



EAB

Mental Health: Integrating Staff and Student Resiliency into Your Student Success Strategy

Part One- The State of Mental Health

Meet Your Presenters



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Before We Begin

Ground Rules for Student Mental Health

We are not asking you to become therapists or counselors to your staff or students. Without proper training, it is unethical to provide that level of care and can do more harm to assume those roles than to refer to those trained and available to provide care in these moments.

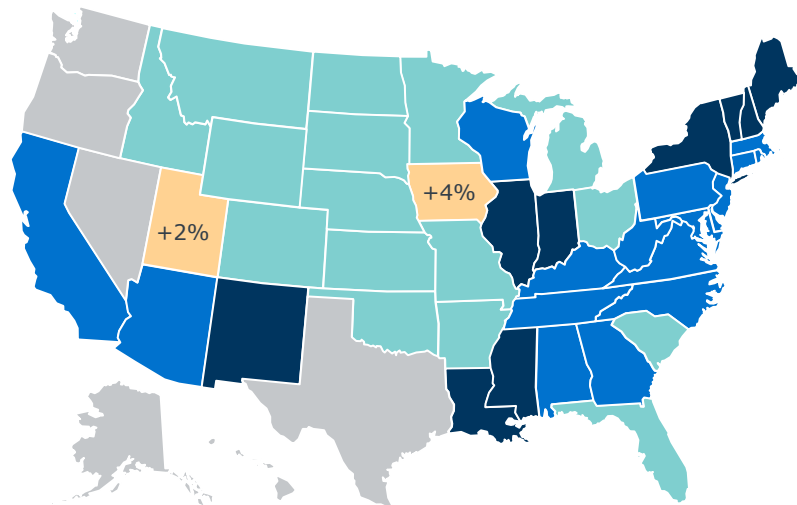
When in doubt, validate, appreciate and refer to those who can help beyond your capacity.

A Nearly-Universal Population Cliff

4

Falling Birthrates Will Hit Institutions Across the US

Percent Change in the Population of 18-Year-Olds, 2025-2035



Demographics Hit Regional Institutions Much Harder

Change in demand, 2025-2035

-6% *Private Institutions*

-1% *'Elite'
Top 50¹ research universities & liberal arts colleges*

-5% *National
Top 50-100¹ research universities & liberal arts colleges*

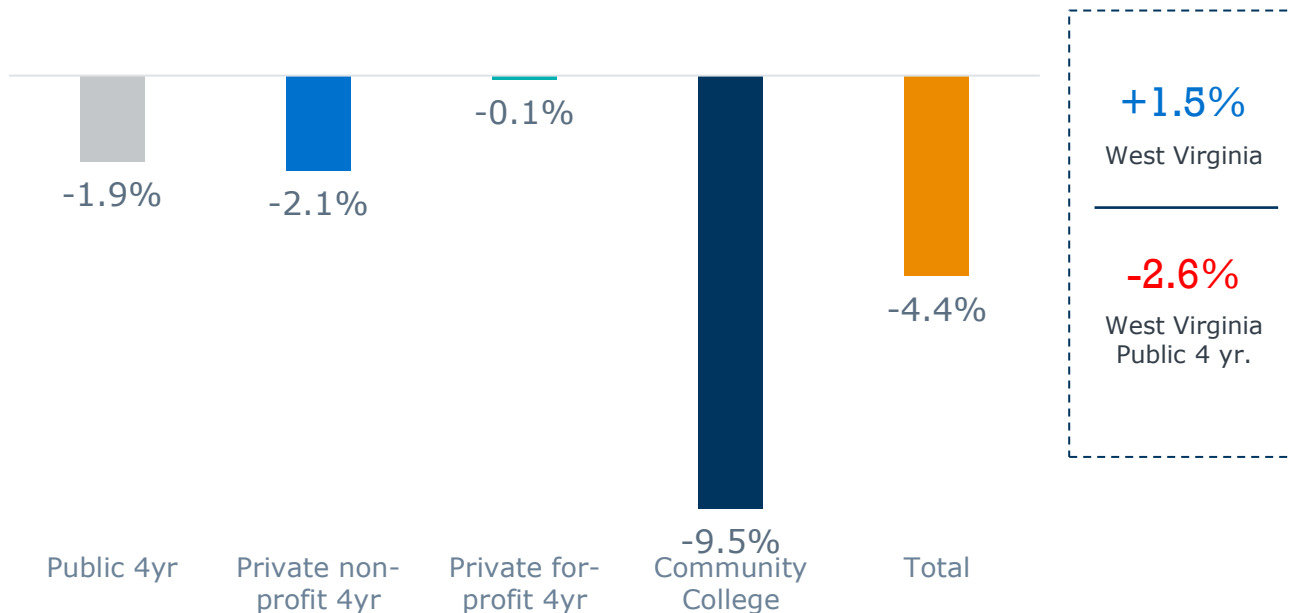
-10% *Regional
Ranked¹ outside of Top 100*

