an exceptional college experience begins with **YOU**

INTRODUCING **YOU** – A DYNAMIC DIGITAL RESOURCE DESIGNED TO HELP COLLEGE STUDENTS AND CAMPUSES THRIVE.
THE CHALLENGE
TODAY'S COLLEGE LANDSCAPE: NEW CHALLENGES FOR BOTH STUDENTS AND CAMPUSES

THE INSIGHT
THE NEED FOR A NEW KIND OF SOLUTION

THE SOLUTION
THE SOLUTION BEGINS WITH YOU

HOW IT WORKS
SUCCEED, THRIVE & MATTER

SCREENSHOTS
A LOOK AT THE DASHBOARD AND CONTENT THAT CONNECTS STUDENTS TO A MULTITUDE OF RESOURCES

BENEFITS
AN INVESTMENT IN STUDENT HEALTH, HAPPINESS AND SUCCESS

TESTIMONIALS
PRAISE FOR YOU

THE TEAM
MEET GRIT DIGITAL HEALTH – THE TEAM BEHIND YOU
College is one of the most significant periods of transition in a young person’s life. It’s a time filled with stress, exploration, excitement and uncertainty. While this has always been true of the college experience, today’s students are responding to the weight of this reality in ways that are presenting new challenges to their health and success, as well as to the health and success of the campuses they call home. Regardless of their size or type, today’s colleges are facing a range of obstacles that administrators, campus services and faculty feel ill-equipped to navigate.
ENROLLMENT TRENDS

In just ten years, college enrollment has increased from 15.9 million to 21.8 million students, taxing the ability for campuses to provide vital student services.

CAMPUS COUNSELING & CAPACITY

Despite campus efforts to increase budgets, staff and space available to address student needs, the demands of students are outpacing availability.

SELF-REPORTED STRESS

One in two college students report experiencing stress to a point where they could not function. This stress often leads to coping behaviors, such as alcohol and drug abuse.

INCREASED STUDENT MENTAL HEALTH ISSUES

One in four young adults (18-24) have a diagnosable mental illness, and 40 percent of those students do not seek help. Rates of anxiety and depression among college students have soared in the last decade, as has the prevalence and severity of mental and behavioral health issues. Suicide is the third leading cause of death for today’s college students.

LACK OF GRIT & RESILIENCE

Building resiliency in today’s students is a challenge that has campus communities scratching their heads. A recent article in Psychology Today suggests, “The lack of resilience is interfering with the academic mission of the University and is thwarting the emotional and personal development of students.”

With worries ranging from a failed exam, to an overwhelming social calendar, to the pressure to maintain their fitness and relationships, students feel tremendous pressure to have it all “together” and often struggle without the right type of support.

STUDENT SUCCESS & RETENTION

Since 2010, as many as one in three first-year students did not return to campus for their sophomore year.

DIVERSIFICATION OF STUDENTS

Young people of all identities are prioritizing higher education, and they desire to see themselves reflected in the resources available to them on their campus.

DIGITAL CLIMATE ON COLLEGE CAMPUSES

Millennials look to technology for help with any aspect of life, but a campus’ many websites are often disjointed and outdated, lacking the ability to cohesively connect and effectively address all aspects of student life.
THE NEED FOR A NEW KIND OF SOLUTION

Students face a variety of issues throughout their college experience, and, as with every aspect of a student’s life, their challenges do not exist in a vacuum. Academic anxiety could lead to sleep issues, which could then lead to alcohol and drug abuse as a way to relieve mental and physical strain, and so on.

Illuminated with the insight that the individual issues students face are all intimately interwoven into their campus experience, YOU provides a digital solution that is equally interwoven into the campus experience.

YOU is an online student success portal, connecting students to on-campus and online resources. This digital mental fitness center helps students lead a productive, well-balanced college life.
The first tool of its kind on college campuses, YOU emphasizes individual well-being and self-awareness in order to connect students to information, campus resources, peers and opportunities. From academics, to social life, to mental and physical health, YOU is an innovative, elegant tool that acts as a comprehensive resource hub for the whole of student life—and it's accessible whenever and wherever they need it, on the laptops, tablets and smartphones kept in their pockets, backpacks and bedrooms.

The YOU portal is designed to serve students the right resources at the right time, in a personalized and relevant manner, so they are better able to deal with the issues and life events that occur throughout their time in college.
The YOU portal is designed to provide valuable, relevant resources for every student, no matter what their current state of being. Whether a student is homesick, struggling academically, not finding their way socially, dealing with an addiction, stressed about post-college life, etc., YOU is equipped with the resources to help—and they're all available 24/7/365.

YOU prioritizes privacy and anonymity. Each student's personal information and results are confidential and protected. YOU is completely anonymous and guarantees users that their personal information will never be compromised or sold.

