



WEST VIRGINIA

**Higher Education
Policy Commission**

**Workforce and Campus Mental
Health Impact Grants
Counseling and Crisis System
Grants
Request for Applications
2024**

Funding Opportunity Description

Purpose

The West Virginia Higher Education Policy Commission was awarded Congressionally Directed Spending Funds, administered through a Department of Labor Employment and Training Administration grant to grow West Virginia's Behavioral Health Workforce Education Initiative. The state of West Virginia awarded the Commission matching funds for this grant to support the growth of the West Virginia workforce through supporting student mental health at West Virginia's 2-year and 4-year colleges and universities. This opportunity is made available through those matching funds.

This funding opportunity will support student mental health by providing campuses with 24/7 crisis and virtual counseling support through a crisis/counseling system. This is helping to support the behavioral health workforce at West Virginia's higher education institutions and supports the mental health of the future workforce, the students attending college in the state. Data and research show that such programs can be beneficial to higher education students in helping to provide additional mental health, crisis, and counseling support for students 24/7 in addition to the campus mental health counseling centers. This support is made available as a one-year pilot program with the goal of evaluating effectiveness and return on investment on behalf of the participating institutions.

Applicants may apply to opt-in to a one-year agreement with the Commission who will contract with a vendor selected through the state of West Virginia's bidding process. The vendor's services will support mental health on eligible campuses represented by successful applicants. Services to be provided include student access to a 24/7 crisis support line and virtual counseling support. The applicant institution will not receive funds but will complete a Memorandum of Understanding with the West Virginia Higher Education Policy Commission, who will include the institution in a statewide contract with the selected vendor and pay for the service on the school's behalf. Successful applicants can select additional services offered by the vendor to be covered at the school's expense.

Program and Opportunity Goals

Applications and agreements submitted under this opportunity will meet the following goals:

- Support campus mental health in West Virginia's 2-year and 4-year public higher education institutions by providing students with increased mental health information and support through crisis support and virtual counseling.
- Conduct measurement and evaluation to study the effectiveness of the crisis and counseling system in assisting with demand and utilization of the campus counseling center, the utilization of the crisis system by students, and the impact it had upon students and the campus.
- Better equip West Virginia's 2-year and 4-year colleges and universities with the tools to provide increased mental health support for students and connect the campus community to providers and care.
- Contribute to the support and growth of the behavioral health workforce in West Virginia and in campus mental health.

This program is being offered as a pilot. Grantee participation in evaluation of effectiveness and return on investment measures is crucial to support continuing funding.

Deadline for submission

Application must be submitted by no later than 5:00 pm on Friday, June 28, 2024. No applications will be accepted after the deadline.

Eligibility and Funding Requirements

West Virginia currently has over 100 Mental Health Professional Shortage Areas designed by the federal Health Resources and Services Administration. Almost all of West Virginia's counties are designated mental health professions shortage areas. Meeting the critical need for mental health providers is a significant workforce challenge for our state, especially in more rural areas. The Workforce and Campus Mental Health Impact Grants assist with stabilizing our behavioral health workforce in higher education, providing support to the higher education behavioral health resource, providing higher education students with increased resources and support, and assists with overall student success and support of students.

Institutions are eligible to apply for inclusion in a multi-institution crisis/counseling support system vendor contract. Services will be provided for one year for institutions that meet the following requirements:

- The 2-year or 4-year higher education institution **does not** currently have a crisis/counseling system in place for students, as determined by a current contract with a vendor outside the institution.
- The 2-year or 4-year higher education institution participates as a member of the West Virginia Higher Education Policy Commission and/or the Community and Technical College System of West Virginia as a non-exempt institution. Exempted schools are not eligible for inclusion in this contract.
- The campus counseling center at the 2-year or 4-year higher education institution is non-existent or is understaffed (Proof of being understaffed must be provided as part of application. The Clinical Load Index from the Center for Collegiate Mental Health is a good tool to utilize to provide this data).
- It is preferred that the 2-year or 4-year higher education institution is in an **HPSA- Health Professional Shortage Area and/or in a rural/underserved area. See the following link for the HPSA map: [HPSA Find \(hrsa.gov\)](https://www.hrsa.gov)**

If you have a question about whether your institution is eligible, please contact behavioralhealth@wvhepc.edu.

II. Award Information

Summary of Funding

The application selection process for these subawards provided and application webinars will be posted for interested WV higher education institutions. Funding amounts will be determined by the WV HEPC behavioral health staff and the vendor based on institution enrollment. Institutions will be awarded based on requirements set forth in the grant and all eligible institutions will be provided funds for mental health counseling services on campus. The Commission will notify awardees within 3 weeks of submission. The award period will be one year and will be detailed in the agreement for funds. Funding will be provided to recipients upon execution of a Memorandum of Understanding outlining the requirements below.