1) Based on US News and World Report

NCS 2020 UG Enrollment



Undergraduate Enrollment Changes by Sector¹; Sept 2019 vs. Sept 2020

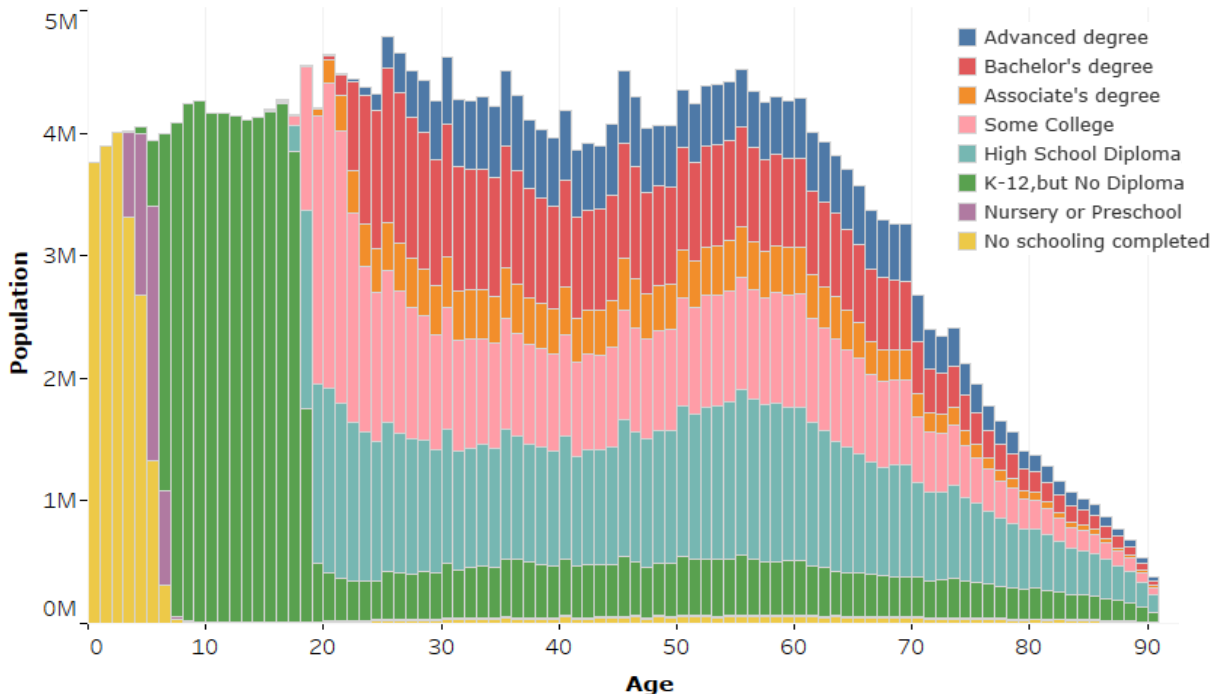


1) 76% of colleges reporting as of October 22, 2020

Are Americans Getting a Return on Education?