The portal includes more than 600 pieces of content, roughly 25 percent of which are resources specific to your campus. YOU does not replace campus-based resources; it leverages, complements and supports them by functioning as a cohesive way-finder for students to access comprehensive services that are already in place on campus.

By leveraging the latest in web-based capabilities and user-based design, the YOU portal fits nicely into a student's busy, on-the-go schedule by providing an attractive, contemporary user experience that makes it easy for students to engage, find what they need, and proactively help themselves. The portal's design works fluidly on any desktop or mobile platform.

Each student's experience with YOU is personalized and unique. Based on input from the student's personal profile, queries entered into the search function and results from the site's three Reality Check self-assessments, YOU becomes increasingly customized, shuffling its resources to serve up the most relevant content for each student.

The content available on YOU is consistently being refreshed with the latest reputable research, promising practices, evidence-based information and on-campus resources.

Because YOU enables students to find information about and create connections with any number of campus organizations and services, it creates the opportunity for incoming freshmen to feel just as connected and confident as a graduating senior.

YOU not only introduces students to the importance of taking care of their mental health, but it also equips them with the tools, information and campus connections they need to be able to improve their mind, body and spirit through a dynamic digital experience.
HOW IT WORKS

Equal parts self-awareness, early intervention, prevention and utility, YOU provides expertise in three main areas — SUCCEED, THRIVE & MATTER. Within these three areas, students can holistically assess and enhance their health, sense of purpose and life trajectory. Based on input from the student, the portal shuffles its information and resource cards in order to serve the most relevant content for each unique student.

INTRODUCE. At the campus-customized YOU homepage, students can either read a brief overview of the portal or jump right in.

ENGAGE. Students can sign up using their student email account. As an extension of campus, as well as for safety and reliability, YOU is available only to members of the campus community.

DISCOVER. Once inside the portal, students can begin to customize their profile and take one of three Reality Checks. YOU then caters content—including assessments, tips, tools, videos and on-campus resources—based on the needs and interests of individual students.

REVISIT. The YOU portal is intended to be accessed and interacted with throughout a student’s college life. With ever-changing content and tools, there’s a use for YOU from move-in day through graduation.
PHYSICAL & MENTAL WELL-BEING: Maintaining a sound mind and body are important elements in leading a balanced and fulfilling life. To aid students in maintaining a life of mental and physical well-being, the THRIVE domain enables students to assess, sustain and proactively care for their health amidst the chaos and stress of college life.

ACADEMIC & CAREER SUCCESS: YOU is a gateway to resources for a student’s academic and professional success. Within the SUCCEED domain, students can take a self-assessment, then make commitments to help perpetuate their existing successes, as well as give themselves a boost in setting and accomplishing future goals.

PURPOSE & CAMPUS CONNECTIONS: Life on campus can leave students feeling like they’re living on an island—isolated in a land of textbooks and emotional stress, while their sense of belonging floats at bay. The MATTER domain solves that problem by helping students discover their passions and purpose in the world.

DEPENDING ON THE NEED, THE WANT, OR THE WILL, STUDENTS CAN CONNECT WITH HUNDREDS OF PIECES OF CONTENT WITHIN EACH SECTION OF YOU. OF THE TOTAL CONTENT AVAILABLE, THE PORTAL IS DIVIDED INTO THE FOLLOWING APPROXIMATE BREAKOUTS:

- **LIFE LESSONS**: SAGE ADVICE AND INFORMATION (30%)
- **ASSESSMENTS**: GATHERING INSIGHT AND THE GUIDANCE THAT FOLLOWS (15%)
- **CAMPUS RESOURCES**: COMPREHENSIVE SERVICES NEARBY (25%)
- **FACTS AND TIPS**: QUICK, SCIENTIFIC PICK-ME-UPS (20%)
- **TOOLS**: GAUGING GOALS AND BREAKING BARRIERS (10%)
STUDENT DASHBOARD
Everyone has their favorite spot on campus. The Dashboard is that spot on YOU. It summarizes student interaction with the site, including favorites, goal setting/tracking and even a countdown to graduation.

REALITY CHECK ASSESSMENT
Because you can't always press pause on college life, there are Reality Checks. These three proprietary assessments survey students on their current lifestyle. Students receive a report card that rates their status in several categories and offers the opportunity for the student to customize content on the site based on their specific results.
CUSTOMIZED CARD VIEW

Within the SUCCEED, THRIVE & MATTER sections of the portal, students can scroll, sort, survey, favorite and share their customized content.

THRIVE CARD DETAIL

For the days when a visit to the student center doesn’t fit into their schedule, students can click on content in the portal to discover deeper information, videos and links to resources.

