

The cover features a light gray background with a large white circle in the center. Four red line-art leaf branches are positioned in the corners: top-left, top-right, bottom-left, and bottom-right. The text is centered within the white circle.

EDGEWOOD UNIVERSITY  
PERSONAL COUNSELING SERVICES

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# ANNUAL REPORT

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2024 - 2025



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## LEARN, GROW, THRIVE

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As an office within the Division of Student Development, Personal Counseling Services (PCS) helps students to learn, grow, and thrive, particularly in regard to their mental health and wellbeing.

PCS acknowledges that mental health concerns often have a significant impact on student learning and the overall educational experience. Thus, we offer a range of services designed to foster the growth and development of the whole student while also supporting the University's academic mission. We provide services under each of the four pillars of a comprehensive college counseling center (Brunner et al., 2017):

- Clinical
- Outreach & Prevention
- Consultation & Collaboration
- Training & Supervision

The following pages will outline the work of PCS in each of these areas, as well as the ways we have supported students to learn, grow, and thrive during the 2024-2025 academic year.

### DIVERSITY STATEMENT

We strive to offer a safe environment for people of all races, ethnicities, cultures, sexual identities, gender identities, religious or spiritual affiliations, abilities, classes, body shapes and sizes, and life experiences – all who reflect the rich diversity of the world's cultures and perspectives. We are also committed to continually reflecting on personal and societal biases, through ongoing dialogue and professional development activities.



# I. Clinical



Quality clinical care is the underpinning of PCS's work. This includes individual counseling appointments, group counseling, and urgent care for students experiencing a mental health emergency. Due to the demand for services, PCS currently operates with a limit of 10 individual sessions per academic year. This session limit does not include urgent care appointments, as we do not turn away students experiencing a current mental health crisis. The limit also does not include group counseling, which can provide a longer-term alternative for students to continue seeking support on campus. Following 10 individual counseling sessions, students are provided with appropriate, affordable referrals in the community.

The demand for mental health services has been increasing in college counseling centers since the 2000's, with growing attention across higher education within the past 10 years in particular (AUCCCD, 2023; Lipson et al., 2019). Recent estimates show that 60% of students nationally meet criteria for at least one mental health condition (Lipson et al., 2022). Edgewood University recently implemented the Healthy Minds Study (HMS) as part of the JED Campus Program, which found that 58% of Edgewood College student respondents reported having a diagnosed mental health condition. Further, the acuity of mental health concerns, such as suicidality and trauma, is increasing within college counseling settings (Center for Collegiate Mental Health, 2023) and the majority of staff in higher education feel that crisis management will increasingly be part of their role (NASPA, 2022). The College's HMS found that 9% of Edgewood College respondents reported seriously thinking about suicide within the past year, while 25% had engaged in some form of non-suicidal self-injury over the past year. Concurrently, the clinical work of college counseling centers has been linked to positive academic outcomes, improved retention, and a strong return on investment for colleges and universities (American Council on Education, 2019; Eisenberg et al., 2009; Schwitzer et al., 2018).

This section reviews PCS's utilization, student populations served, and data on the types of mental health concerns Edgewood University students most commonly experienced during the 2024-2025 academic year. Data from the PCS Fall and Spring Satisfaction Surveys are also included.

