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Research for Barnes Center at The Arch

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Executive Summary

The Barnes Center at the Arch: A multifaceted hub of health and wellness facilities at Syracuse University

Research Methods: Focus Group, Quantitative Social Listening, Qualitative Social Listening, Survey

Purpose:

- Gain insight into the lack of students engagement directly from the responses students give when asked
- Figure out where communication can be improved between the Barnes and Students

Problem and Opportunity Statement

The Barnes Center struggles to understand why students are not utilizing its additional services, separate from the gym, that cater towards mental health because it is unable to pinpoint where the lack of student engagement and the disconnect of communication between the students and Barnes stems from.

SWOT Analysis

Strengths

- Location is at the center of campus
- State-of-the-art facilities
- Provides student jobs
- Accessible to all students

Weaknesses

- Lack of social presence
- Little advertisement of services
- Cost of services
- Communication lines
- Sign-up process

SWOT Analysis

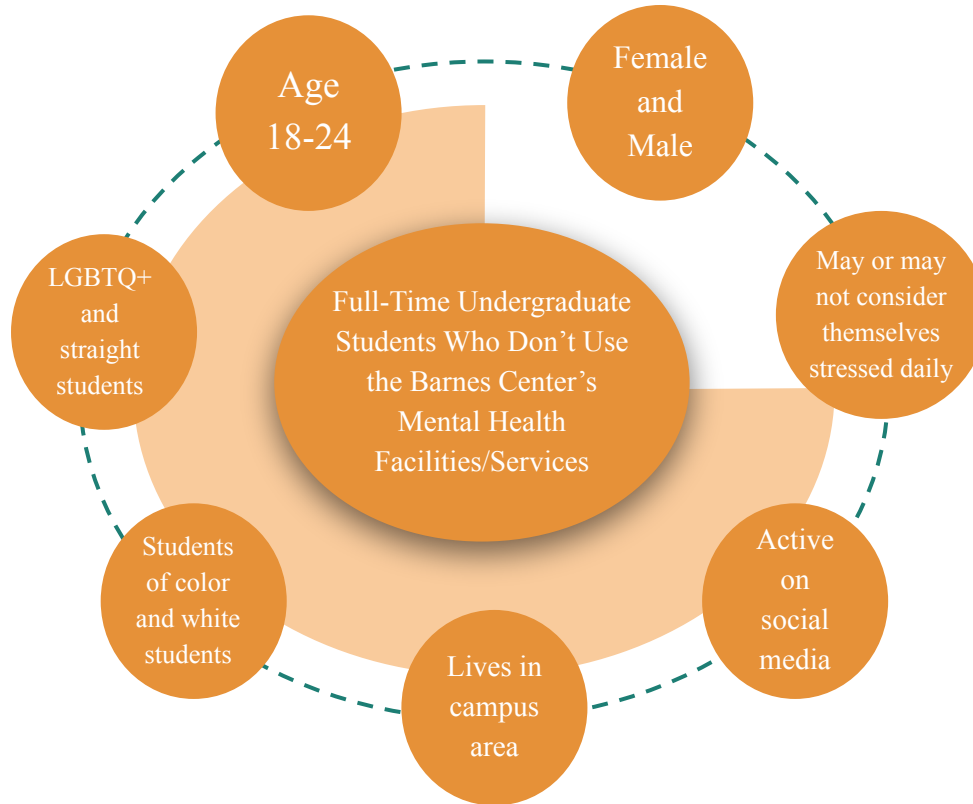
Opportunities

- On-campus partnerships
- Larger social media presence
- Target more specialized groups of students
- Increase accessibility to mental health counselors

Threats

- Other gym/exercise options
- Mental health stigma
- Lack of trust
- Too much obligation

Key Public



Research Objectives

Identify which certain demographics are less inclined to visit/use the Barnes Center's mental health facilities/services.

Evaluate which programs are the most marketable to the school's male population through survey research.

Determine what social channels are best suited to communicate with students who are currently not utilizing the center.

Research Methodology

Research Method 1: Focus Group

Allows us to get up-front, honest opinions from students about the Barnes Center by meeting in a face-to-face environment that encourages participants to keep the conversation flowing and build off of each others' responses.