6

American Educational Attainment by Age, 2016



Source: Overflow Solutions analysis of <http://overflow.solutions/interactive-v-americans-differ-by-age-16/>

Far Too Many “Former Customers”

20% of Americans Tried College, but Did Not Get a Return on Education

American Educational Attainment by Age, 2016



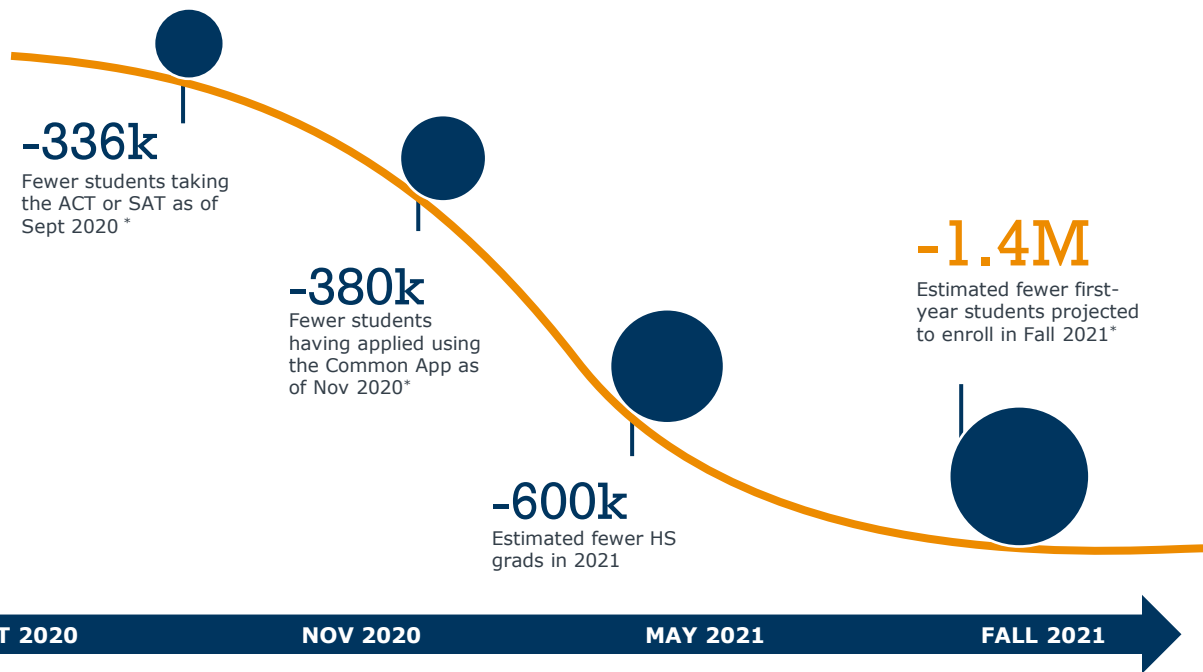
Source: Overflow Solutions analysis of <http://overflow.solutions/interactive-v-americans-differ-by-age-16/>

Over a Million Freshmen May Go Missing This Year



8

Snowball Effect of Life Disruption, Missing Key Enrollment Steps



* EAB projection based on analysis of existing NCES projections, Common App data, and student surveys.

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Source: "Teen disengagement is on the rise," Brookings Institution, <https://www.brookings.edu/blog/up-front/2020/10/01/teen-disengagement-is-on-the-rise/>; "Unprecedented College Search: The Class of 2021 Fall Survey," <https://www.niche.com/about/enrollment-insights/unprecedented-college-search-the-class-of-2021-fall-survey/>; EAB analysis of Common App and Enrollment Services data.

