and Richland, counseling services are provided by local mental health service providers through contracts.

In times of limited resources, colleges and universities may experience increased pressure to find cost savings by merging health and counseling services. According to literature we reviewed, few studies have examined the costs and benefits of merging counseling services with health services. However, counseling directors who have gone through such a merger cited a number of advantages and disadvantages to a merged administrative structure. The advantages include improved communication between health and mental health providers; health and counseling services most likely offered in a single location; creation of a multidisciplinary treatment team; reduced confusion for students, parents, staff, and administrators; salary savings; improved treatment planning; and singular leadership. The disadvantages include increased tension between the staff, as student health services and counseling services compete for resources;

decreased confidentiality; and loss of experienced professional staff.<sup>6</sup> Some UW counseling directors also indicated that merging health and counseling services records could violate IACS standards on record privacy. IACS-accredited counseling centers are to limit access to counseling records to counseling center personnel; a signed release of information must be obtained from the student before records can be shared with other individuals.

According to the 2006 survey of counseling center directors, 65 percent of the directors participating in the survey indicated that their counseling services were not administratively integrated with health services. The Association for University and College Counseling Center Directors (AUCCCD) also believes that no single administrative structure is the most effective in serving students.

Our analysis of the administrative structure of counseling centers at public colleges and universities in states surrounding Wisconsin indicates that counseling centers at most of these colleges and universities are stand-alone units. Counseling staff at UW institutions indicated they collaborate extensively with student health services staff, even though the counseling services are separate.

### **Professional Counseling Staff**

UW professional counseling staffs are composed of psychologists, counselors, psychiatrists, and clinical social workers or nurses. In 2006-07, the number of professional counseling staff at four-year institutions ranged from 1.3 full-time equivalent (FTE) staff at UW-Parkside to 27.5 at UW-Madison. The ratio of FTE professional counseling staff persons to students ranges from one to 1,492 at UW-Madison to one to 4,289 at UW-Milwaukee, as shown in Table 4.

The number of FTE professional counseling staff at nine UW institutions in 2006-07, compared with 2002-03, stayed unchanged. UW-Milwaukee and UW-River Falls reported staff increases, while UW-Eau Claire reported a staff decrease. However, UW-River Falls and UW-Eau Claire reported significant staff reductions in comparison to 10 to 15 years ago. According to the director of health and counseling services, the number of full-time counselors at UW-River Falls was reduced from five in 1994-95 to one in 2005-06. UW-River Falls had since added two additional professional counseling positions. The UW-Eau Claire counseling director reported having lost three FTEs since 1994, due to reduced General Purpose Revenue (GPR) funding.

The International Association of Counseling Services (IACS) accreditation standards state that efforts should be made to maintain a minimum staffing ratio of one professional FTE to every 1,000 to 1,500 students. Only UW-Madison meets the recommended IACS staffing ratio. The Subcommittee on Counseling Services of the UW System President's Commission on University Security identified staff shortages as an issue. To be at the IACS staffing ratio standard, the subcommittee estimated 30 staff FTE and \$3 million would be needed. The subcommittee recommended that UW institutions work toward meeting 75 percent of IACS staffing standards in the short term.

<sup>6</sup> Brown, Steve D., Ruperto M. Perez, and B. Lynne Reeder. "The Costs and Benefits of Merging Counseling Centers with Student Health Services: Perceptions of the Experienced." *Journal of College Student Psychotherapy*, October 2007, Volume 22, Number 1.

**Table 4: Professional Counseling Staff  
(FY 2006-07)**

<b>UW INSTITUTION</b>	<b>FULL-TIME EQUIVALENT STAFF *</b>	<b>STUDENT COUNT (FALL 2006)</b>	<b>STAFF-TO- STUDENT RATIO</b>
Eau Claire	4.3	10,766	1:2,504
Green Bay	2.6	5,690	1:2,188
La Crosse	4.8	9,849	1:2,052
Madison	27.5	41,028	1:1,492
Milwaukee	6.6	28,309	1:4,289
Oshkosh	7.2	12,530	1:1,740
Parkside	1.3	5,007	1:3,852
Platteville	2.5	6,813	1:2,725
River Falls	2.8	6,229	1:2,224
Stevens Point	4.0	9,048	1:2,262
Stout **	4.1	8,372	1:2,042
Superior ***	1.5	2,753	1:1,835
Whitewater	4.1	10,502	1:2,561
<b>SYSTEM TOTAL</b>	<b>73.3</b>	<b>157,067</b>	<b>1:2,143</b>

Source: UW institutions.

\* Includes the counseling center director position if the director also carries a counseling caseload.

\*\* Includes 0.5 FTE from one-time funding from the Chancellor for alcohol prevention programming.

\*\*\* UW-Superior reorganized its counseling services in 2006-07. Staffing and enrollment are for 2007-08.

When IACS accreditation is sought, ICAS does not automatically exclude counseling centers that do not meet the staffing ratio from attaining accreditation. IACS' accreditation process takes into account various factors, such as the existence of other campus mental health services, budget constraints, and impacts on services. In Wisconsin, two UW counseling centers, UW-Eau Claire and UW-La Crosse, are IACS accredited.

Although IACS standards have generally been accepted as minimum standards for college and university counseling services, IACS accreditation is not required, and is not commonly sought by colleges and university counseling centers. As of May 2008, a total of 163 counseling centers in the United States were IACS accredited. In contrast, 464 counseling centers' directors were members of the Association for University and College Counseling Center Directors (AUCCCD) in January 2008. Eight UW directors are members of AUCCCD.

