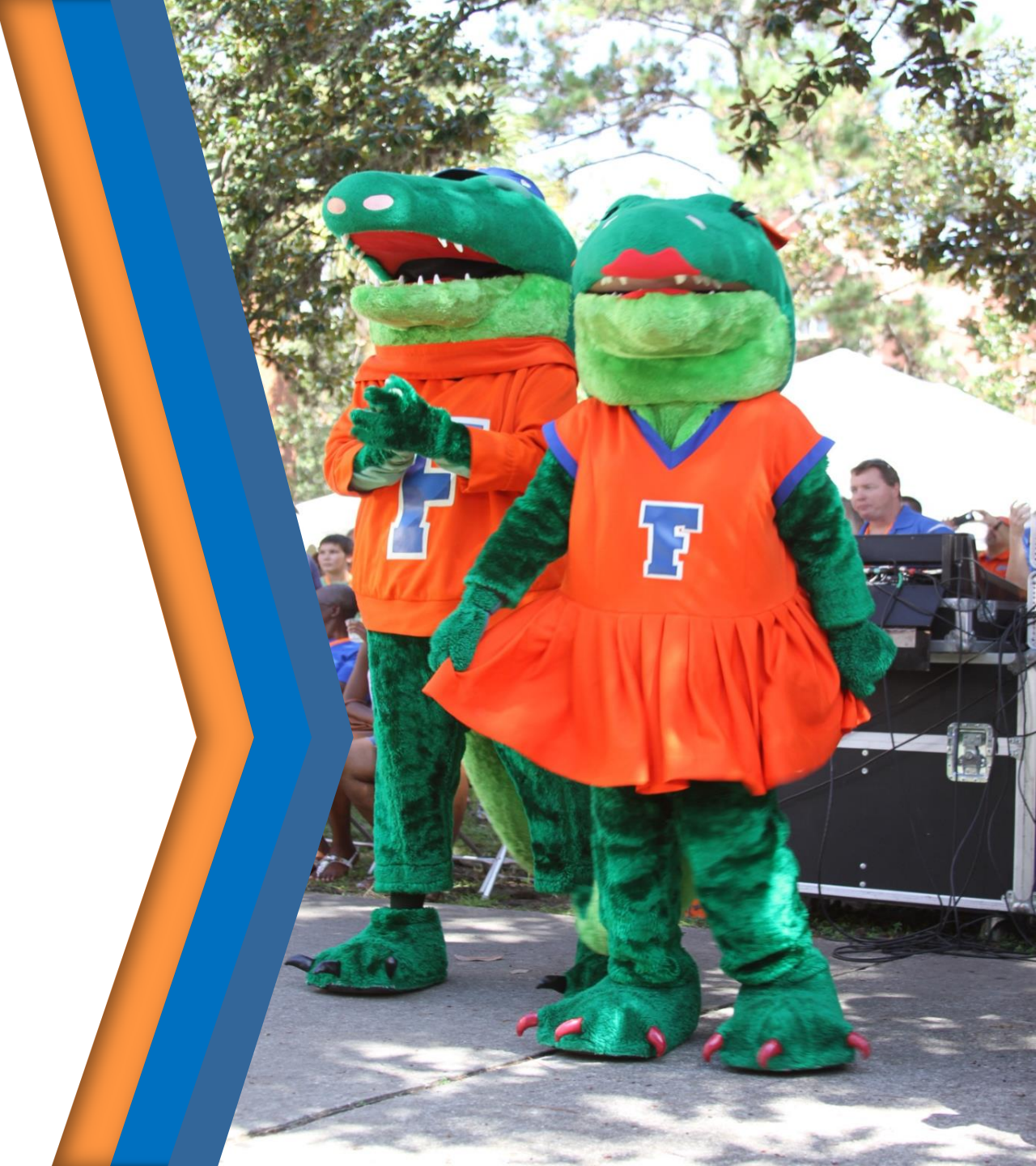


CREATING A UNIVERSITY WIDE CULTURE OF CARE

Anthony DeSantis, Ph.D.
Associate Dean of Students
@ADeSantis

Erin Porter
Graduate Assistant, Dean of Students Office
@ErinPorter1



Presentation Outline

- Introductions
- U Matter, We Care at the University of Florida
- Reflection Activity
- Creating a university wide committee
- Promoting a culture of culture
- Implementing a university wide culture of care
- Implementing a Care Team in the Dean of Students Office
- Benefits of a Care Team
- Ways you can implement a culture of care on your campus



70,000 Gators and not 1 to spare

www.umatter.ufl.edu
umatter@ufl.edu



70,000 Gators and not 1 to spare

www.umatter.ufl.edu
umatter@ufl.edu

Introductions



70,000 Gators and not 1 to spare

www.umatter.ufl.edu
umatter@ufl.edu

*With over 70,000 Gators and not 1 to spare,
the U Matter, We Care initiative serves as a
recognizable umbrella for care related programs and
resources for Gators in distress.*

Scope of U Matter, We Care

- A training program for faculty, staff and students to recognize signs of distress, promote active listening, and provide effective helping resources.
- *U Matter, We Care* stickers for faculty and staff to place on their door for those who complete the training program.
- A centralized phone line and email address to report students in distress.
- A comprehensive *U Matter, We Care* website which will provide adequate information on the program and effective referral resources
- Marketing and outreach through social media to educate the university community about the *U Matter, We Care* program



70,000 Gators and not 1 to spare

www.umatter.ufl.edu
umatter@ufl.edu

Philosophy of *U Matter, We Care*

The underlying philosophy of the *U Matter, We Care* program is that people at UF care about themselves and each other and are proactive in providing help. This program will promote a caring culture where members of our community are knowledgeable about signs of distress and get the person in distress or information about that person to one of several key helping resources.



