

## Student Wellness Center



ABOUT

WELLBEING

PREVENTION &amp; EDUCATION

GET INVOLVED

NEWS &amp; EVENTS



Wellbeing Resources for Transition

Virtual Student Wellness Center &gt;

Grief, Loss, &amp; Wellbeing Prevention

Racial Justice &amp; Wellbeing

RAIN Meditation

Resources &amp; Information

Wellbeing Tips

Wellbeing Theme

Mindfulness &amp; Meditation

Wellness Check-ins

Yoga

Additional Offerings

Wellbeing Pathways



SIGN UP FOR REGULAR REMINDERS!

SWC EMAIL LIST

SHARE



## Virtual Student Wellness Center

The staff at the SWC remain committed to supporting your wellbeing both in person and with offerings we have developed for virtual or remote services and programs. If you'd like more regular reminders delivered directly to your inbox, [sign up for our SWC email list](#), and choose whether you'd prefer weekly or monthly communications from our team.

We hope you will try out many of our offerings and resources virtually or join us in person, and we would love to hear your ideas for furthering our offerings to meet the needs of our students! Email your ideas to [Student.Wellness.Center@Dartmouth.edu](mailto:Student.Wellness.Center@Dartmouth.edu).

## Wellness Check-ins

Talk one on one with a member of our team about anything that may be going on in your life. We'll do our best to help you navigate challenges and start creating the life you want to be living. Check-ins are available via Zoom or phone as well as in-person, so choose whichever works best for you when you set up your meeting!

## Virtual Yoga Offerings

We have a growing library of yoga classes, [sequences](#), and [demos](#) (along with tips for [DIY yoga props](#))!

## Mindfulness and Meditation

From virtual and in-person [drop in sessions](#) to guided [audio](#) and [video](#) recordings, we are here to provide you with multiple options to regaining some calm in this turbulent time through mindfulness and meditation practices.

## Sexual Violence Prevention Project

Participate in or get involved in the four year experience that includes the [Dartmouth Bystander Intervention](#) and programming related to building skills around [healthy relationships and sexual health](#).

## Positive Relationships &amp; Sex - Canvas

Positive Relationships & Sex provides comprehensive, inclusive, and centralized information and resources about sexual health, sexuality, positive friendships, and relationships. Find answers to common questions many people have about sexual health and relationships!

## Department of Student Affairs (DOSA) Mental Health &amp; Wellbeing

Includes links to Dartmouth Wellbeing Resources, listing of events that promote your wellbeing, and a Wellbeing Idea Submission Form.

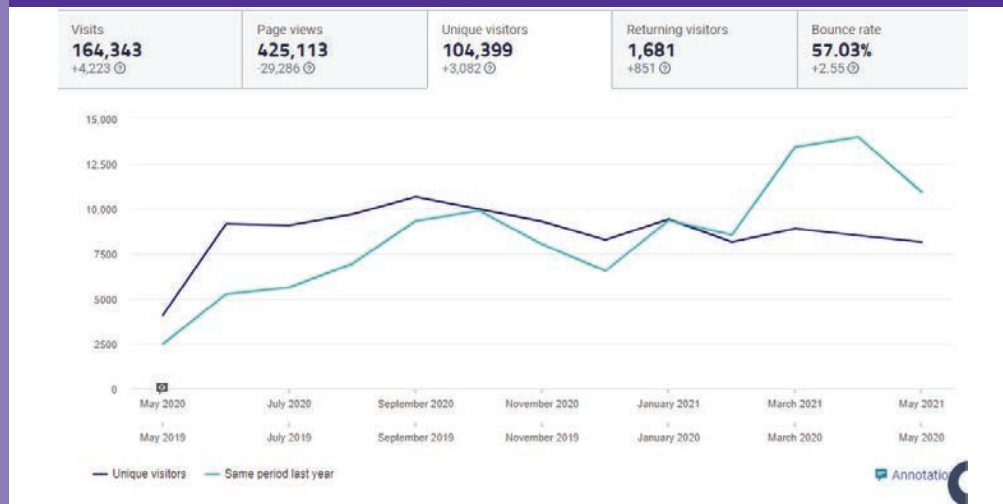
## Dartmouth Wellness Resources

Boosting your wellbeing can happen in a variety of ways including connecting authentically with others, engaging mindfully in your daily activities, gaining perspective through reflection, and intentionally making choices that align

