

# Media Campaigns as a Method of Engaging Key Partners

## **FACES: Freshmen Accessing Community and Embracing Survival Michigan State University**

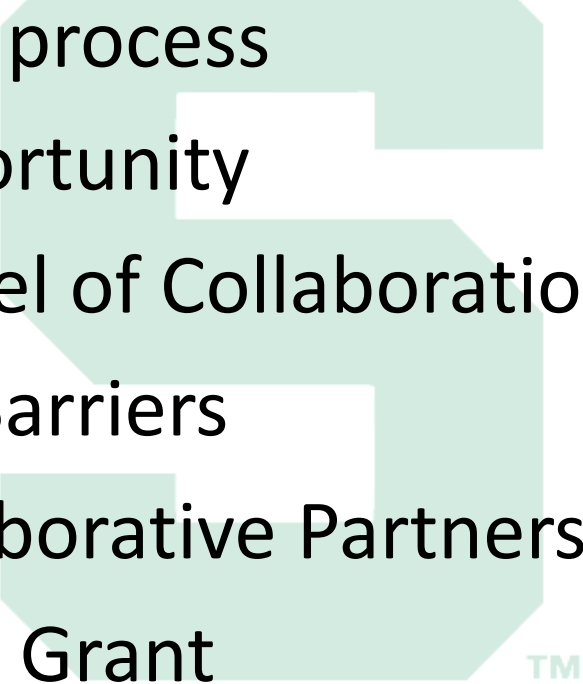
Garrett Lee Smith Campus Suicide Prevention Grantee Meeting  
January 26, 2011

Presenters: Dr. Jan Collins-Eaglin, Director of MSU Counseling Center  
Juliette C. Niemi M.A., Educational Program Coordinator  
Anna Luster M.A. Candidate, Grant Intern

# Let's Get Started

- Collaborative Partnerships at MSU with Grant
- What do we already know about collaboration?
- Is collaboration the means to an end or is collaboration itself the end?

# Learning Objectives

- Collaboration process
  - Areas of Opportunity
  - Evolving Model of Collaboration at MSU
  - Overcoming Barriers
  - Building Collaborative Partnership
  - Objectives for Grant
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# Setting the Stage

- **What is Collaboration?**
- **MSU Counseling Center & Health and Risk Communications Team**



# Counseling Center and Health & Risk Communications

- Information Sharing
- Communicate Goals and Needs
- Explore opportunities to partner
- Mutually agreed upon objectives
- Ongoing: Communication, genuine interest, relationship building

# Collaboration: Is it ever that easy?

- **Barriers**
- **Campus Climate**
- **Organizational Issues**



# Activity #1: Case Studies

- How might collaboration be used as a method of resolving the issues in this case?
- Who on your campus would be helpful for this situation?
- Where might a collaborative partnership begin?
- How would you begin building the partnership?