2024-2025 DATA HIGHLIGHTS

706

SESSIONS

154

UNIQUE STUDENTS

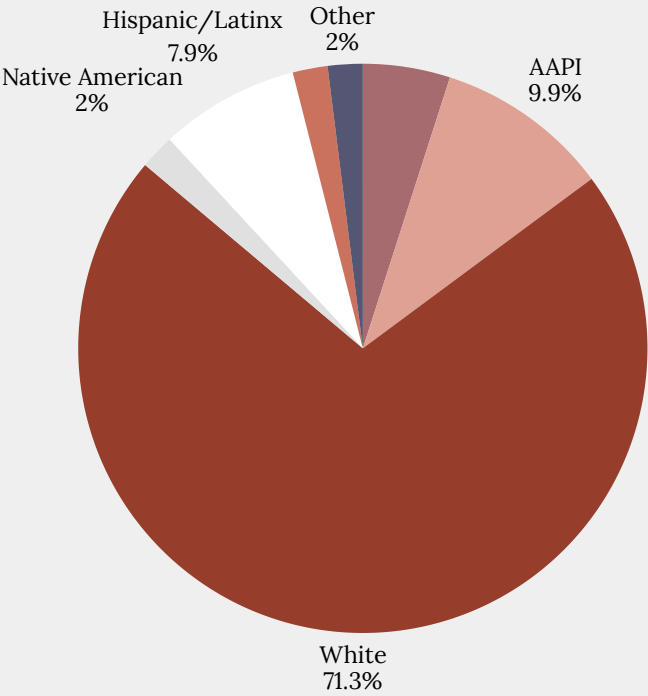
52

URGENT CARE VISITS

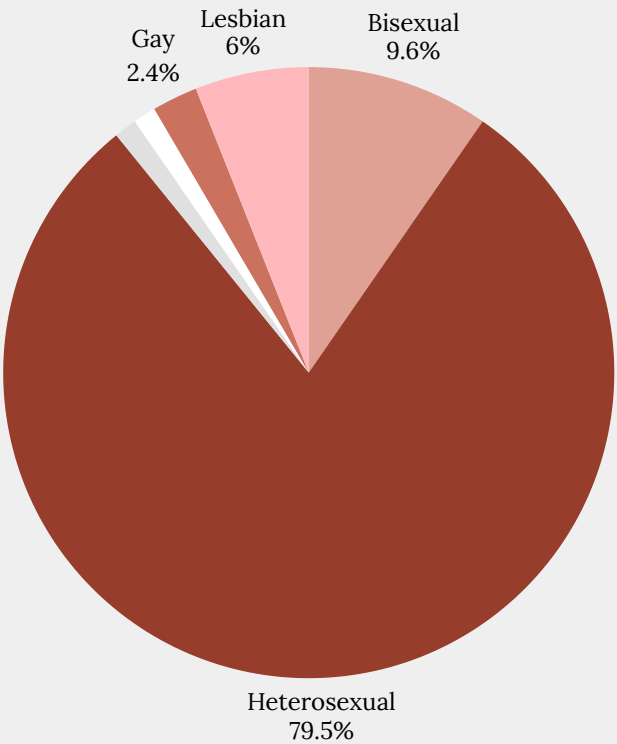
4.58

AVERAGE # SESSIONS  
PER STUDENT

29% Identified as students  
of color

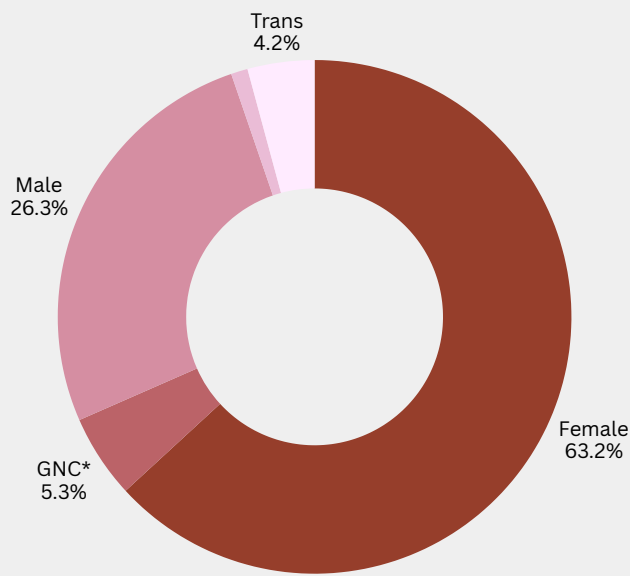


20.5% Identified as LGBTQ+

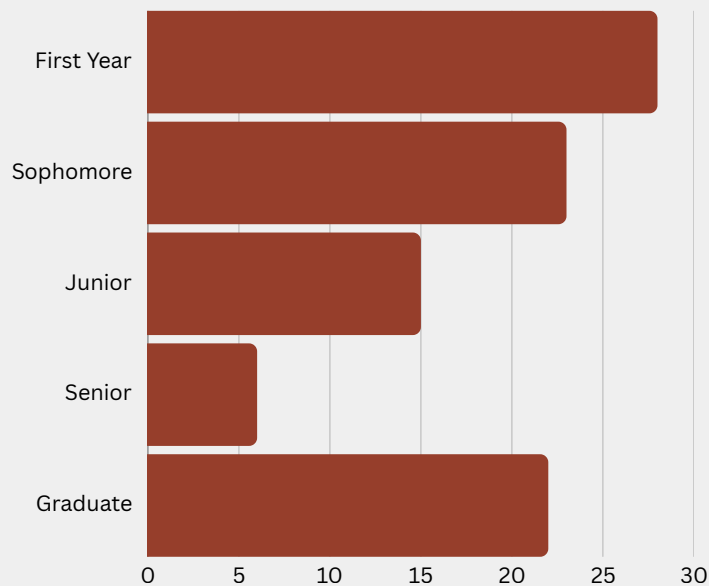




2024-2025 DATA HIGHLIGHTS (CONTINUED)