### **Service Quality**

We examined some indicators of the quality of mental health counseling services. The extent to which successful outcomes are achieved is probably the best measure of service quality. Some UW counseling centers administer pre- and post-questionnaires. However, data on service outcomes are not consistently tabulated. In the absence of complete data on outcomes, we found a number of service elements that offer alternative indications about the quality of UW counseling services. Overall, we found that counseling services at the four-year UW institutions are provided by trained, highly educated, and experienced staff.

## Counselors' Education and Experience

Wisconsin Statutes require individuals practicing psychotherapy in Wisconsin to have the proper certificates and licenses. One qualification for a certificate or license is an advanced degree. For instance, clinical social workers and professional counselors must have master's degrees, and psychologists must hold doctoral degrees. IACS and CAS standards state that the counseling center directors should have doctoral degrees and counseling staff members have master's degrees. The APA also requires that doctoral student interns be supervised by doctoral-level psychologists.

As Table 5 illustrates, all UW professional counseling staff members hold a master's degree or higher. Only UW-Green Bay, Parkside, Platteville, and River Falls do not have staff with doctoral degrees. At UW-Eau Claire, Madison, Milwaukee, Oshkosh, and Stevens Point, the majority of the counseling staff members have doctoral degrees. UW-Madison, Milwaukee, and Whitewater also have medical doctors (psychiatrists) on staff.

**Table 5: Highest Degrees Held by Professional Counseling Services Staff Members  
(as of October 2007)**

UW INSTITUTION	TOTAL STAFF HEAD COUNT	DOCTORAL		MASTER'S		BACHELOR'S	
		NUMBER	% OF TOTAL	NUMBER	% OF TOTAL	NUMBER	% OF TOTAL
Eau Claire	4	3	75.0%	1	25.0%	0	0.0%
Green Bay	3	0	0.0%	3	100%	0	0.0%
La Crosse	8	3	37.5%	5	62.5%	0	0.0%
Madison	30	20	66.7%	10	33.3%	0	0.0%
Milwaukee	8	7	87.5%	1	12.5%	0	0.0%
Oshkosh	9	6	66.7%	3	33.3%	0	0.0%
Parkside	2	0	0.0%	2	100%	0	0.0%
Platteville	3	0	0.0%	3	100%	0	0.0%
River Falls	4	0	0.0%	4	100%	0	0.0%
Stevens Point	5	4	80.0%	1	20.0%	0	0.0%
Stout *	5	3	60.0%	2	40.0%	0	0.0%
Superior	2	1	50.0%	1	50.0%	0	0.0%
Whitewater	6	3	50.0%	3	50.0%	0	0.0%
<b>TOTAL</b>	<b>89</b>	<b>50</b>	<b>56.2%</b>	<b>39</b>	<b>43.8%</b>	<b>0</b>	<b>0.0%</b>

Sources: UW institutions.

\* Includes 0.50 FTE from one-time funding from the Chancellor for alcohol prevention programming.

Having staff with advanced degrees appears to be the norm for college and university counseling services. A 1999 survey of 114 college and university counseling centers in 38 states by the University of Iowa found that 94 percent of these campuses had counselors with doctoral degrees on staff, and 28 percent had psychiatrists on staff. Compared with 17 public universities in states surrounding Wisconsin, the UW System is in the lower one-third for the number of counseling staff members with doctoral degrees (Appendix 4).

UW counseling staff members also hold a variety of licenses and certificates. Licenses and certifications held by UW counseling staff members include Academy of Certified Social Workers, Licensed Psychologist, Licensed Clinical Social Worker, Licensed Professional Counselor, National Certified Counselor, Licensed Independent Clinical Social Worker, Alcohol and Other Drug Abuse Counselor, Board Certified Psychiatrists, and Licensed Registered Nurse.

UW professional counseling staff members have many years of counseling experience in the counseling field and in the UW System. The average number of years of experience in the counseling field ranges from nine at UW-Oshkosh to 26 at UW-Eau Claire. The average number of years of counseling experience in the UW System ranges from 5 at UW-Oshkosh to 20 at UW-Stevens Point (Appendix 5).

Biographical information on counseling staff members indicated that UW counseling staff members have diverse areas of specialty, including relationship issues, adjustment disorders, grief, trauma, sexual and cultural identity, assault and abuse, anxiety, eating disorders, substance abuse, anger management, depression, and career counseling. The diverse areas of specialty enable UW institutions to work with the range of problems students have.

UW counseling staff members we interviewed reported that peer consultation occurs freely within their centers and as frequently as needed on clinical matters. Peer consultation is a method used to provide and obtain critical and supportive feedback from peers on specific cases or situations. In addition to one-on-one peer consultation, UW institutions also schedule and conduct periodic internal case reviews by the clinical teams. During these case reviews, treatment plans and approaches for how student needs can be best met are discussed.

### **Staff Development**

Staff development is important because it enables staff members to enhance their knowledge and skills. A requirement for professional license renewal is evidence of continuing education. The common practice at UW institutions is to budget a certain amount of money per staff member for staff development. UW counselors we interviewed indicated that getting approval to attend training and conferences has not been a problem.

### **Student Feedback**

Both IACS and CAS standards require regular assessment and evaluation of counseling services. One measure used by UW institutions we visited to evaluate their counseling services is to obtain feedback from students who receive the services. The feedback is obtained by asking questions after the counseling sessions or conducting student satisfaction surveys at the end of each semester or the year. We obtained summaries of student feedback from five UW institutions. Students responding to the surveys at these institutions are generally very satisfied with the counseling services they received, and indicated that they would feel comfortable returning to the counseling centers for services.

## **Accreditation and Other Standards**

Accreditation typically conveys a high level of care. Five UW institutions received accreditation from three different accreditation agencies, and additional UW institutions are pursuing accreditation.

