

CASE STUDY: STUDENT WELLNESS CARD SORT

Worcester Polytechnic Institute Center for Well-being

OBJECTIVE

To provide a proactive and preventative campus-wide digital resource promoting the mental health and well-being of all WPI students; introduce incoming FY students to available campus wellness resources; and meet students where they are in their wellness journey.

IMPLEMENTATION STRATEGIES

- Used an opt-in just-in-time adaptive intervention (JITAI) approach and introduced digital card sort during in-person FY Welcome Experience
- Added link to New Student Orientation Hub and Center for Well-being Website
- Sent reminders through parent and student New Student Orientation emails
- Implemented multi-layered communication plan once students arrived on campus, including emails, social media posts, and tabling
- Evaluated program impact through Well-Being Improvement Survey for Higher Education Settings (WISHES)

WPI - AT A GLANCE

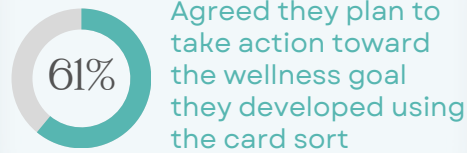
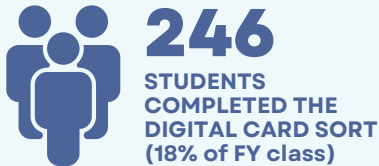
- **Location:** Worcester, MA
- **Enrollment:** 7,353
- **Campus Lead:** Paula Fitzpatrick, Director, WPI Center for Well-being
- **Contact:**
pfitzpatrick@wpi.edu



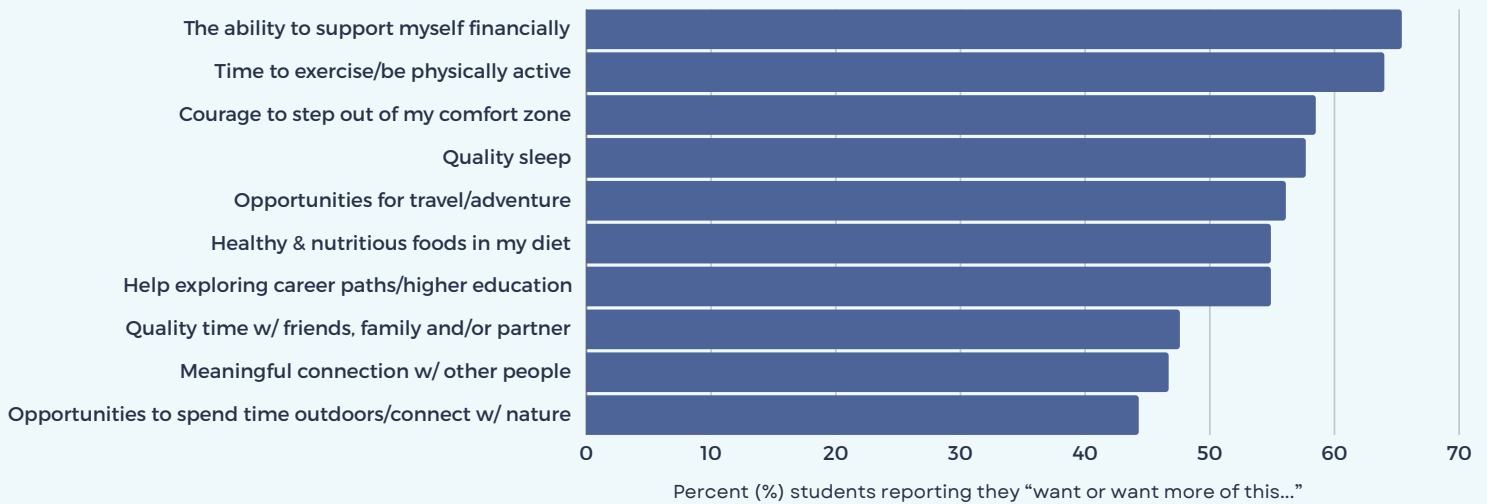
The Wellness Card Sort gives us a current snapshot of student wellness priorities. We're using this information to make strategic decisions about wellness programming to address student needs in the moment.

Paula Fitzpatrick
Director, WPI Center for Well-being

DATA INSIGHTS



Top Ten Student-Reported Wellness Priorities, Student Wellness Card Sort, Worcester Polytechnic Institute, July - November 2023



SUCCESSSES, CHALLENGES & LESSONS LEARNED

- WPI Wellness Director reported the digital card sort is easy to implement and integrate into wellness mission and larger goals
- Students reported they were better informed of wellness resources and plan to take action for behavior change
- Necessary to provide ongoing reminders and nudges (and maybe incentives) to improve uptake, and expand outreach to clubs and organizations to raise awareness

NEXT STEPS

- Conduct focus groups with student wellness ambassadors to discuss data insights and inform future wellness programming
- Launch Peer-Coaching Program with card sort to support students' behavior change
- Continue monitoring impact of card sort using WISHES survey