\*Gender Non-Conforming



35%

Identified as first generation college students

30%

Were student athletes

62%

Lived on campus

1%

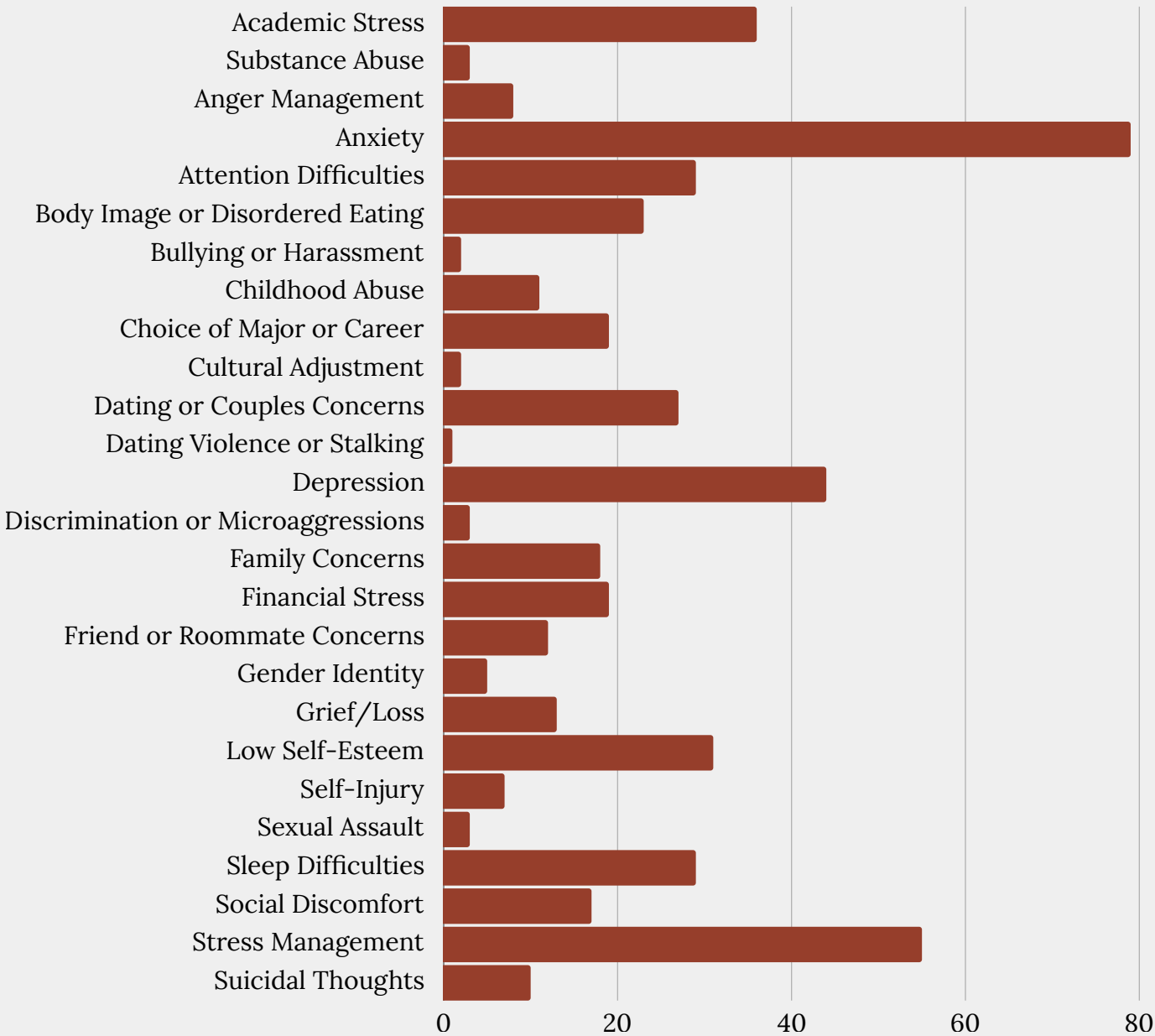
Were military or veteran students

9.5%

Were international students

# 2024-2025 DATA HIGHLIGHTS (CONTINUED)

This chart illustrates the number of students who identified a given concern as one of their *primary* reasons for seeking counseling. Note that students often identify more than one concern.