As noted above, UW-Eau Claire and UW-La Crosse are IACS accredited. UW-River Falls and UW-Whitewater were also once IACS accredited, but decided not to renew accreditation because of the cost and perceived value of accreditation. The current IACS annual accreditation fee is \$850. All IACS accredited counseling centers must be re-evaluated once every four years. The re-evaluation application fee is \$150, and the accreditation team field visit fee may range from \$500 to \$1,000.

Three of the six UW institutions that have integrated health and counseling services – UW-Madison, Milwaukee, and Whitewater – receive AAAHC accreditation for their behavioral health and psychiatry specialties. UW-Parkside staff indicated they will be pursuing AAAHC accreditation. UW-Madison’s counseling services also receives APA accreditation as an internship site, while UW-Whitewater’s counseling center is pursuing APA accreditation.

Accreditation, along with qualified staff and other characteristics, suggest that UW counseling centers strive to provide quality mental health counseling services.

## **FINANCIAL SUPPORT AND OPTIONS**

An area of concern to many college and university counseling centers is that while the demand for counseling services has increased, resources have not kept up with the demand. We examined UW institutions’ expenditures for counseling services and sources of financial support for counseling services.

### **Expenditures and Sources of Support**

UW System Financial and Administrative Policy (FAP) G15, “Student Services Funding,” specifies GPR as the primary funding source for some counseling services, such as personal counseling, crisis intervention, alcohol and other drug abuse, outreach/prevention programming, and consultation with faculty/staff on student problems. Segregated fees are allowed as a funding source. Fee for service is also allowed, except for crisis intervention and consultation with faculty/staff on student problems.

Determining exactly how much UW institutions spend each year specifically on counseling services for students is difficult. Some counseling centers offer services other than mental health counseling services, such as testing and career counseling. Also, budgets and expenditures for counseling services are not always reported separately when health and counseling services are integrated. As an alternative, we focused on expenditures for salaries and fringe benefits of professional counseling staff, since these account for most of the expenditures for counseling services.

Table 6 shows UW institutions' expenditures on salaries and fringe benefits for professional counseling staff, and the sources of revenues. The 13 four-year UW institutions spent a total of \$6.2 million for salaries and fringe benefits for professional counseling staff in 2006-07. UW-Madison alone reported spending more than \$2 million.

As table 6 shows, the sources of support for counseling services in the UW System vary widely among UW institutions. However, funding for UW counseling services is consistent with FAP G15. The source of support ranges from 100 percent GPR to 100 percent segregated fees. GPR accounted for the major source of support for professional counseling staff positions at seven UW institutions. On the other hand, UW-Milwaukee relied completely on segregated fees to support professional counseling staff positions. The other sources of support for UW counseling services include grants, differential tuition, and residence hall operations.

**Table 6: UW Institutions' Expenditures on Salaries and Fringe Benefits for Professional Counseling Staff, and Revenue Sources (FY 2006-07)**

UW INSTITUTION	TOTAL	GENERAL PURPOSE REVENUE		SEGREGATED FEES		OTHER *	
		AMOUNT	% OF TOTAL	AMOUNT	% OF TOTAL	AMOUNT	% OF TOTAL
Eau Claire	\$ 340,437	\$ 340,437	100.0%	\$ 0	0.0%	\$ 0	0.0%
Green Bay	\$ 176,114	\$ 176,114	100.0%	\$ 0	0.0%	\$ 0	0.0%
La Crosse	\$ 389,579	\$ 171,998	44.1%	\$ 217,581	55.9%	\$ 0	0.0%
Madison **	\$2,428,184	\$1,125,541	46.4%	\$1,302,643	53.6%	\$ 0	0.0%
Milwaukee	\$ 688,243	\$ 0	0.0%	\$ 688,243	100.0%	\$ 0	0.0%
Oshkosh	\$ 527,454	\$ 458,224	86.9%	\$ 0	0.0%	\$ 69,230	13.1%
Parkside **	\$ 97,344	\$ 66,700	68.5%	\$ 30,644	31.5%	\$ 0	0.0%
Platteville	\$ 157,183	\$ 65,282	41.5%	\$ 74,055	47.1%	\$ 17,847	11.4%
River Falls	\$ 187,158	\$ 86,252	46.1%	\$ 100,906	53.9%	\$ 0	0.0%
Stevens Point	\$ 367,900	\$ 367,900	100.0%	\$ 0	0.0%	\$ 0	0.0%
Stout **	\$ 334,968	\$ 334,968	100.0%	\$ 0	0.0%	\$ 0	0.0%
Superior	\$ 113,633	\$ 72,894	64.1%	\$ 40,739	35.9%	\$ 0	0.0%
Whitewater	\$ 348,412	\$ 332,480	95.4%	\$ 15,932	4.6%	\$ 0	0.0%
UW Colleges	***	***	***	***	***	***	***
<b>TOTAL</b>	<b>\$6,156,609</b>	<b>\$3,598,790</b>	<b>58.5%</b>	<b>\$2,470,742</b>	<b>40.1%</b>	<b>\$ 87,077</b>	<b>1.4%</b>

Sources: UW Data Mart for PeopleSoft Financials

\* Other revenue sources include differential tuition and grants (UW-Oshkosh), residence hall operations (UW-Platteville), and grants (UW-Stout). UW-Platteville will also be funding a professional counseling staff position with differential tuition in FY 2008-09.

\*\* When fringe benefit amounts were not available, a rate of 38.30% was used.

\*\*\* UW-Baraboo/Sauk County's contract pays the provider a lump sum of \$5,000 per year for counseling services with segregated fees. UW-Marathon paid the contract provider \$75 an hour and allocates \$2,000 per year in segregated fees and other funding for counseling services. UW-Richland pays the contract provider \$3,000 a year, using a combination of segregated fees and foundation funds.