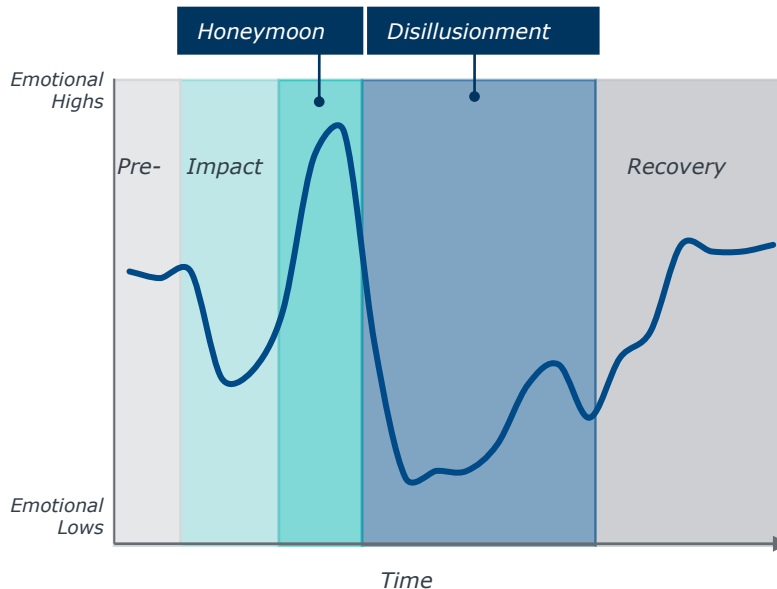
Anticipating Future Support Needed For In-Seat Students

9

Disaster Response Theory Provides Important Lessons for Higher Ed

Phases of Disaster Have Distinct Emotional Consequences

U.S. Department of Health and Human Services



Honeymoon

- Immediate threat is removed
- Community bonding occurs
- Optimism that normalcy is imminent
- Typically **lasts a few weeks**



Disillusionment

- Limitations of disaster assistance is realized
- Optimism turns to discouragement and return of chronic stress
- Gap between need and assistance leads to feelings of abandonment
- Can **last months or years**

Source: [Substance Abuse and Mental Health Services Administration](#)

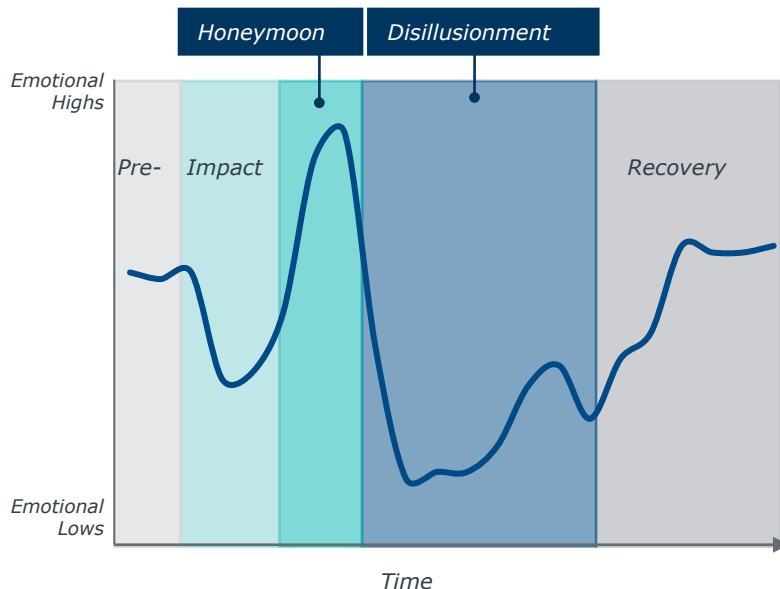
Anticipating Future Support Needed For In-School Students, Continued



Post-Pandemic Disillusionment Likely to Influence Enrollment, Engagement

Phases of Disaster Have Distinct Emotional Consequences

U.S. Department of Health and Human Services



Signs of Post-Pandemic Disillusionment



Physical and emotional exhaustion



Dramatic shift in demand for services



Lower academic engagement, performance



Expressions of abandonment and resentment

Not All Losses Are Experienced Equally

11

Pandemic Experience Varies Widely Across Students, Segments



Global Mental Health Crisis

80%

Of college students said the pandemic **negatively affected their mental health**



