

## **EAB Tool: Quick Tips for Driving BIT Website Traffic**

### **EAB Advice:**

The Student Affairs Forum's work demonstrates that simply creating a dedicated BIT website is not enough to ensure widespread community awareness. The team must also proactively advertise the website in training presentations and outreach campaigns as well as through strategically placed hyperlinks on key institutional web pages. To assist teams in evaluating their current web promotion efforts, the Forum created the diagnostic questions below as well as sample text to accompany hyperlinks on websites, including the Dean of Students Office, Judicial Affairs, and Counseling Services.

### **Diagnostic Questions**

1. Does your Counseling Center website include a prominent link to the BIT website?  
Yes  
No
2. Does your Judicial Affairs/Student Conduct website include a prominent link to the BIT website?  
Yes  
No
3. Does your Office of the Dean of Students website include a prominent link to the BIT website?  
Yes  
No
4. Does your Public Safety/Campus Police website include a prominent link to the BIT website?  
Yes  
No
5. Does your faculty/staff web portal include a prominent link to the BIT website?  
Yes  
No
6. Have you worked with your IT department to make the BIT website more prominent in search results?  
Yes  
No

7. Please circle the search terms that point to the dedicated BIT website as one of the top 5 results via the institutional website.
- a. “outburst in class”
  - b. “student making threats”
  - c. “worried about a student”
  - d. “student of concern”
  - e. “concerning student”
  - f. “student in distress”
  - g. “student mental health problems”
  - h. “student violence”
  - i. “violent student”
  - j. “threatening student”
  - k. “depressed student”
  - l. “eating disorder”
  - m. “student cutting”
  - n. “suicidal student”
  - o. “suicide attempt”

### **Sample Text about the BIT to Accompany Hyperlinks**

*This text might accompany a link to the BIT in places such as the Dean of Students Office, Judicial Affairs, Campus Safety, and Academic Support websites. Suggested text is below.*

If you are concerned about a student, please consider making a referral to the university’s Behavioral Intervention Team. Led by the “NAME AND TITLE OF BIT CHAIR HERE,” this interdisciplinary group of professionals meets weekly to identify resources to assist students who may be experiencing distress. Your referral helps Student Affairs administrators resolve student problems and encourage student success.

### **Suggested Information For the Counseling Center Website**

*Since many faculty and staff members automatically turn to the Counseling Center when they encounter a student of concern, the Forum recommends including information about the BIT and a prominent link to their website on the Counseling Center’s homepage. Suggested text is below.*

Even if you believe a student’s distress may be resolved by visiting the Counseling Center, please consider referring the student to the university’s Behavioral Intervention Team. Without a student’s permission to share information from counseling sessions, the Counseling Center will not be able to work with other administrators to identify ways to help a student. This interdisciplinary group of professionals will help coordinate a comprehensive set of resources and services for the student to encourage his or her success.