While UW-Milwaukee has used segregated fees to fund professional counseling staff positions for several years, this has not always been the case. Prior to 1986-87, UW-Milwaukee used both GPR and segregated fees to fund professional counseling positions. Like UW-Milwaukee, a number of other UW institutions have also shifted from GPR to segregated fees in recent years. For instance:

- Professional counseling staff positions at UW-Platteville were supported mainly by GPR prior to 2003-04. In 2003-04, one full-time counseling position and 50 percent of the counseling director's position were moved to segregated fees. In 2008-09, UW-Platteville will fund a new counseling staff position using differential tuition.
- After having gone through major counseling staff reductions due to cuts in GPR, UW-River Falls began to use segregated fees to fund new counseling staff positions in 2004.
- Prior to merging with student health services in 1993-94, UW-Madison professional counseling staff positions were funded entirely with GPR. Since 1994-95, counseling staff positions were funded by both GPR and segregated fees.

The gradual shift to segregated fees by UW institutions is consistent with the national trend. In 1995, only 28 percent of the university counseling centers that participated in the AUCCCD national survey of counseling directors were supported fully or partially by student fees. The percentage of centers supported by student fees increased to 41.7 percent in 2006. We spoke to some counseling directors from other universities that have switched to student fees. These directors indicated that while they have had to convince a student constituency that is constantly changing about the value of counseling services, student fees have been a more stable source of support compared to GPR.

### **Current and Future Challenges**

Funding mental health counseling services has been a continuing dilemma for colleges and universities.<sup>7, 8, 9, 10</sup> Literature reviewed indicates that demands for mental health services have increased without a corresponding increase in resources. UW institutions have demonstrated resourcefulness in addressing the increased demands for mental health services. For example, most professional counseling staff members have a nine-month appointment rather than the typical 12-month appointment. This practice allows counseling centers to have maximum staff coverage during the regular academic semesters. UW institutions have also implemented triage, established session limits, and identified other funding sources, as described above. Nonetheless,

<sup>7</sup> Hodges, Shannon. "University Counseling Centers at the Twenty-First Century: Looking Forward, Looking Back." *Journal of College Counseling*, 2001, Volume 4.

<sup>8</sup> Stone, Gerald. L. and Jacqueline McMichael. "Thinking about mental health policy in university and college counseling centers." *Journal of College Student Psychotherapy*, 1996, Volume 10.

<sup>9</sup> Deborah C. Davis and Karen M. Humphrey. (See reference #4.)

<sup>10</sup> Bishop, John. "Emerging Administrative Strategies for College and University Counseling Centers." *Journal of Counseling and Development*, 1995, Volume 74.

UW institutions are facing some challenges, resulting in part from the increasing demands and limited resources.

While UW institutions do not have waiting lists, all 13 four-year UW institutions reported a wait time for mental health counseling appointments, unless students have urgent needs. At most UW institutions, the reported wait time is at least one week. UW-Milwaukee, which has the highest professional counseling staff-to-student ratio of one counselor to every 4,289 students, reported a wait time of up to four weeks at the busiest times of the semester.

In addition, during our interviews, counseling center directors and counselors reported increases in administrative workload among professional counseling staff. Counselors reportedly had to take on additional responsibilities in recent years for outreach activities, liaison with residence halls and university departments, and administrative tasks. These responsibilities compete with the limited time for direct student contact.

The wait time for appointments and the staff workload will likely be increased by a number of future developments, including:

- *Increased enrollment:* Under the UW System plan, Growth Agenda for Wisconsin, student enrollment is expected to increase at some UW institutions, including UW-Eau Claire, Green Bay, La Crosse, Stout, Superior, and some UW College campuses. Increased enrollment will also increase the demand for counseling services.
- *Serving more veterans:* Expansion of legislation on veterans benefits will likely increase the enrollment of Wisconsin veterans and their dependents at UW institutions. UW institutions will have to address psychological issues that these veterans and their dependents may have.
- *Severity of mental health problems:* Research studies and data from national surveys of counseling centers describe increases in the number of students with severe mental health problems and the number of students taking psychotropic medications. UW counseling directors and counseling staff members reported seeing similar trends at their institutions. Students with more severe problems will likely require more intensive and longer-term services.
- *Concerns for campus safety:* The tragedies at Virginia Tech and other higher education institutions have increased pressure on colleges and universities to identify high-risk students and to plan appropriate intervention. Various groups looking into campus safety issues recommend increased outreach to and education for students, faculty, and staff. Campus safety efforts will increase demands for professional counseling staff time, further reducing the amount of time for direct counseling contact. Also, increased outreach might increase the number of students seeking counseling services.
- *Discontinuation of grant funding:* A number of UW institutions were successful in competing for grant funding for counseling-related services. UW professional counseling positions are not typically supported by grant funds, but these grants enable UW institutions to develop prevention, outreach, and educational programs that are complementary to their

counseling services. However, grant funds may not be sustainable for the long term. Without these grants, these complementary programs and services would be significantly curtailed or eliminated, and counseling services would be affected.

UW counseling staff members we interviewed expressed concerns that the increased demand for services, without corresponding increases in resources, will affect the level and quality of counseling services. Some UW counseling directors also indicated that without an infusion of additional funds, it will be difficult for their institutions to effectively address the future challenges.