Resources, services and programs available on campus are identifiable on YOU with the institution’s logo. Resource suggestions are prioritized for students based on their answers and activity on the portal.
Within the SUCCEED section of YOU, students can expect to find campus resources, tips and facts and a variety of assessments that will build on their academic and professional experiences to ensure they’re supported during their time on campus and well beyond.

Get connected to Student Leadership, Involvement, and Community Engagement (SLICE) office - consider asking about job or volunteer opportunities at their office at the say Student Center. For connecting students who imread in exploring something you like to be a part of. Ask about being a volunteer at the SLICE office about finding people who are doing something that resonates with your interests. SLICE helps students find their interests by starting with meaningful connections. Students can find information and programs across campus and create opportunities for themselves and others.

Recommended Content

SUCCEED CARD DETAIL

MATTER CARD DETAIL

It’s important that students make their own mark on campus. On YOU, they can get connected to opportunities within the community and alongside their peers to ensure their time on campus is fulfilling and purposeful.
The challenges facing today’s college students and campuses are significant. So are the benefits of meeting those challenges with the help of the YOU portal.

**PRAISE FOR YOU**

**STUDENT BENEFITS**
- Happier, healthier students
- More successful and empowered students
- Dynamic and digital student orientation tool
- Increased freshman success and retention
- Higher graduation rates
- Connected and involved student body
- Higher utilization of campus resources
- Complements campus care for students
- Recruitment tool and competitive advantage
- Safer campus
- Early intervention tool
- Elegantly connects existing web portals

**CAMPUS BENEFITS**
- Normalizes stress in the college environment
- Emphasizes self-awareness and planning
- Connection to support groups and providers
- Digital way-finder for connecting to campus resources
- Do-it-yourself cognitive behavioral programs
- Anonymous self-help
- Accessible 24/7/365
- Educational and empowering
- Brief and fun well-being assessments
- Relatable, interesting and useful content
- Develop greater resilience
- Introduces campus-specific opportunities

This is a phenomenal example of the strength of a partnership where all parties share a passion for helping our current generation of students with a pressing social issue to improve mental health, coping, and resiliency skills.

**Blanche Hughes**
Vice President for Student Affairs at Colorado State University

Anne Hudgens
Executive Director of the CSU Health Network at Colorado State University

Colorado State University along with every other college and university in the country has been dealing with a burgeoning demand for mental health counseling. YOU @ CSU is an innovative new way of reaching students in their time, using their language while diminishing shame and stigma related to seeking support.
WHAT IF BY USING THE YOU PORTAL

☑️ 1 STUDENT CONNECTS WITH A MEANINGFUL GROUP/ACTIVITY THAT keeps THEM IN SCHOOL?

☑️ 1 STUDENT TAKES PROACTIVE STEPS TO DEAL WITH AN ISSUE BEFORE IT BECOMES A CRISIS?

☑️ 1 STUDENT ALIGNS THEIR STRENGTHS WITH THEIR ACADEMIC STUDIES AND GRADUATES?

☑️ EACH AND EVERY STUDENT ACCOMPLISHES ALL OF THE ABOVE?

BRINGING YOU TO YOUR CAMPUS

YOU is made to match your campus by integrating campus brand standards and logos.

Resources included in the portal are identified by those who are closest to your community—your campus leadership.

All things academic, community-based and career-related are added in an ongoing effort to highlight the spirit of your campus.

The YOU licensing agreement includes the fully functional and customized YOU website, turnkey marketing and a promotional package to spread the word on campus throughout the year.
The YOU portal was conceived and developed by Grit Digital Health, a consumer-centric business comprised of specialists in behavioral health, wellness, technology and marketing communications.

As CEO of Cactus, a Denver-based marketing communications agency, Joe Conrad was instrumental to the conception and development of Man Therapy, an innovative men’s mental health and suicide prevention website and campaign. A key component of Man Therapy’s innovative approach was the strategy to combat suicide by “going upstream” to help men address and care for their mental health before they ever reach a state of crisis. This strategy, combined with the unexpected use of humor, has driven Man Therapy’s widely acclaimed success.

Recognizing another demographic in need, Conrad and the team began exploring ways to serve a mixed-gender, college-aged audience. Research and testing with college students revealed that adapting Man Therapy would not be the most effective solution—this audience needed a tool designed specifically to suit their unique challenges and needs. So Conrad recruited a well-rounded team of collegiate and mental health experts, and Grit Digital Health was born.

Working in partnership with Colorado State University, Grit Digital Health created YOU—an innovative, customized, digital tool designed and developed exclusively to serve and benefit college students and their campuses.

The pilot program for YOU @ Colorado State University was launched in the fall of 2015. The results were so positive that the portal was launched campus-wide for the spring semester of 2016. A white paper on the development of YOU and the Colorado State University pilot program is available upon request.