Rapidly Spreading Virus

22.5%

Of confirmed COVID-19 cases in the U.S. were in adults aged 18-29⁴



Economic Recession

75%

Of college students struggle with having **enough resources to pay for school**



Growing Basic Needs Insecurity

58%

Of college students reported experiencing basic needs insecurity¹ during the pandemic



Unequal Access, Outcomes

-14.9%

Year-over-year change in **FAFSA submissions** from high-minority² high schools³

1) Defined as homelessness, food insecurity, and/or housing insecurity

2) Defined as >39% Black and Hispanic students

3) As of Feb. 2021

4) As of Feb. 2021 (~4.5M cases)

More Than Just Money



Students Face Numerous Psychological Barriers to Reenrollment

Student Voices Reveal the Personal Reasons Preventing Their Return to College

"The thought of going back again **after all this time makes me tense up.**"

"College now **feels like an alien environment.**"

"Going back would take me **at least a year to catch up again.**"

“

"On paper, I am a failure as a college student."

”

"I feel like an **impostor.**"

"If I went back, **I'd have to retake Introduction to Biology and other core classes,** which I have absolutely no desire or concentration to do."

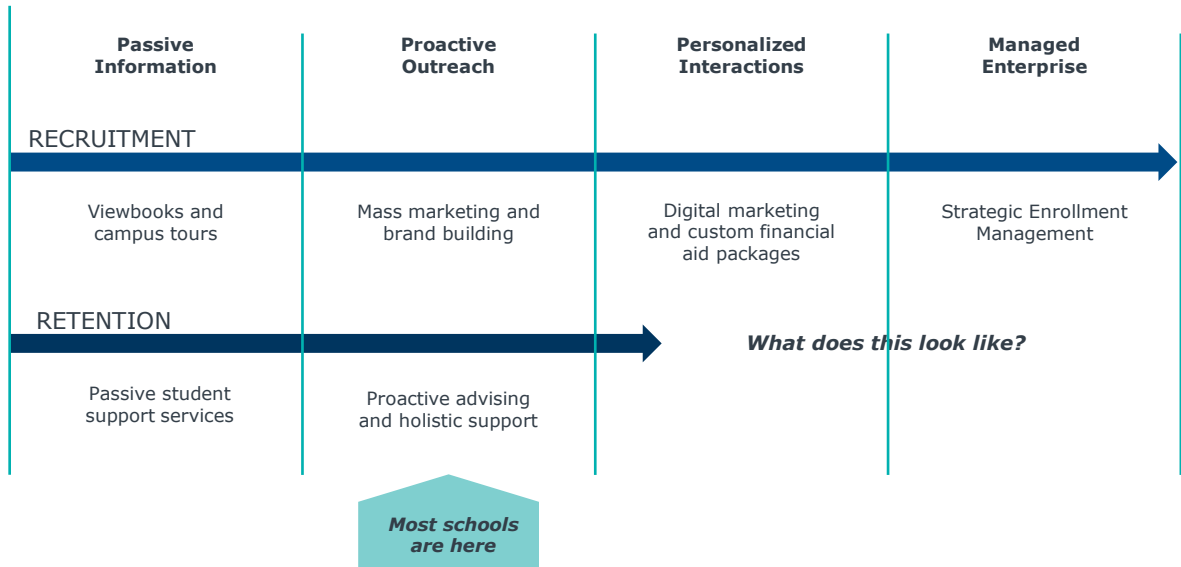
"**I'm not prepared** after spending 20 years in the military and taking classes here and there."

What If We Thought About Retention More Like Recruitment?



Student Success Efforts Would Be Far More Robust (and Likely Far More Effective)

Increasing Sophistication of Enrollment Strategy Over the Last Twenty Years



What is the Extent of Our Responsibility?

“At what point do we **stop being an educational institution and become a social welfare institution**? I don't know that we have an answer on how to make that call.”