### **Funding Alternatives and Options**

While GPR funding remains a viable option and, according to FAP G15, should be the primary funding source for UW counseling services, obtaining additional GPR funding for counseling services might be difficult in light of the current state budget situation. The challenge for the UW System Board of Regents, System Administration, and campus administrations is maintaining funding levels and finding a funding mix that can sustain appropriate counseling services for UW students. There are no easy solutions. However, some options are available to supplement the current financing methods. These options are derived from our collective analysis of UW practices, reviews of the literature, and an examination of methods for funding counseling services at other public universities. We offer three possible courses of action for the UW Board of Regents, System Administration, and campus administrations to consider:

- (1) delineating the extent of the UW System's role in counseling services;
- (2) exploring additional sources of support for counseling services; and
- (3) maximizing the use of existing counseling resources.

Certain policy and administrative decisions associated with any of these courses of action will need to be implemented systemwide to be effective, while others are best handled at each UW institution. Furthermore, there are advantages and disadvantages to each funding decision. All decisions will need to be made in concert with concerns for campus safety, as some issues related to campus safety and counseling services are intertwined.

### **Delineating the Extent of the UW System's Role**

College and university counseling centers have traditionally offered a broad range of counseling services to the campus community. Even during times of declining resources, college and university counseling centers typically opted to limit the duration of services rather than to reduce the range of services.<sup>11</sup> As noted above, some UW institutions have set session limits or guidelines for individual therapy, and the number of session limits ranges from 2 to 14. Although the average number of sessions is far below these limits, some UW counseling centers did report providing more counseling services to certain individual students beyond the established session limits. This is because UW institutions do not strictly enforce the limits.

<sup>11</sup> Schuh, John H. and Elizabeth J. Whitt, eds. *Contemporary Financial Issues in Student Affairs*. San Francisco: Jossey-Bass, 2003.

Anecdotal information from counseling staff members also indicates that some of the same students are served repeatedly.

Although RPD 23-1 indicates that mental health counseling services should reflect a brief psychotherapy model, the duration and the intensity of counseling services students can receive vary greatly among UW institutions. A policy guideline as to the extent of services a student can receive might help students know what services they are eligible to receive and help counselors plan treatment accordingly. Since a number of factors would need to be considered, setting specific service parameters is a decision best left to each UW counseling center.

Another area where the extent of the university's role might need to be defined is in providing psychiatric care without a separate charge, even on a part-time basis. Psychiatric evaluation and consultation is an important component of counseling services, and often crucial for managing more high-risk cases, but psychiatric services are also very expensive. In 2006-07, salary and fringe benefit costs for staff psychiatrists at UW-Madison and UW-Milwaukee totaled more than \$600,000 and \$160,000, respectively. The 2007-08 reimbursement rate for the consulting psychiatrist at UW-River Falls is \$160 per hour. Not all other universities in our research offer psychiatric services. Some do not offer psychiatric services because of financial constraints, but some simply elect not to include psychiatric services as a part of their counseling services package.

Similar to UW institutions, the majority of the other universities that offer psychiatric services we examined offer these services without charge to the students who use them. However, we noted a number of large universities had begun assessing fees for psychiatric services in particular. For example:

- the University of Minnesota Boynton Health Service charges a \$10 co-payment for psychiatric services after the first visit;
- Indiana University at Bloomington assesses \$40 for the first psychiatric visit and \$20 for follow-up visits;
- Purdue University charges \$45 for a 20-minute psychiatric consultation;
- the Ohio State University charges a \$15 co-payment for psychiatric services for students with student health insurance; and
- the University of California-Berkeley charges \$65 per psychiatric visit, with students with a Student Health Insurance Plan paying a \$13 co-payment per visit.

A dilemma for UW counseling centers is whether to refer students who need psychiatric services and who need long-term care to community mental health service providers, especially when students do not have the ability to pay for the services. Some university systems and institutions, including the University of California System, University of Massachusetts System, University of Minnesota System, and Ohio State University, require students to purchase health insurance or provide proof of health insurance upon admission. Institutions that require student health insurance may be better able to refer students who need psychiatric and long-term care to other community service providers.

Currently, the UW System offers student health insurance to UW students, but does not mandate that students carry this insurance or provide proof of other health insurance. A separate analysis by our office shows that only 1.4 percent of the domestic UW students enrolled in the student health insurance plan in 2005-06. UW institutions do not track what proportion of UW students has other health insurance.

There are advantages and disadvantages associated with limiting the number of counseling sessions and charging fees for psychiatric services. By limiting the number of sessions, UW counseling centers might be able to serve more students, but this may limit the ability of UW counseling centers to address the needs of students who need longer-term counseling or psychiatric care. Conversely, some UW counseling directors indicated that setting limits could set a student expectation that students are entitled to receive the full allowance of sessions, which may actually lead to an increase in the average number of sessions. Finally, charging fees for psychiatric services may bring additional revenues to supplement mental health counseling services, but the downside is that students who cannot afford the fees may not seek care.

### **Exploring Additional Sources of Financial Support**

GPR and segregated or student fees are the two principal sources of support for counseling services at institutions in the UW System and at many other colleges and universities. However, some college and university counseling centers have used student fees in a way that helps to stabilize the funding level for counseling services or have found additional sources of support for their counseling services that have not been tapped by UW institutions. Funds generated from some of the additional sources of support we identified are unlikely to be sufficient to replace GPR and segregated or student fees, but they can supplement the existing funding for counseling service operations. Some possible additional sources of support include student counseling fees, user fees, missed-appointment fees, collaboration with other university departments, and third-party billing and payments.