- Recruiting Method: Convenience sampling
- Location: Zoom meeting
- Length: 60 minutes
- Incentive: None
- Number of Participants: 3

Research Methodology

Research Method 2: Quantitative Social Listening

Allowed us to determine which phrases and keywords are being seen the most across different social media platforms.

- Location: Social Studio
- Number of Social Media Posts: 20 (equally divided between all Barnes center social media accounts)
- Based on/Measurement: How many likes a post receives (meets like quota if likes are greater than 100)

Research Methodology

Research Method 3: Qualitative Social Listening

Allowed us to determine general themes of what is being said about the Barnes Center across various social platforms.

- Location: Social Studio
- Length: 10 Minutes
- Number of Social Media Posts: 10

Research Methodology

Research Method 4: Survey

Allowed us to reach more people, whilst getting more quantitative data through the process, and was able to be done at any time/was not restricted by students' schedules.

- Recruiting Method: Convenience sampling
- Location: Qualtrics
- Length: 28 Questions
- Incentive: None
- Number of Participants: 29 respondents

Key Findings

Focus Group

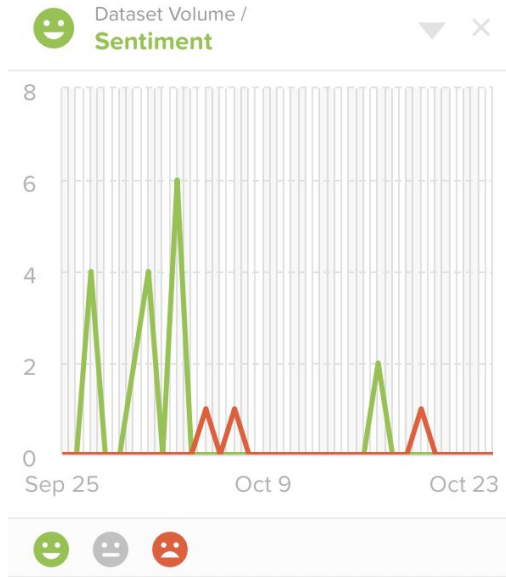
Themes:

1. Grade Level Affecting Usage
 - Students were more likely to utilize Barnes Center services as freshman
2. Campus Mental Health Wellness
 - Students generally feel mentally well & are hesitant to speak with graduate students
3. Lack of Availability & Access
 - Very few available appointments with long wait times and the patient portal is not user friendly

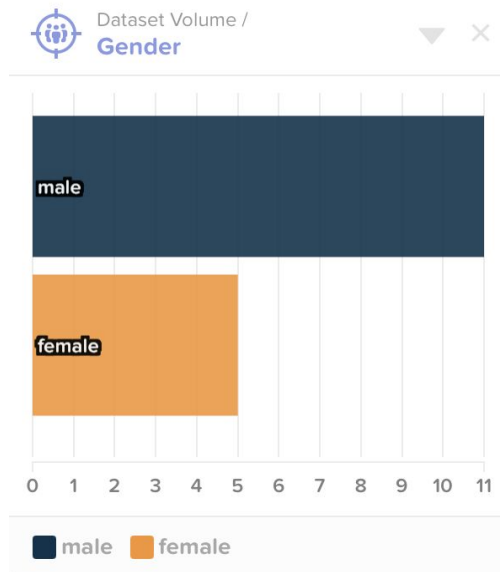
Key Findings

Quantitative Social Listening

Theme 1



Theme 2



Theme 3



Key Findings

Qualitative Social Listening

Themes:

1. Vaccinations
 - Flu & COVID-19 vaccinations were a large offering at the Barnes Center
2. Social Issues
 - Students connect social issues such as reproductive health care and indigenous healing to the Barnes Center
3. Athletics
 - Club & intramural sports are closely tied