Requirements

Awardees will be required to adhere to the following:

Projects will support the following requirements:

- Participating in training and set up of the crisis/counseling system at the 2-year or 4-year higher education institution.
- Conduct marketing of the crisis/counseling system for students at the 2-year or 4-year higher education institution with the assistance of the vendor that will provide institution specific marketing material.
- Submit quarterly reports and an end-of-project report on data and utilization, effectiveness of the system for the school, and how it assisted the behavioral health workforce and the counseling center on campus.
- Awardees must complete monthly utilization reports (provided by the vendor) and submit them to grant officials, provide quarterly reports and a final report.
- Awardees must complete and execute an agreement for funds prior to release of any funds to the vendor for services.

III. Submission Information

Materials to be submitted:

Materials must consist of the following documents:

- A. Exhibit A- Activity Overview/Statement of Work -Template on page 7 of this document
- B. Student Counseling and Crisis Support Questionnaire – A completed questionnaire must be uploaded into the portal with your application. Questionnaire is included on pages 8-10 of this packet.

Submission

Application materials must be submitted via the Health Sciences Grant Portal:

<https://hsgrants.force.com/>

IV. Application Review Information

Review Process

Applications will be reviewed by Commission awards management staff (business and financial review) and program staff (technical review and analysis of proposal).

The following criteria will be considered in the review process:

- The 2-year or 4-year higher education institution **does not** currently have a crisis/counseling system in place for students for the 2024-2025 academic year.
- The campus counseling center at the 2-year or 4-year higher education institution is non-existent or is understaffed (Proof of being understaffed must be provided. The Clinical Load Index from the Center for Collegiate Mental Health is a good tool to utilize to provide this data).
- The 2-year or 4-year higher education institution is in an **HPSA- Health Professional Shortage Area and/or in a rural/underserved area. See the following link for the HPSA map:** HPSA Find (hrsa.gov)

Proposal Revisions

The Commission reserves the right to request revisions to the submitted proposal if, upon review, it is determined the proposed work plan does not meet the goals and requirements of this funding opportunity.

V. Additional Information

All questions related to this opportunity should be directed to Candace Layne, Behavioral Health Program Specialist, at candace.layne@wvhepc.edu

EXHIBIT A

STATEMENT OF WORK

1. Provide a one to two sentence synopsis of the project that can be used to describe the project in social media, web announcements and press releases.
2. Include the following information:
 - A brief description of the need for this service on your campus
 - A brief description of at least two campus contacts who will be responsible for implementation of this project on your campus
 - Evaluation methods- how will you measure if this service is effective for your students
 - Project SMART goals** (must include process and outcome goals) See below for the template for goals/activities/outcomes and time to complete table.

Project SMART Goals	Activities to meet goals	Anticipated outcome	Time for completion of goal

**See <https://www.samhsa.gov/sites/default/files/nc-smart-goals-fact-sheet.pdf> for a helpful review of SMART goals.

Student Counseling and Crisis Support Questionnaire

*indicates required question

* 1. Institution Name

* 2. Does your institution provide mental health counseling to students?
Choose a response.

- Yes, my institution employs at least one licensed mental health counselor
- Yes, my institution contracts with a community organization to host a licensed mental health counselor on our campus
- No
- Other (please specify) _____

3. Provide number of mental health counselors employed _____

* 4. Some institutions contract with a third-party vendor to provide text, phone, or app based mental health counseling or support. Examples include TimelyCare, BetterMynd, Uwill, Christie Campus Health, Mantra Health, META, Protocall, Sanvello, TalkCampus, TalkSpace, TAO Connect, Togetherall, WellConnect and others.

How many vendors do you contract with?

- None. Skip questions 5-9.
- One
- Two or more

* 5. Provide the name of the vendor (ie Mantra, TalkSpace, TimelyCare, ProtoCall, etc). If you contract with more than one vendor, you will have the opportunity to answer the questions below for each vendor you contract with separately.

* 6. What services for students are included in your contract? Check all that apply.

- Wellness resources
- Self-screening tools
- 24/7 Crisis call response
- 24/7 Crisis text line response
- After-hours call reporting to campus-based liaison
- Mental health therapy/Counseling session with licensed provider
- Coaching with a non-licensed professional
- Peer-to-peer support
- Telehealth/Psychiatry/medication management
- Other (please specify)_____

* 7. Who does your contract cover? Check all that apply.

- Students
- Faculty and Staff (for their own mental health)
- Faculty and Staff (for consultation about a student's mental health)
- Other (specify i.e. athletes, nursing students, etc)_____

* 8. How satisfied are you with the following aspects of the service?

	Not at all satisfied	Somewhat unsatisfied	Neither satisfied nor unsatisfied	Some what satisfied	Very satisfied	N/A
Quality of providers/services available						
Quantity of provider/services available						
Cost						
Ease of communication with vendor						
Level of student utilization						
If applicable, level of faculty/staff utilization						
Overall services provided						

* 9. Name and title of campus-based liaison for vendor services (i.e. John Doe, Dean of Students)

If your institution contracts with more than one vendor for student mental health and wellness services, please answer questions 5-9 for each vendor.