- *Separate student counseling fee:* Although a number of UW institutions have used segregated fees to support counseling services, the amount is part of an overall student health fee, instead of being separately defined. UW-Oshkosh and, most recently, UW-Platteville have received approval to use differential tuition to fund counseling positions. However, funding for these positions is part of a larger initiative approved by the Board of Regents. UW Colleges will be the first UW institution to assess a segregated fee specifically for counseling services. To avoid direct competition with student health services for the overall health fee assessed, the University of New Hampshire sets fees specifically for counseling services. The University of New Hampshire now funds its counseling services almost entirely from this counseling fee and does not use any state funds. While the center director still has to contend with a constantly changing student constituency, the counseling director reported that the funding method has stabilized counseling services.
- *User fees:* Colleges and universities have traditionally offered counseling services without a charge to those who use them. However, assessing fees for certain student services is not new. Colleges and universities have assessed user fees for student health services for a long time. Some colleges and universities have also assessed user fees for mental health

counseling services, although their numbers have decreased. According to the 2007 AUCCCD national survey of counseling center directors, 8.5 percent of the 272 counseling centers participating in the survey assessed user fees for counseling services. In 1996, 17.2 percent of the participating centers charged a fee.

In addition to assessing fees for psychiatric services, some college and university counseling centers also assess user fees for “excess” visits to the counseling centers. For example, during the 2007-08 academic year:

- Indiana University-Purdue University-Indianapolis charged \$10 per individual counseling session and \$30 per couple counseling session after the sixth session;
- Indiana University East charged \$10 per session for the fifth session, \$25 for the sixth session, and \$30 per session thereafter;
- Purdue University charged \$75 per session after the eighth session;
- the University of California-Berkeley charges a \$13 co-payment per session after the sixth session; and
- the University of Massachusetts-Boston assessed \$10 co-payments per session after the third session.

Again, the downside to charging fees is that students who cannot afford the fees would not seek services or receive needed support or assistance.

- *Collaboration with other university departments:* UW counseling staff members indicated that a significant number of students receiving counseling services reside in university dormitories. UW counseling centers might also discover that a significant proportion of students seeking counseling services come from certain schools or colleges, if the information is tracked. Residence life and academic departments may be willing to make arrangements with the counseling centers to address their students’ mental health needs. For example, the University of California-Berkeley receives some financial support from residence hall operations, the international students office, and the College of Letters and Science.
- *Third-party billing and payments:* Very few college and university counseling centers bill students’ health insurance companies for counseling services, for a number of reasons. To bill insurance companies for services rendered, counseling centers have to meet certain state and insurance company requirements. Also, students who are covered under their parents’ insurance might not want their parents to know that the students have sought counseling services. However, third-party billing could be an option for UW institutions that already have a third-party billing mechanism in place. In 2006-07, the University of Massachusetts at Boston collected about \$220,000 through third-party collections, which comprised about ten percent of the university counseling center’s total annual budget. The University of Massachusetts is one of the university systems that mandate students to carry health insurance. Some UW counseling directors indicated that third-party billing for counseling services would increase counseling staff’s and other administrative staff’s workloads.

## **Maximizing the Use of Existing Resources**

Counseling services are labor intensive. The bulk of UW counseling budgets go toward supporting professional counseling positions. Thus, it would be difficult to find savings from counseling services operations. Where UW counseling centers could maximize the use of existing resources is to find ways to serve more students with the professional counseling staff positions they have. Some possible methods for doing this include:

- *Managing missed appointments:* Missed appointments can affect a counseling center's optimum ability to serve students. Not all UW institutions track cancelled or missed appointments. Some UW counseling center directors estimated that their no-show rates for counseling appointments range between 7 and 29 percent. (The national average is 12 percent.) To discourage students from missing their scheduled appointments, some other college and university counseling centers charge a nominal fee, in the range of \$10 to \$25, per missed appointment. UW-Platteville assesses \$50 for missing a psychiatric appointment.
- *Varying duration of services:* Currently, all students who are enrolled in UW institutions are eligible to receive free counseling services and receive the same level of services regardless of the number of credits they carry. A number of colleges and universities in our research have set different durations of service for part-time and full-time students. The varying durations of service might enable more students to be served.
- *Increasing use of group therapy:* Group therapy is less expensive to provide and allows more students to be served than individual counseling, but it does take time to get a group started. Certain literature suggests that group therapy can be as effective as individual counseling and that group therapy can be an effective treatment option for certain mental health disorders.<sup>12, 13, 14</sup> Purdue University's approach to counseling is to start students in group therapy; individual counseling is the alternative to group therapy only after it has been determined that a student is not benefiting from group therapy. UW counseling centers with significant wait times could put students in group therapy while they wait to see a counselor for individual therapy. However, some UW counseling directors indicate that this might decrease student requests for services, as some students may be resistant to discussing their personal concerns in a group setting. Also, because it takes time and resources to organize group therapy and to sustain attendance, some counseling directors believed that group therapy may not result in meaningful cost savings.
- *Defining extent and nature of needs:* The extent and nature of mental health problems that UW counseling centers can address on campus need to be clearly defined and communicated to the student population. This way, UW counseling centers would be able to refer certain

<sup>12</sup> McRoberts, Chris, Gary M. Burlingame, and Matthew J. Hoag. "Comparative Efficacy of Individual and Group Psychotherapy: A Meta-Analytic Perspective." *Group Dynamics: Theory, Research, and Practice*, 1998, Volume 2, Number 2.

<sup>13</sup> Holmes, Stacey E. and Dennis M. Kivlighan, Jr. "Comparison of Therapeutic Factors in Group and Individual Treatment Processes." *Journal of Counseling Psychology*, 2000, Volume 47, Number 4. (This article references other studies that compare the efficacy of group and individual therapy.)