“**If we don't provide these supports on campus, who will?** Our community doesn't have the resources. We have an obligation to help students be well.”

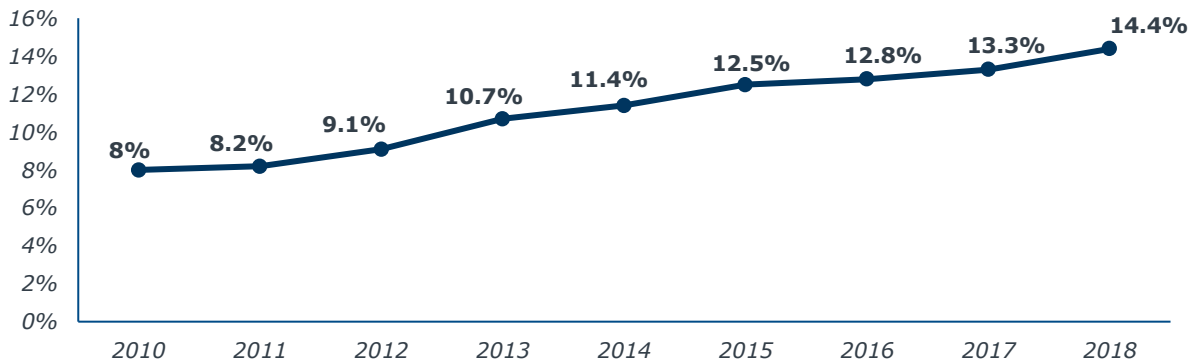
“**What does it mean to acting *in loco parentis*** in an age of lawnmower parenting? We must protect students, but how much?”

Rising Generation Brings Increased Challenges

15

Percentage of US Adolescents Reporting a Major Depressive Episode¹ in the Past Year

Adolescents aged 12-17, 2010-2018



17%

Increase in **diagnosis of anxiety disorders** in young people² in the last 10 years



32%

Of adolescents will meet criteria for an **anxiety disorder by the age of 18**

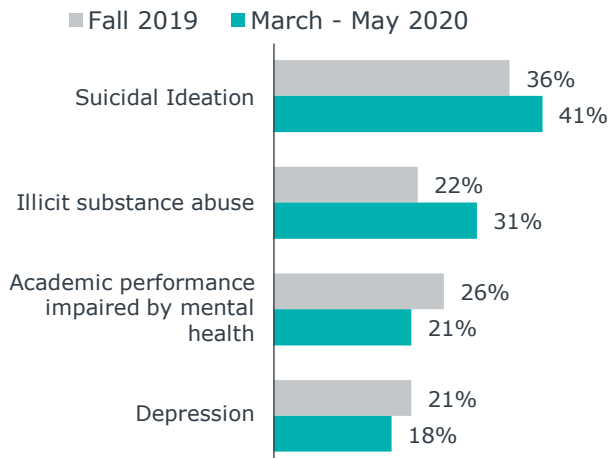
1) Characterized as suffering from depressed mood for two weeks or more, a loss of interest or pleasure in everyday activities, accompanied by other symptoms such as feelings of emptiness, hopelessness, anxiety, worthlessness.

2) Aged 6 to 17.

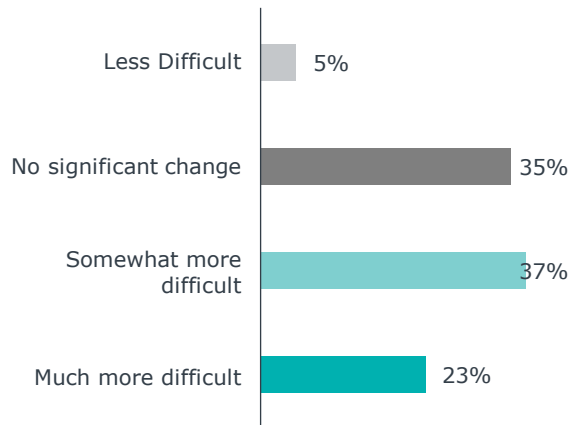
Mental Health Before and After the Pandemic

18,000 Students from 14 Institutions Surveyed by the *Chronicle*

Students report experiencing the following struggles



Students report the difficulty of accessing mental health support



The survey also showed that administrators and professors received high marks for the support they provided during the pandemic.

