

ABOUT CS²

We recognize that enrollment, retention, and persistence-to-graduation rates are key to your organization's financial viability. We also understand there are barriers to student success beyond the classroom particularly unique to urban, suburban, and rural colleges. Through a partnership with your existing staff and resources, CS² can help achieve your objectives with a seamless integration of the following components:

- Coaches licensed in behavioral/mental health and trained in motivational techniques
- 24/7 'In-the-Moment' telephonic support
- Mental health crisis stabilization and assistance with everyday life challenges
- Coaches aware of social services to assess and refer to community, state, and federal resources
- On-campus partnerships to augment existing services and special initiatives such as "Early Alert"
- 4-step model designed to provide comprehensive and tailored coaching services to each student
- Coaching and Utilization Report to provide data and analysis to inform institutional leadership
- Well-being digital risk assessment and engagement program
- CS² Mobile App with push notifications of programs, services, resources, and self-help tools
- Social Media Outreach to promote topical content, emergency alerts, and reminders
- CS² Website with information accessible via password on any smartphone, tablet, or computer
- Proactive outreach to identify and manage barriers to success

With turn-key implementation and maintenance, CS² programs are designed to meet the needs of your campus. Choose CS² services for all students, non-traditional students, remedial/probationary students, returning students – it's your choice.

CS² IS A COLLEGE COMPLETION STRATEGY

Institutional performance and accountability – because higher education is under a microscope and academic coaching has become the new standard.

Performance-based funding policies have become the norm in American higher education, with priorities placed on underserved, underprepared students – the students most at risk of dropping out. CS² academic/life coaches are specifically trained to help students reach their educational goals. With CS² comes a variety of 24/7, wrap-around services—including telephonic, web-based and app-based—to reach students proactively and to keep academic persistence top-of-mind.

The CS² difference – a proactive, 24/7 technology platforms to pave the way for student well-being while keeping students focused on their academic goals. Our technology is designed to engage the student body while providing a real-time analytical dashboard for leadership.

Student retention and persistence-to-graduation rates impact the bottom-line – and student success coaching is a proven Return-on-Investment.

A growing body of research shows student success coaching improves student outcomes. This protects not only an institution's investment in marketing to new students, improved outcomes lead to additional revenues to support the institution's mission. HMSA has partnered with a leader in academic-success coaching. Dr. Sharmaine Pechac, holds a PhD in Higher Education and has developed and implemented coaching services for 20 community college campuses.

The CS² difference – A service developed and administered by a veteran student success coach/administrator well-versed in the nuances of implementing initiatives and achieving goals.

Individually tailored academic and life coaching – because every student a journey, every coach a bridge.

While there are many common barriers to success, each student presents unique and individual challenges. Adult students, returning students, non-traditional students, and distance learners alike are pursuing higher education goals while facing challenges not imagined a generation ago. Today's student faces record levels of stress, anxiety, and depression along with unprecedented financial burdens and complex relationship issues.

The CS² difference – While working with any existing campus resources, our licensed mental health professionals can provide a safety-net for more complex issues and further mitigate institutional risk.

Proactive outreach and communication– because strategically planned touchpoints can promote momentum leading to the achievement.

The journey to and through higher education can be complicated. Some students may experience a phenomenal known as “Summer-Melt” which means their efforts to begin college right after high school, or continue college after semester break, fall short. Other students may be flagged as “Early Alert” indicating warning signs of academic jeopardy.

The CS² difference – In partnership with faculty and staff, our coaches trained in motivational techniques will provide proactive outreach connecting student with information and resources to help them start, continue, and finish college.



THE CS² MODEL

CS² was developed to ensure a comprehensive approach for a healthier, more productive and engaged student body. The CS² Model is designed to help students overcome challenges and develop essential skills to complete college. These 4 steps include:

Step 1: *Identify* educational goals and academic/life factors unique to each student.

Step 2: *Assess* student concerns when they arise.

Step 3: *Coach* students using skills to meaningfully connect student concerns to success strategies.

Step 4: *Refer* students to campus or community resources that promote long-term stability.

STEP 1 IDENTIFY	STEP 2 ASSESS		STEP 3 COACH	STEP 4 REFER
First-Year First-Generation Academic Probation Drop-Out Re-entry Low Income Minority Adult Learners Distance Learners	Stress, anxiety and depression Binge drinking Sexual assault Legal/financial issues Work & Family conflicts Coping with serious illnesses Grief and loss Life transitions Campus conflict	Sexual harassment Substance abuse Aging parents Childcare Single parent Separation and divorce Communication problems Conflict resolution Domestic violence Managing anger Burnout Relationships	Communication Critical Thinking Decision making Goal Setting Time Management Juggling Multiple Roles Note Taking Organization Planning Study skills Career Planning Test Anxiety Basic Computer Skills Test Taking Academic Advising	Counseling Academic Advising Financial Aid Coaching Tutoring Registration Career Services Mental Health Counseling Community Services State Agencies Federal Services

WHY HEALTH MANAGEMENT SYSTEMS OF AMERICA (HMSA)?