# SATISFACTION SURVEY DATA HIGHLIGHTS

Fall 2024	Spring 2025	Item
100%	100%	Said they were satisfied with their counseling experience
100%	100%	Said they would recommend PCS to other students
100%	100%	Said they would seek additional counseling again in the future if they needed to
100%	100%	Said their counselor was professionally skilled and helpful
14%	31%	Said that without PCS, they may have hurt themselves physically

## OUR SURVEY

The Personal Counseling Services Satisfaction Survey is administered at the end of each semester. The survey is voluntary and all data collected is anonymous. Twenty-one students responded in Fall 2024 and 32 responded in Spring 2025. Percentages are approximate.

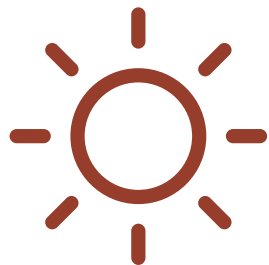
**“I have come into Personal Counseling multiple times distraught. This last time was different. I was on the brink of suicide. I felt hopeless and unsafe going back into my home by myself. [My counselor] met with me in my state of emergency. I left feeling like a weight had been lifted off my chest. Thank you all.”**





# SATISFACTION SURVEY DATA HIGHLIGHTS

## LEARN



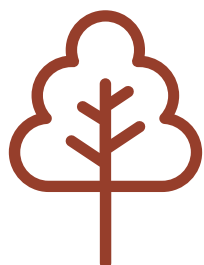
"I cannot say enough good things about [my counselor]. She has been such a blessing in my life this year, and I have also been blessed with fast and easy access to counseling services through Edgewood. [My counselor] has kindly and gently guided me in my first counseling experience to start seeing the realities of my complicated family dynamics, as well as coping strategies for various challenges I face. I feel I was able to make real progress that I will be able to build on and maintain and I am so thankful to have had [my counselor] guide me through this work."

"I am incredibly grateful that Personal Counseling Services was a safe space for me to connect with a professional and experienced clinician to discuss matters with during my crises. I don't know if I would have made it through some of my worst moments without having help with coping from Personal Counseling Services."

## GROW



## THRIVE



"I have enjoyed Personal Counseling Services so much. It is so accessible and beneficial to my growth as a person. [My counselor] has helped me work through struggles and helped me find ways to restructure my thoughts. Without this experience, I think I would have been stuck in a depressive state for awhile. I am so happy I took the step to get help, and I now feel as though I can express my emotions and control my thoughts in my head better than before."

# LEARNING OUTCOMES

Personal Counseling Services finalized departmental learning outcomes in Fall 2023 and updated them in Fall 2024. Learning outcomes were assessed as part of each PCS Satisfaction Survey this academic year.

Fall 2024	Spring 2025	Learning Outcome
90%	88%	Said counseling helped them understand how their history, family, & culture impact their experience in the world and sense of self
100%	91%	Said counseling helped them to build and maintain healthy and meaningful relationships
90%	97%	Said counseling helped them to learn effective communication and conflict resolution strategies
86%	91%	Said their coping skills have improved as a result of counseling
86%	94%	Said counseling helped them to become more resilient or “bounce back” after challenges
95%	100%	Said counseling helped them to understand and express their emotions in healthy ways
95%	88%	Said counseling positively impacted their academic performance or motivation
14%	26%	Said that without counseling, they may have dropped out of school
90%	100%	Said that because of their counseling experience, they are better able to address the concerns that prompted them to seek help in the first place.

# II. Outreach & Prevention



The Comprehensive Counseling Center Model (Brunner et al., 2017) posits that campus outreach is critical for both prevention and offering multiple entry points for counseling services. Not every student with mental health needs will follow traditional steps of calling to schedule an appointment and regularly attending counseling. This is particularly true for underrepresented groups of students due to the stigma often associated with help-seeking behaviors (Lipson et al., 2022). PCS offers a range of alternatives to meet students where they are. We are also proud to have contributed to a "culture of care" where students frequently refer one another to counseling.

PCS typically engages in 60-75 outreach events annually, ranging from classroom presentations to mental health screening events. Additionally, PCS implements ongoing efforts including the Interactive Screening Program through the American Foundation for Suicide Prevention and the Let's Talk program, which take place throughout the academic year. Details about each of these programs are included in the following pages.