70,000 Gators and not 1 to spare

www.umatter.ufl.edu
umatter@ufl.edu



70,000 Gators and not 1 to spare

www.umatter.ufl.edu
umatter@ufl.edu

Reflection Activity

What does it mean to provide a culture of care?

Creating a university wide committee

- Career Resource Center
- College of Business
- College of Engineering
- College of Journalism and Communication
- Council of Associate Deans
- Counseling and Wellness Center
- Dean of Students Office
- Division of Student Affairs
- GatorWell Health Promotions
- Housing and Residence Education
- Human Resources
- International Center
- Multicultural and Diversity Affairs
- Recreational Sports
- Student Activities and Involvement
- Student Government
- University Athletic Association
- University Police

Promoting a Culture of Care

Web Presence

- www.umatter.ufl.edu
- Twitter
 - @UMatterWeCare & #UMatterUF
- Facebook
- Gator Tips of the Week

Print Materials

- RTS - Gainesville
- The Alligator
- Odyssey
- Inter-Residence Hall Association Welcome Bags
- Promotional Flyers

Promoting a Culture of Care

Promotional Items

- Pens
- Highlighters
- Bookmarks
- Stickers
- Flyers
- Stress Balls
- Sticky Notes
- Buttons
- Magnets

Campus Wide Outreach

- University Message Boards
- Gator Times
- ResTV and Gator Dining
- Athletic events
- Multicultural and Diversity Affairs Newsletter
- Center for Leadership and Service Newsletter
- FYF Newsletter
- Human Resource Newsletter
- Warrington School of Business digital signage
- University Athletics Association Ticket Window

Promoting a Culture of Care

Presentations

- Preview
- Alcohol Free Tailgate
- Admissions Counselors
- Graduate Student Orientations
- Spirit Squad
- Faculty Orientation
- Student Athletes
- Teaching Symposiums
- Admissions Leadership Team

U Matter Ambassadors

- University of Florida Tabling Events
- RecSports RecStravaganza
- Black Student Assembly
- LGBTQ Welcome Assembly
- Women's Welcome Assembly
- Hispanic Student Assembly
- Women's Student Assembly
- Beaty Market Event
- UF Hillel Scavenger Hunt



70,000 Gators and not 1 to spare

www.umatter.ufl.edu
umatter@ufl.edu

Message from UF's President:

It can be hard to reach out to people in need, particularly when we don't know them. Even with our own friends or family, we may wonder, "Does this person really want me to get involved?" or think an offer of help is better left to someone else – someone who knows the person better, or is in a position of authority.

This response, while understandable, is very often the wrong one. We naturally want to help those in need and very often, *we can*. UF's newly launched *U Matter, We Care* initiative seek to encourage our natural kindness and helpfulness by providing the tools for everyone at the university to assist students in distress or contact those at the university who are trained to help.

U Matter, We Care is an umbrella for care-related programs and resources for students. The initiative includes a program to train people to recognize the signs of distress and to provide help. It also includes a website of care-related resources (www.umatter.ufl.edu), as well as a centralized phone number (294-CARE) and email address (umatter@ufl.edu) for those seeking help or wanting to help others.

Whether in reaching out to earthquake victims in Haiti or those affected by hurricanes in Florida, we have shown over and over again that we care about those outside our campus. *U Matter, We Care* will help us extend that care to those inside our own community. It is an important initiative for our university, and I hope you will join me in making it a success.

Dr. Bernie Machen

President, University of Florida



Care Team

- Follow-up meetings with students are provided by the Care Team
 - Providing referrals to the Counseling & Wellness Center and/or GatorWell
 - Setting up appointments with the Disability Resource Center
 - Providing referrals to on or off-campus medical providers
 - Connecting students to campus resources
 - Connecting students to clubs/organizations or volunteer opportunities
 - Scheduling meetings with UPD or GPD Victim Advocates
 - Completing academic progress petitions
 - Scheduling on-going meetings with Care Team members



70,000 Gators and not 1 to spare

www.umatter.ufl.edu
umatter@ufl.edu

Benefits of a Care Team

- **The Care Team is focused on providing a quality of care in order to:**
 - Increase knowledge of campus and community resources
 - Enrich each student's campus experience
 - Improve performance in the classroom
 - Create a supportive and safe environment to address ongoing issues/concerns
 - Decrease the number of multiple semester petitions
 - Act as a liaison between the student, family, faculty and university departments
 - Empower students to make lifestyle changes
 - Increase retention rates
 - Increase graduation rates



70,000 Gators and not 1 to spare

www.umatter.ufl.edu
umatter@ufl.edu

U Matter, We Care Video





70,000 Gators and not 1 to spare

www.umatter.ufl.edu
umatter@ufl.edu

Reflection Activity

How can you create a culture of care on your campus?



Questions and Answers

Thank you for attending today's presentation!