ABOUT US

HMSA is a privately held, nationally recognized and accredited behavioral health provider. Established in 1980, the company has grown from a regional provider of behavior health services to a nationally recognized leader in campus assistance programs, personal and professional training and wellness programs.

Today, HMSA provides customizable behavioral health, Academic Success Coaching, Assistance Campus Assistance Programs (CAP), and Work-Life services to thousands of clients across the country – including top Universities, Fraternities, and Sororities.

Our Mission - HMSA is a privately held independent corporation dedicated to high quality, creative, cost-effective health care services.

QUALITY SERVICES RECOGNIZED FOR EXCELLENCE

- HMSA is accredited by CARF International. CARF is an independent, nonprofit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process that centers on enhancing the lives of the persons served. Since 1966 CARF accreditation has only been awarded to companies that have demonstrated a commitment to be the best available health and human service providers.
- By embracing a culture of both team building and accountability HMSA's leadership has cultivated an atmosphere vested in constant organization wide improvement that leads to continued and progressive client satisfaction.
- Additionally, the HMSA human resources team believes in providing a quality work environment for employees. To this end, HMSA was selected as among the "101 Best and Brightest Companies" for seven consecutive years and is a proud recipient of the Society of Human Resources SHRM "Sloan Award" and Corp magazine's "Salute to Diversity Award."

EXPERIENCED LICENSED COUNSELORS

HMSA's Counselors are held to rigorous professional standards to ensure optimum outcomes:

- All clinical staff are degreed, licensed and certified in the field of mental health. HMSA utilizes a full continuum of professional staff to meet the financial and operational requirements of its client companies. Our clinical staff has an average of 17 years post-graduate clinical experience.
- Counselors are certified in a wide range of specialty areas that include Certified Advance Alcohol & Drug Counselors (CAADC), Substance Abuse Professionals (SAP), and Critical Response Services.

NATIONAL PROVIDER SERVICE NETWORK

Supporting HMSA's CS² staff is an extensive national network of clinical specialists who meet strict privileging requirements. This network includes more than 13,000 credentialed clinical staff in over 3,000 cities throughout the continental United States, Alaska, Puerto Rico, and Hawaii. Our extensive network of credentialed staff also allows for clients to receive counseling outside of the nine-to-five work day and on weekends.

INDUSTRY BEST ANALYTICS

HMSA utilizes resources such as The Chestnut Research Institute in Bloomington, Ind., and our proprietary econometric systems to constantly analyze our program outcomes. By utilizing industry leading analytic data, HMSA's forward-thinking clinicians and management team stays in front of our competition, constantly adapting and improving our programs to provide the highest level of ROI to our client partners:

- 85% problem resolution within CAP program

HMSA's reporting capabilities are comprehensive with information presented in an accumulative format to protect the confidentiality and privacy of program participants. HMSA provides utilization reports (dependent upon contract) that include participant status, client demographics, types of problems, treatment utilized, services provided, and ad-hoc information requested by our client institutions.



Our clinical staff has
an average of

17 YRS

post-graduate clinical experience



85%

problem resolution within CAP program



13,000 credentialed
clinical staff in over

3000

cities

PILOT PROGRAM PROPOSAL

The intended outcome of the pilot program is to demonstrate an increase in success for CS² students. Student success will be defined based on unique institutional strategic goals. Institutional participation in CS² will result in short- and long-term Return-on-Investment.

STRUCTURE

- Client will identify a cohort of at-risk students to participate in the CS² pilot program.
- Client will also identify a cohort non CS² student to serve as a comparison group to measure program outcomes.

FRAMEWORK

CS² Coach will take a proactive approach to scheduling, outreach, and dissemination of pertinent information. CS² Coach will maintain a caseload of students throughout the semester/year providing:

- Coaches licensed in behavioral/mental health and trained in motivational techniques
- 24/7 'In-the-Moment' telephonic support
- Mental health crisis stabilization and assistance with everyday life challenges
- Coaches aware of social services to assess and refer to community, state, and federal resources
- On-campus partnerships to augment existing services and special initiatives such as "Early Alert"
- 4-step model designed to provide comprehensive and tailored coaching services to each student
- Coaching and Utilization Report to provide data and analysis to inform institutional leadership
- Well-being digital risk assessment and engagement program
- CS² Mobile App with push notifications of programs, services, resources, and self-help tools
- Social Media Outreach to promote topical content, emergency alerts, and reminders
- CS² Website with information accessible via password on any smartphone, tablet, or computer
- Proactive outreach to identify and manage barriers to success

FEE STRUCTURE

As previously noted, institutions can define participation to include all students, first year students only, non-traditional students, remedial/probationary students or returning students. The institution is empowered to define participation levels that meet their unique financial and strategic goals. A detailed cost proposal, projected savings targets, and a return on investment projections are available upon request. HMSA has adopted the Return on Investment Estimator developed by Noel-Levitz, a recognized leader in higher education consulting. Noel-Levitz is committed to helping institutions meet their goals for enrollment and student success.

CONTACT INFORMATION

Amy Mansour - Business Development Executive
Amy.mansour@hmsanet.com
(313) 964-3100 Ext. 8710