Key Findings

Survey

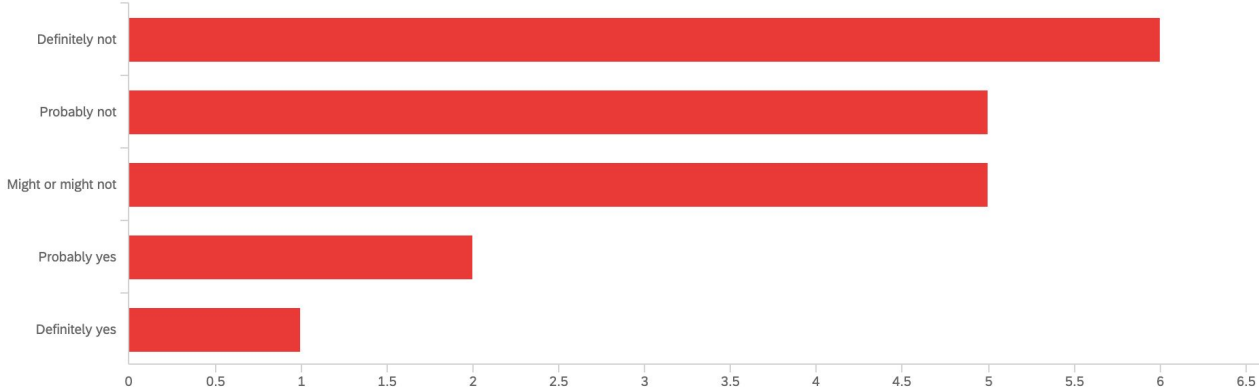
How likely are you to use the following services? Rank these from (1) most likely to (5) least likely?

Esports Room	4.45
Mind Spa	3.77
Counseling Services	3.41
Pet Therapy	2.14
Gym/Recreation Center	1.23

Key Findings

Survey

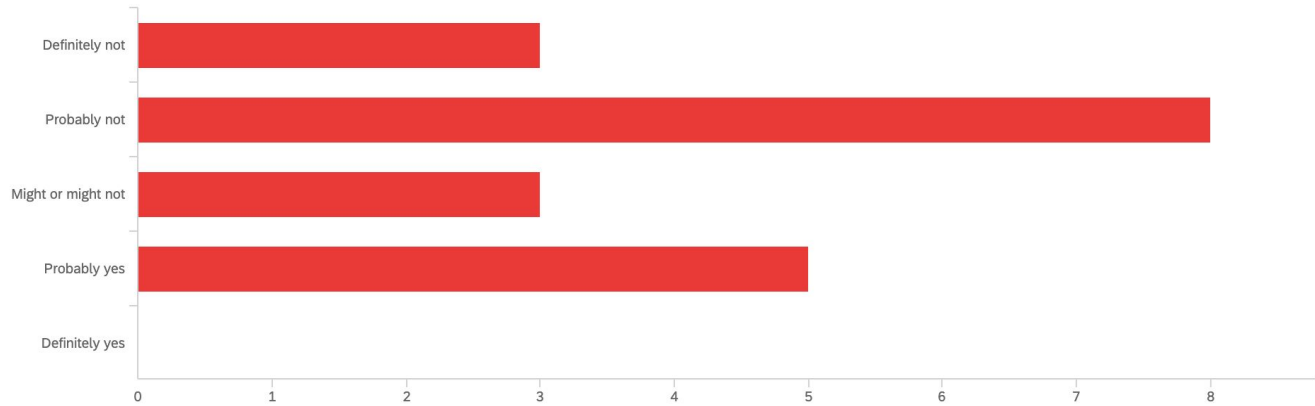
Do you feel as though the mental health services offered at Barnes are well spread out to attend to every student's needs?



Key Findings

Survey

Do you feel comfortable talking with a graduate student as opposed to one of the mental health counsellors?



Recommendation 1

Hire more licensed professional mental health counselors.

- Majority of students answered some form of “no” when asked the question, “Do you feel as though the mental health services offered at Barnes are well spread out to attend to every student’s needs?”
- Mention of graduate students
- Allow for SU students to feel more comfortable with attending counseling

Recommendation 2

Implement more diverse content on the @bewellsu Instagram that highlights more student stories.

- Highly unlikely to interact with the Barnes Center on social media
- 86% of students answered that they do not follow the Barnes Center on social media
- More diverse content that engages students
 - Student takeovers

Recommendation 3

Have promotional events that highlight underutilized programs such as the mind spa and pet therapy.

- Student do not utilize or are not aware of the services offered through the Barnes Center
- Accessibility
- Promotional events that highlight the various services offered



Q&A

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