<sup>14</sup> Tucker, Michelle and Tian P. S. Oei. "Is Group More Cost Effective than Individual Cognitive Behaviour Therapy? The Evidence is not Solid Yet." *Behavioural and Cognitive Psychotherapy*, 2007, Volume 35.

students to off-campus providers and take on more students who could be effectively served on campus. Potential groups of students that could be referred are students who have health insurance coverage and who would need long-term care. However, to ensure that students who are referred to off-campus providers receive the needed services, UW counseling centers will need to actively follow through the transfer of care of students being referred.

- *Seeking inter-campus collaboration:* Some UW institutions might benefit from collaborating with other UW institutions on certain services. Psychiatric services and psychologist consultation are two potential areas for inter-campus collaboration, as some UW institutions want to offer these services but cannot afford them.
- *Outsourcing:* Very few colleges and universities outsource their entire counseling services. Some colleges and universities that outsourced their counseling services have brought their service back in-house. However, with careful planning and analysis, outsourcing might yield some savings for certain aspects of counseling, such as counseling expertise and consultation, that UW institutions do not need regularly.
- *Using counselor interns:* One way some UW institutions have been able to accommodate the increased demand for services has been to use student counselor interns. Most UW institutions we visited have taken student counselor interns in the past. At the time of our visits, UW-Madison, Oshkosh, Stout, and Whitewater had student counselor interns. Some UW institutions not visited, including UW-La Crosse and UW-Superior, indicated that they also use interns. While supervising the counselor interns adds additional workload for the counseling staff, these UW institutions reported that their interns have alleviated staff members' caseloads by taking many of the less serious student cases.

Some UW counseling directors indicated that their centers have already implemented these methods in some fashion to maximize resources.

## **CONCLUSION**

The review found that all 13 four-year UW institutions have offered a wide array of mental health counseling services to students. Only three UW Colleges offer counseling services to their students, but efforts are underway to offer counseling services at the remaining UW Colleges.

Counseling services are accessible to students and are provided by trained, educated, and experienced staff. The number of students served has increased, but there has not been a corresponding increase in the number of professional counseling staff. To address the increased demand for counseling services, UW institutions have implemented various processes and made efforts to keep services brief, consistent with RPD 23-1. To enhance UW counseling services, we have recommended that UW institutions develop a process of following through the transfer of care of students identified as being high-risk.

UW counseling services are funded primarily by General Purpose Revenue and segregated fees, but UW institutions vary widely in the use of these sources of support. Like many other colleges and universities, many UW institutions have gradually shifted from GPR to segregated or student fees. Securing adequate funding for counseling services has been a challenge, and some UW institutions will continue to encounter funding challenges.

We concluded that there are no easy solutions to meeting these challenges, but there are steps that the UW System could take to maintain a funding level and to find a funding mix that can sustain counseling services. The UW Board of Regents, System Administration, and campus administration could consider taking action in three areas: delineating the extent of the UW System's role in counseling services, exploring additional sources of financial support for counseling services, and maximizing the use of existing counseling resources. Within these areas, each UW institution may adopt a combination of approaches that will most effectively address its unique resource and service-delivery challenges.

## Appendix 1

### Gender of Students Receiving Counseling Services (2006-07)

UW INSTITUTION	GENDER OF STUDENTS ENROLLED		GENDER OF STUDENTS RECEIVING SERVICES		
	% OF MALE	% OF FEMALE	% OF MALE	% OF FEMALE	UNKNOWN
Eau Claire	40.8%	59.2%	32.4%	67.1%	0.6%
Green Bay	34.8%	65.2%	32.0%	68.0%	0.0%
La Crosse	40.1%	59.9%	30.3%	69.7%	0.0%
Madison	47.5%	52.5%	32.5%	67.4%	0.1%
Milwaukee	45.7%	54.3%	33.8%	66.2%	0.0%
Oshkosh	39.6%	60.4%	31.4%	64.4%	4.2%
Parkside *	44.1%	55.9%	31.0%	69.0%	0.0%
Platteville	61.1%	38.9%	46.2%	49.9%	4.0%
River Falls	39.9%	60.1%	**	**	**
Stevens Point	45.3%	54.7%	30.0%	70.0%	0.0%
Stout	48.2%	51.8%	38.8%	58.5%	2.7%
Superior	41.0%	59.0%	***	***	***
Whitewater	47.8%	52.2%	38.3%	61.7%	0.0%
<b>AVERAGE</b>	<b>44.3%</b>	<b>55.7%</b>	<b>34.2%</b>	<b>64.7%</b>	<b>1.1%</b>

Sources: UW institutions (for number of students receiving services)

UW System Office of Policy Analysis and Research (for enrollment)

\* UW-Parkside tracks service utilization by appointments and not by individual students. The breakdown is based on the number of appointments and included 28 faculty/staff appointments.

\*\* UW-River Falls does not maintain separate breakdowns for students and employees.

\*\*\* UW-Superior was in the process of reorganizing its counseling services at the time of the review, and data were not available.