## HIGHLIGHTS

- Outreach to COR classes
- Mental health screenings with student athletes
- Mental Health Ambassador trainings for students, faculty, and staff
- RA training on mental health
- JED Campus Program presentation during January Seminar
- Therapy dogs hosted on campus
- National Depression Screening Day
- Participation in Eagle Enrollment, Admitted Student Days, Orientation, etc.
- Informational sessions for international students and students studying abroad
- Mobile Relaxation Room

# 62

## OUTREACH PROGRAMS

### INTERACTIVE SCREENING PROGRAM (ISP)

The ISP is an online mental health screening program developed by the American Foundation for Suicide Prevention. Students can take the ISP, receive prompt feedback from a PCS counselor, and message with that counselor all while remaining anonymous. The goal is to allow students who may be at risk but hesitant to seek services to connect with PCS and receive appropriate recommendations, without disclosing their identity. During the 2024-2025 academic year, 27 students completed the ISP. Of those, 19 were considered Tier 1, indicating high risk.

### LET'S TALK



The Let's Talk off-site walk-in model – originally developed at Cornell University – is nationally recognized for its success in increasing student access to mental health care, particularly among students of color and other populations that perceive a greater stigma with help-seeking. In addition to offering support in the form of brief consultation with a counselor, Let's Talk also builds trust with underrepresented groups of students.

In 2024-2025, PCS held weekly confidential, drop-in Let's Talk hours in both the Multicultural Student Lounge and the Queer Student Center.

# III. Consultation & Collaboration



Consultation and collaboration are a regular part of PCS's operations. Staff, faculty, family members, and others reach out to PCS almost daily for guidance as to how to best support a student and/or effectively refer them to counseling. Additional activities in this area include serving on Eagle Cares (the University's behavioral intervention team), offering presentations to faculty and staff, partnering across campus to provide outreach programming to students, and engaging in committee work.

Edgewood University is currently a JED Campus, meaning that the institution is part of a four-year partnership with the JED Foundation to assess and improve student mental health and wellbeing. The University has created a strategic plan for student mental health and wellbeing and is currently making progress on implementing that plan. The Director of PCS is one of the JED Campus Program co-leads, along with partners from the Dean of Students Office and Psychology Department faculty. Generous funding from the Kubly Foundation, Drew Fest, and the JED Foundation has allowed the University to participate.





# IV. Training & Supervision



Training and supervision is a key pillar of a comprehensive counseling center and the work of PCS. Each academic year, PCS accepts two practicum clinicians. Most commonly, these are students from the UW-Madison Counseling Psychology doctoral program, who are completing clinical work as part of their program requirements.

PCS's partnership with the UW-Madison Counseling Psychology program is strong. In exchange for two practicum clinicians who provide valuable direct services to Edgewood University students, PCS provides the practicum clinicians with weekly supervision, involvement in our weekly case consultation meetings, weekly trainings on a variety of clinical topics, and a range of opportunities for professional growth. Supervision includes video review of practicum clinician sessions and signing clinical documentation for each of their appointments. PCS staff also participate in annual trainings within the UW-Madison Counseling Psychology program, as well as their accreditation visits from the American Psychological Association.

The pillar of training and supervision is reciprocal. While PCS benefits greatly from the services provided by practicum clinicians, we are also facilitating growth in the field and future generations of counseling psychologists with interest and experience working in a university setting.



## NUMBER OF APPLICANTS

PCS receives an average of 25 applications for practicum placements annually. In Spring of 2025, PCS hired our top two ranked applicants for the following academic year.

## WORDS FROM FORMER TRAINEES

*"Wherever I go, the foundational strength of who I am as a clinician was forged here."*

I was genuinely supported, both personally and professionally, since day one. This support allowed me to build the confidence to explore, be challenged, find my way, grow, and thrive.

I can attribute a significant portion of my own growth as a clinician to my supervisor. She has taught me a lot about the unique needs of the college student population and I am continually blown away by her depth of knowledge concerning this population that I one day hope to work with.

The professional development calendar at PCS is really wonderful – it is so intentional and provides a great basis for those looking to be trained in college counseling. Thank you for creating such a special training experience at PCS!

30%\*

OF SESSIONS WERE  
CONDUCTED BY  
PRACTICUM  
CLINICIANS

THIS INCLUDES

48 INTAKE APPOINTMENTS  
150 FOLLOW UP VISITS  
6 URGENT CARE APPOINTMENTS

\*Meets the accreditation standard that no more than 40% of direct services should be provided by trainees (International Accreditation of Counseling Services, 2020)

## PRIORITIES FOR THE 2025-2026 ACADEMIC YEAR

1

Continue the JED Campus Program and implementation of the strategic plan for student mental health and wellbeing

Flexibly meet the needs of students in PCS's new location (Predolin 215)

2

3

Expand partnerships with faculty and staff to increase referrals to campus partner Uwill, which provides telecounseling to students who live outside the state of Wisconsin

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