# Case Study Session

## Model of Collaboration



**1. Communication**

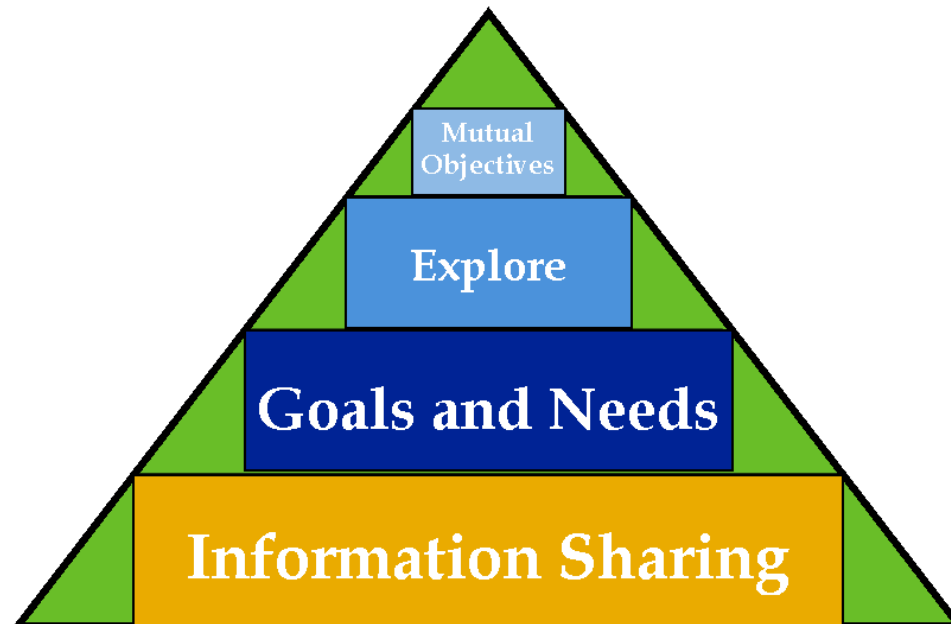
**2. Genuine Interest**

**3. Relationship Building**



# Collaborative Model in Practice

## Level One: Information Sharing



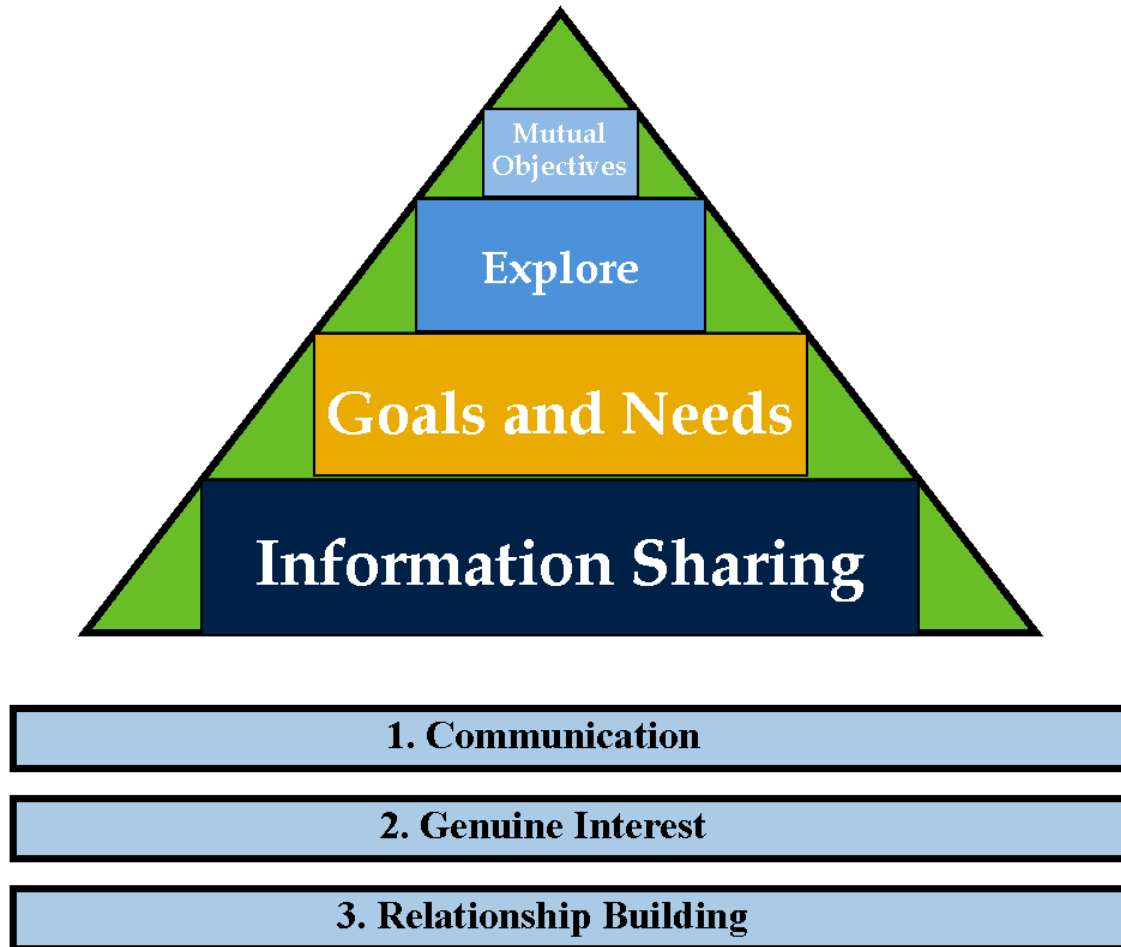
**1. Communication**

**2. Genuine Interest**

**3. Relationship Building**

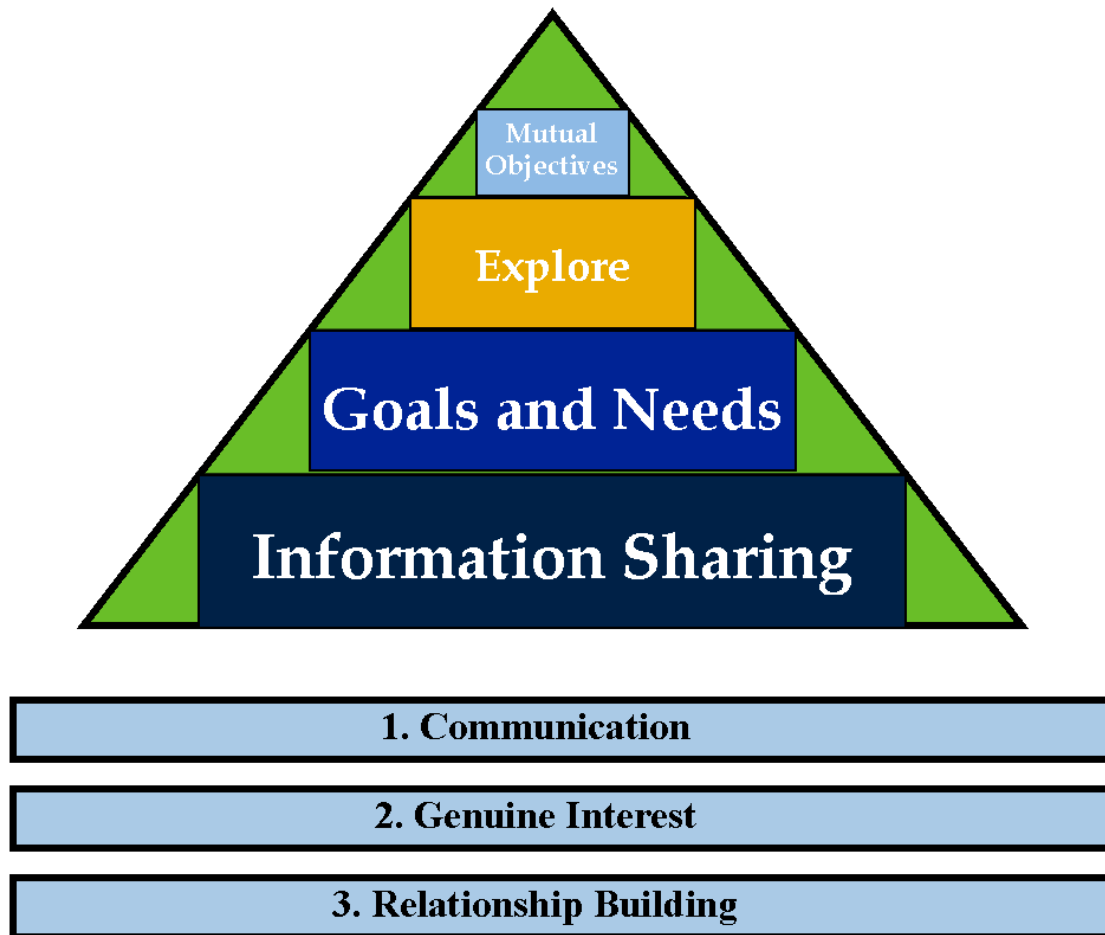
# Collaborative Model in Practice

## Level Two: Communicate Goals & Needs



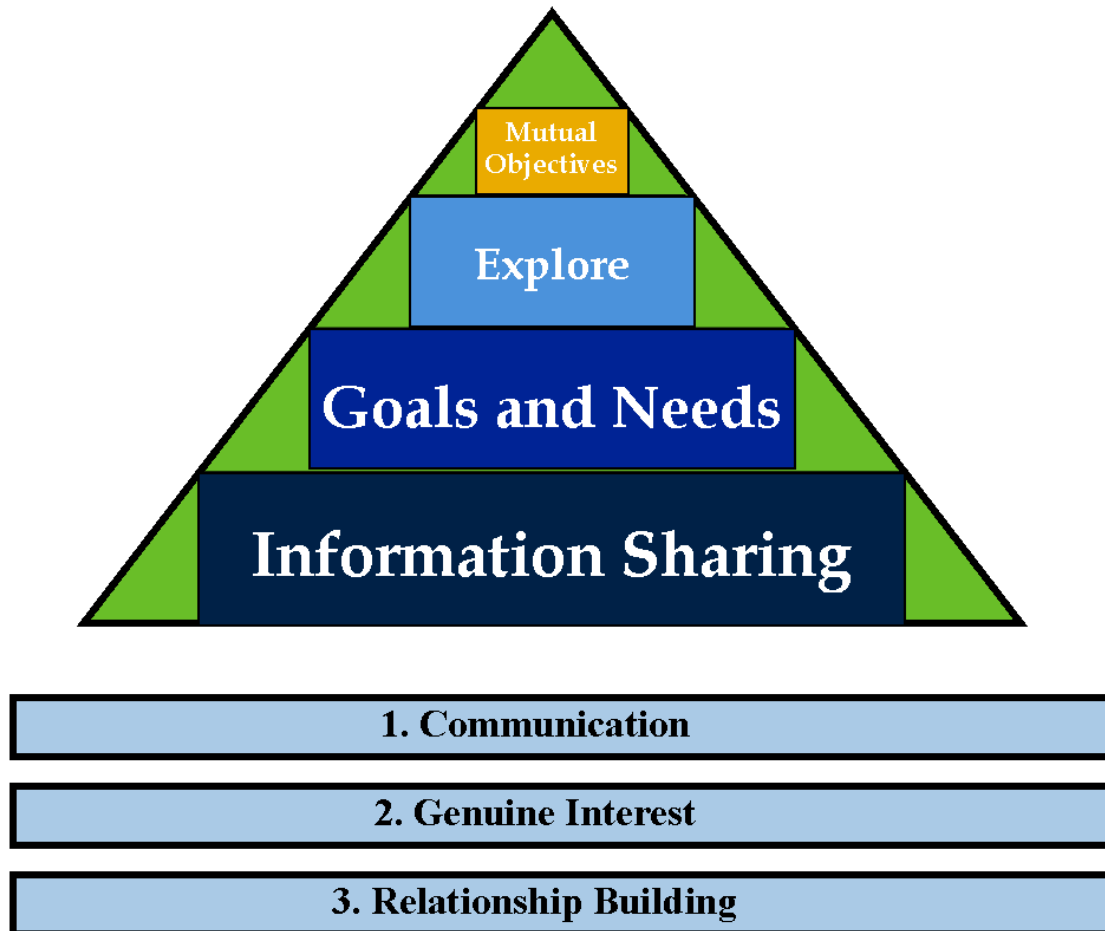
# Collaborative Model in Practice

## Level Three: Explore Opportunities to Partner



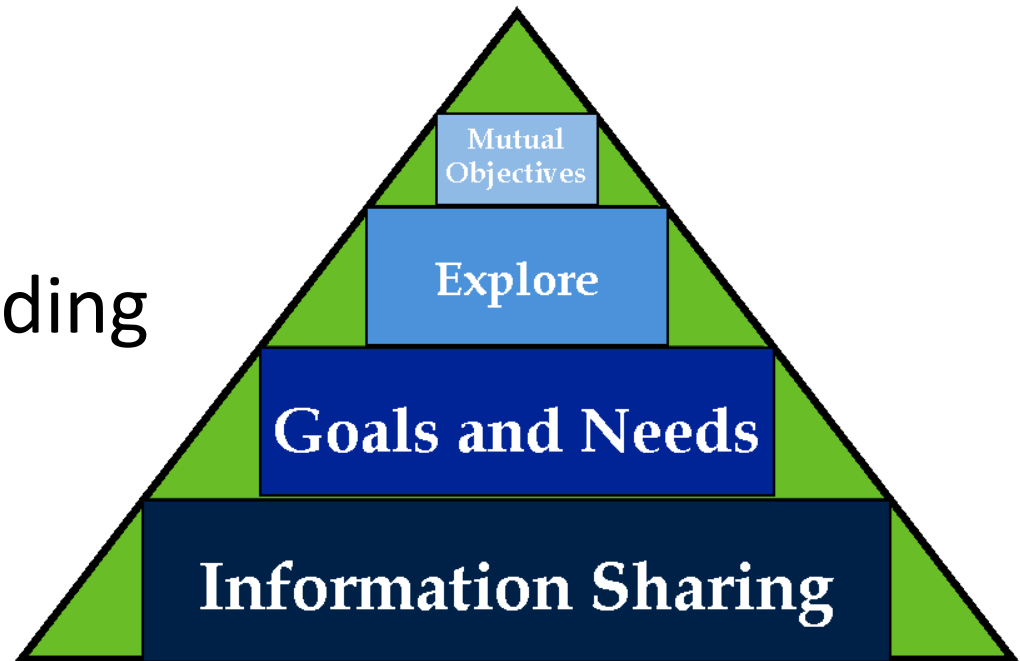
# Collaborative Model in Practice

## Level Four: Mutually Agreed Upon Objectives



# Collaborative Model in Practice

- Communication
- Genuine Interest
- Relationship Building



**1. Communication**

**2. Genuine Interest**

**3. Relationship Building**

# Activity #2: Collaboration Discussion

- Individual Reflection
- Have you participated in a collaborative partnership to meet the goals of your Grant?
- If so, what has the experience been like? If not, why not?

# Activity #2: Thoughts to share?

**Collaboration Models on our campuses**



# Next Steps & New Doors

- Next Steps in the Collaborative Partnership
- Future partnership with Health & Risk Communication Team
- Future Research & Publication



# Next Steps & New Doors

- Professional & Technical Writing: Spring 2011
- Student Risk & Review Committee (subgroup)
- Video Podcasts
- FACES Website, Parent Support Website
- Academic Orientation Program & Parent Orientation Program
- Residence Life

# Activity #3: Small Group Discussion



**Wish List**

TM

# Final Thoughts

- Collaboration & Sustainability
- Win-Win
- Compelling Topic & Synergy
- Any additional final thoughts on collaboration?



# Questions?

- Any questions?
- Evaluation Form



**Go Green! Go White! Go State!**