

## **EAB Tool: BIT Reminder Outreach Templates**

### **EAB Advice:**

Ongoing reminders are an important way for the BIT to expand community awareness. The Student Affairs Forum recommends that teams send emails to faculty, staff, and students at high-stress periods across the year, such as around mid-terms and finals. The goal of messages is to remind the community of the group's existence and ability to help with students of concern as well as reinforce the process steps for making a referral.

Interviewees report that having either the Dean of Students or the Provost's Office send the reminder email to faculty and staff can help to capture mindshare and stress the importance of making referrals. For students, it is most impactful if the message comes from a prominent student leader such as the Student Government President or the Leader of the Graduate School Council.

Below, the Forum offers examples of outreach emails along with checklists of important themes to touch on. Teams can use these templates as building blocks for their own outreach and reminder campaigns.

### **Faculty and Staff Outreach Email**

#### *Checklist of Important Themes*

- Acknowledge that the campus community plays an important role in supporting students of concern.
- Reassure readers that they do not have to diagnose students' problems or determine which campus resource would best serve them.
- Direct readers to communicate all concerns about students to the behavioral intervention team.
- Provide a link to a web referral form, an email address for referrals, or the phone number of a team member who collects referrals.
- Inform readers that you may reach out to them within a specified period of time after a referral for a follow-up conversation.
- Direct the reader to the BIT website.
- Request that readers contact campus safety or 911 in cases of emergency, rather than the behavioral intervention team.

#### *Template*

Dear faculty and staff,

As [the semester begins/we approach midterms/we approach finals], I wanted to remind you that it is all of our responsibility to care for those in our community. Students often endure stress and cope with personal turmoil without seeking assistance from others. These students do not have to

suffer in silence. [Institution name] offers a variety of resources to assist students of concern. All that is needed is a timely heads-up from a helpful teacher or staff member.

If you notice something out of the ordinary with a student you teach or work with, please communicate your concerns to the [team name] by [contact method]. Members of the [team name], including myself, will review the student's situation, gather information, and connect him or her to the most appropriate campus resource. I or another team member will follow up with you within 24 hours after we receive your referral to discuss the situation. If you would like to read more about the behavioral intervention team, visit [website URL].

**In cases of emergency, please contact the [department of public safety] directly at [contact number].**

Sending a referral to the [team name] can not only save lives--it can get students the support they need to succeed academically and find fulfillment in college. We dearly need your help in this endeavor. Please send the [team name] any concerns you have about students by [contact method].

Thank you; have a great week.

Sincerely,

[Name]

### **Student Outreach Email**

#### *Important Themes Checklist*

- Acknowledge stressful environment around midterms/finals.
- Request that students take notice of overwhelmed, sad, or distressed peers.
- Inform reader of the existence of support resources on campus.
- Solicit information about students of concern.
- Assure the reader that the information they submit is confidential.
- Guarantee a post-referral communication within a specified period of time.
- Inform the reader that the team will connect the student of concern to an appropriate campus resource.
- Direct the reader to the BIT website.
- Request that readers contact campus safety or 911 in cases of emergency, rather than the behavioral intervention team.

#### *Template*

Dear students,

[Midterms/Finals] are fast approaching, and that means that many of you will soon be studying hard. This can be a stressful time, so as you prepare for your exams, please take notice if any of

your peers seem to be feeling especially sad or overwhelmed. [Institution name] offers a variety of resources to assist students who are dealing with emotional difficulties. All that is needed is a timely heads-up from a caring friend.

If you notice something concerning happening with one of your peers, please let myself and my colleagues on the behavioral intervention team know. You can send us your concerns at [web form/email/phone], and we will be in touch with you within 24 hours to discuss the situation. The thoughts you share with us are strictly confidential. We will reach out to your distressed peer to connect them with the most appropriate campus resource. If you would like to read more about the behavioral intervention team, visit [website URL].

**In cases of emergency, please contact the [department of public safety] directly at [contact number].**

In these stressful moments, it is important for the whole campus community to support students who are having a tough time. I greatly appreciate your help with this. Your participation will bring your peers closer to success and happiness in college, and may in some cases even save lives.

Thank you again--best of luck with your exams!

Sincerely,

[Name]