Source: Williams June, Audrey: "College Students Have Been Stressed Out During the Pandemic. Here's How It's Affected Their Mental Health." (https://www.chronicle.com/article/college-students-have-been-stressed-out-during-the-pandemic-heres-how-its-affected-their-mental-health?cid2=gen_login_refresh&cid=gen_sign_in) 13 July, 2020

Trickle-Up Effect from Generation Alpha

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Education Has Become the "De Facto" System of Care

75%

Of children receiving mental health care **received that care in a school setting**

21x

Youth are 21 times **more likely to visit a school-based health clinic** for their mental health care than a community-based clinic

Leading to Higher Baseline for Mental Health Services

1

Social, emotional, and behavioral health **screening for all students**

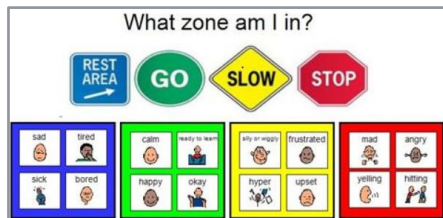
2

Online behavior monitoring to identify students at risk of crisis

3

Social, emotional, behavioral health **training for teachers and staff**

New Tools for Generation Alpha



Zones of Regulation



"Settle Your Glitter"

Sources: "Best Practices in School Mental Health," Child Health and Developmental Institute of Connecticut, Issue Brief No. 19, February 20, 2013; "Nationwide, One in Five Youth Suffers from a Diagnosable Emotional, Mental, or Behavioral Disorder," *School Based Mental Health Alliance*, Accessed 28 Oct. 2019; Frank, T., "APP SNAP: Settle Your Glitter uses technology to help calm emotions," *Duluth News Tribune*, 2015; Lee, S., "Self-Regulation and the Zones of Regulation," *Nurture for the Future*, 2016; EAB interviews and analysis.

Many Causes Outside Higher Ed's Control

18

Concerns About School Safety

>4 million

More than four million children **endured lockdowns** in the 2017-2018 school year

Exposure to Social, Environmental Risk Factors

>46%

Of US children have had at least one **adverse childhood experience**

33%

Of adolescents **live in poverty**, a risk factor for mental health issues

Immense Pressure to Achieve

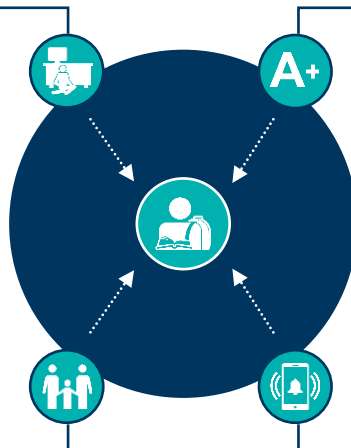
2-3x

Adolescents in high-achieving schools can suffer anxiety, depression, substance abuse, and delinquent behavior at rates two to three times the national average

Unhealthy Relationship with Technology

71%

Teens who spent 5+ hours a day online were 71 percent **more likely to have at least one suicide risk factor**¹ than those who spent less than an hour a day



Sources: Barrett, K., "Social Media's Impact on Students' Mental Health Comes Into Focus," NEA Today, September 2018; National Academies of Sciences, Engineering, and Medicine. 2019. *Vibrant and Healthy Kids: Aligning Science, Practice, and Policy to Advance Health Equity*. Washington, DC: The National Academies Press. doi.org/10.17226/25466; Rich, S., Cox, J.W., "School Lockdowns in America," *The Washington Post*, Dec 2018; "Traumatic Experiences Widespread Among U.S. Youth, New Data Show," *Robert Wood Johnson Foundation*, Oct. 2017; Hodgkinson, S., Godoy, L., Beers, L.S., Lewin, A., "Improving Mental Health Access for Low-Income Children and Families in the Primary Care Setting," *Pediatrics*, Jan 2017, 139 (1) e20151175 doi.org/10.1542/peds.2015-1175; EAB interviews and analysis.