## Appendix 2

### Classification of Students Receiving Counseling Services (2006-07)

UW INSTITUTION	TOTAL NUMBER OF STUDENTS SERVED	CLASSIFICATION					
		% OF FRESHMAN	% OF SOPHOMORE	% OF JUNIOR	% OF SENIOR	% OF GRADUATE	UNKNOWN
Eau Claire *	720	28.0%	26.6%	22.6%	21.2%	1.6%	0.0%
Green Bay	303	**	**	**	**	**	**
La Crosse	813	26.0%	23.2%	21.9%	22.3%	6.4%	0.2%
Madison	3,727	10.9%	15.6%	18.4%	24.0%	26.3%	4.9
Milwaukee	916	**	**	**	**	**	**
Oshkosh	794	19.0%	20.5%	22.3%	28.1%	3.1%	7.0%
Parkside	***	***	***	***	***	***	***
Platteville	379	23.0%	21.1%	21.4%	23.2%	5.3%	6.1%
River Falls	298	27.2%	24.8%	19.8%	25.8%	2.3%	0.0%
Stevens Point	427	18.5%	22.5%	24.4%	30.9%	1.6%	2.1%
Stout	521	20.9%	20.2%	22.1%	17.3%	9.4%	10.2%
Superior	****	****	****	****	****	****	****
Whitewater	606	5.9%	18.5%	20.6%	46.7%	5.0%	3.3%
<b>AVERAGE</b>		<b>19.9%</b>	<b>21.4%</b>	<b>21.5%</b>	<b>26.6%</b>	<b>6.8%</b>	<b>3.7%</b>

Sources: UW institutions

\* Based on the count by classification. The total count by classification is higher than the total number of unduplicated students served because classification may change during the year.

\*\* UW-Green Bay and UW-Milwaukee do not track information on classification.

\*\*\* UW-Parkside tracks service utilization by appointments and not by individual students. Classification is tracked as either undergraduate or graduate only.

\*\*\*\* UW-Superior was in the process of reorganizing its counseling services at the time of the review, and data were not available.

### Appendix 3

#### Changes in the Number of Students Receiving Counseling Services from 2002-03 to 2006-07

UW INSTITUTION	NUMBER OF STUDENTS SERVED		% CHANGE FROM 2002-03 TO 2006-07
	2002-03	2006-07	
Eau Claire	847	720	-15.0%
Green Bay	237	303	27.8%
La Crosse	812	813	0.1%
Madison	*	3,727	*
Milwaukee	785	916	16.7%
Oshkosh	757	794	4.9%
Parkside	**	**	**
Platteville	265	379	43.0%
River Falls	195	298	52.8%
Stevens Point	361	427	18.3%
Stout	392	521	32.9%
Superior	***	***	***
Whitewater	428	606	41.6%
<b>AVERAGE</b>			<b>22.3%</b>

Sources: UW institutions

\* UW-Madison sent data older than four years to be stored offsite. It would be cumbersome to retrieve the data for 2002-03. However, based on 2003-04 data that were readily available, the number of students served decreased by 1.6 percent between 2003-04 and 2006-07.

\*\* UW-Parkside tracks service utilization by appointments and not by individual students. The number of appointments decreased from 957 in 2002-03 to 912 in 2006-07.

\*\*\* UW-Superior was in the process of reorganizing its counseling services at the time of the review, and data were not available.

## Appendix 4

### Highest Degree Held by Professional Counseling Staff at Other Public Midwestern Universities (rank by percentage of doctoral degree)

INSTITUTION	TOTAL STAFF HEAD COUNT	DOCTORAL		MASTER'S		BACHELOR'S	
		NUMBER	% OF TOTAL	NUMBER	% OF TOTAL	NUMBER	% OF TOTAL
University of Iowa	12	12	100.0%	0	0.0%	0	0.0%
University of Minnesota-Twin Cities (Counseling and Consulting Services)	13	13	100.0%	0	0.0%	0	0.0%
University of Illinois - Chicago	12	11	91.7%	1	8.3%	0	0.0%
Ohio University	8	7	87.5%	1	12.5%	0	0.0%
University of Michigan	20	16	80.0%	4	20.0%	0	0.0%
Northern Michigan University	4	3	75.0%	1	25.0%	0	0.0%
University of Illinois-Urbana-Champaign (Counseling Center)	19	14	73.7%	5	26.3%	0	0.0%
Iowa State University	11	8	72.7%	3	27.3%	0	0.0%
Ohio State University	21	15	71.4%	5	23.8%	1	4.8%
Michigan State University	16	11	68.8%	5	31.3%	0	0.0%
Purdue University	14	9	64.3%	5	35.7%	0	0.0%
Indiana University - Bloomington	13	8	61.5%	5	38.5%	0	0.0%
University of Northern Iowa	5	3	60.0%	2	40.0%	0	0.0%
<b>University of Wisconsin System - Total *</b>	<b>89</b>	<b>50</b>	<b>56.2%</b>	<b>39</b>	<b>43.8%</b>	<b>0</b>	<b>0.0%</b>
Indiana University - Northwest	2	1	50.0%	1	50.0%	0	0.0%
University of Minnesota-Twin Cities (Boynton Health Services)	14	5	35.7%	8	57.1%	1	7.1%
University of Minnesota-Duluth	5	1	20.0%	3	60.0%	1	20.0%
University of Minnesota-Morris	5	1	20.0%	2	40.0%	2	40.0%

Sources: Institution websites

\* Excluding UW Colleges.

## Appendix 5

### Average Number of Years of Counseling Experience (as of October 2007)

UW INSTITUTION	TOTAL STAFF HEAD COUNT	AVERAGE NUMBER OF YEARS OF COUNSELING EXPERIENCE	
		IN THE FIELD	IN THE UW SYSTEM
Eau Claire	4	26.5	15.5
Green Bay	3	20.3	17.7
La Crosse	8	18.1	14.4
Madison	30	17.5	11.6
Milwaukee	8	22.4	10.6
Oshkosh	9	9.1	5.4
Parkside	2	20.3	12.5
Platteville	3	25.3	13.3
River Falls	4	15.8	8.6
Stevens Point	5	18.8	19.4
Stout	5	10.4	9.4
Superior	*	*	*
Whitewater	6	14.3	7.8
<b>SYSTEM AVERAGE</b>		<b>16.9</b>	<b>11.3</b>

Sources: UW institutions

\* UW-Superior was in the process of reorganizing its counseling services at the time of the review and data were not available.