1) Depression, thinking about suicide, making a suicide plan or attempting suicide.

The Cost of Poor Mental Hygiene on Higher Ed



Research shows that students with poor mental health may be more likely to...

- Have lower GPAs
- Enroll and drop out in intervals, taking longer to earn a credential
- Drop out completely

- ▶ Further, students with mental health concerns are **twice as likely to leave an institution without graduating**. This underscores the importance of effective and accessible mental health resources for students.
- ▶ Poor mental health can also predict whether students will drop out. The [College Life Study](#) found that students who experienced depressive symptoms or were diagnosed with depression in college were more likely to stop out. This suggests that improving student mental health can improve academic performance, persistence, and graduation rates. In effect, **investing in student mental health makes good economic and academic sense for institutions.**
- ▶ Investments in student mental health can increase student mental health and well-being, reduce student mental health burden, leading to increased student satisfaction and subsequent retention, ultimately impacting **lifetime student productivity and earning potential, tuition-driven revenue for institutions, and alumni donations**

Undeniable Barriers to Student Success



Mental Health Has Demonstrated Effect on Academic Performance

-0.4

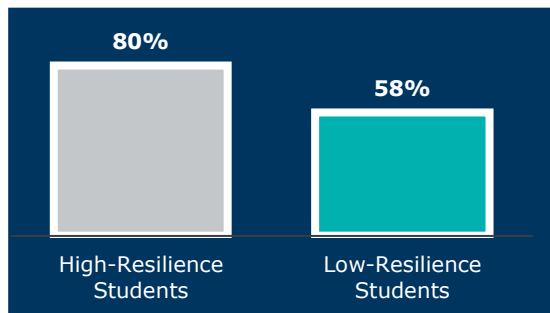
Average drop in GPA for students with anxiety and mild to severe depression



2x

College students with mental health concerns are twice as likely to drop out

First- to Second-Year Retention Also Impacted By Students' Resilience Level¹



“The issue of **mental health affects us all** and is a **growing concern** on our campus and college campuses nationwide...Student mental health is the **single highest priority** and **most compelling need**.”

Provost and Chief Academic Officer, Private Research University

1) As measured by a four-question academic resilience scale that explores the concepts of focus, effort, and recovery. High-resilience students respond “extremely” (or a 6-7 on a 7-point scale) on all questions in the scale while low-resilience students respond “not at all” (or a 1-2).

Sources: Eisenberg D, Golberstein Em Hunt J, “Mental Health and Academic Success in College”; Lipson S, Abelson S, Ceglarek M, Eisenberg D, “Investing in Student Mental Health,” American Council on Education, 2019; Field K, “Stretched to Capacity,” *The Chronicle of Higher Ed*, November 6, 2016; Skyfactor, “Academic Resiliency And First-Year College Students,” 2017; EAB interviews and analysis.

Not Possible to Keep Up with Growing Needs

Demand Leading to Unsustainable Investments in Counseling Staff...



7x

Rate at which demand for counseling center appointments **outpaced enrollment growth**¹

9.3 FTE

Number of staff counseling centers gained for every 1 lost in 2017-18, up from 3.9 in 2014-15

18 days

Average wait time for an initial counseling appointment on campuses that have a waitlist, up from 12 days in 2014-15

Now Available: Meeting the Escalating Demand for Mental Health Services²



This study recommends best practices to maximize existing counseling center resources by:

- Aligning resources with students' varying levels of need and risk
- Tailoring interventions to key student segments

1) Counseling center utilization increased 38.4% while enrollment increased by only 5.6% from 2009-2015.
2) This content will not be the focus of today's discussion.



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