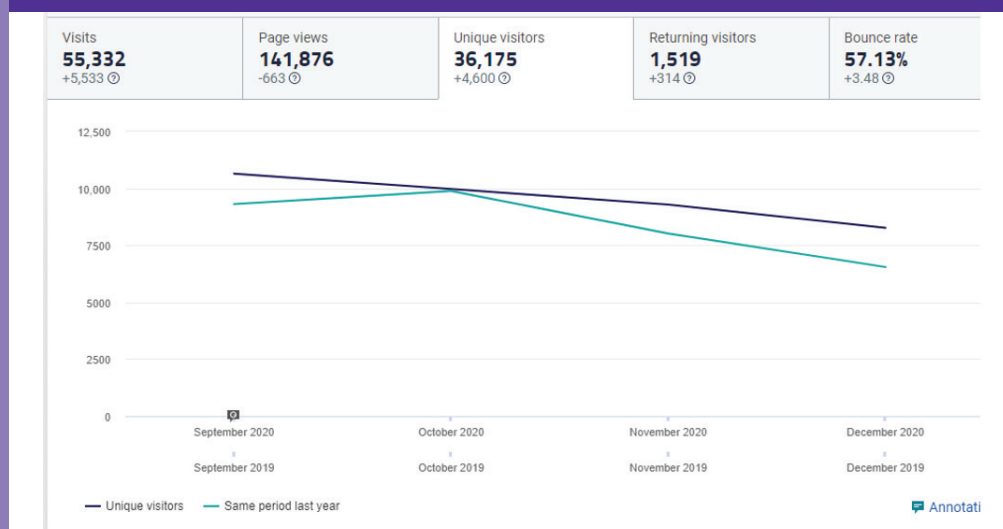
## VIRTUAL STUDENT WELLNESS CENTER

One positive byproduct of operating during the COVID-19 pandemic was the opportunity to develop a **Virtual Student Wellness Center** as a hub for all remote offerings and a centralized space for our communications. We invested time, expertise, and energy to create a space through our website and other virtual experiences that increased accessibility for students, allowing them to actively engage and participate in wellness-enhancing activities across timezones, with different comfort levels, individually and as a community, through live and asynchronous offerings.

The SWC website traffic increased dramatically during the year of remote and reduced enrollment, with the most significant usage directed toward the wellbeing offerings of our office. Compared to the prior year, aside from the initial bump in activity at the onset of the pandemic (March-May 2020), we have seen a **sustained increase in SWC website activity**.



In Fall 2020 when students were returning to campus with reduced density, website activity was higher than a pre-pandemic Fall term.



Now when students go to the SWC website, they don't just learn about our work. They are able to engage with our work, actively participating in skill-building, reflection, and other wellness-enhancing practices.

STUDENT WELLNESS



CENTER

DARTMOUTH COLLEGE



STUDE

DAR



BRANDING

STUDENT WELLNESS



CENTER

DARTMOUTH COLLEGE

STUDE

DAR



STUDENT WELLNESS

CENTER

DARTMOUTH COLLEGE



STUDE

DAR

As the SWC was faced with the new challenge of operating and providing our services in virtual, hybrid, and in-person formats, we began to see the importance of clarifying and articulating the work of our office in new ways.

In close partnership with several very talented Dartmouth students, we took the opportunity to strengthen our brand and broaden our scope of communications with the student community. The creation of a full brand manual that contained a suite of updated, expanded logos, fonts, and a color palette guide proved useful in providing a more consistent visual identity for our center. The implementation of these guidelines across all elements of our work brought increased cohesion and recognition to our various communications, projects, and initiatives.

## DARTMOUTH STUDENT WELLNESS CENTER

# Brand Guidelines

CREATED BY

Lola Adewuya  
The Brand Doula  
thebranddoula.co  
hello@thebranddoula.co

A manual for using your visual assets

## Contents

- 03 Logos
- 07 Colors Palette
- 13 Typography
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2020

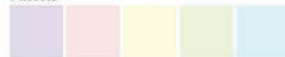
Dartmouth Student Wellness Center

02

### Total Palette



### Pastels



### Vibrants



### Primary Palette



### Wellbeing



### SVPP

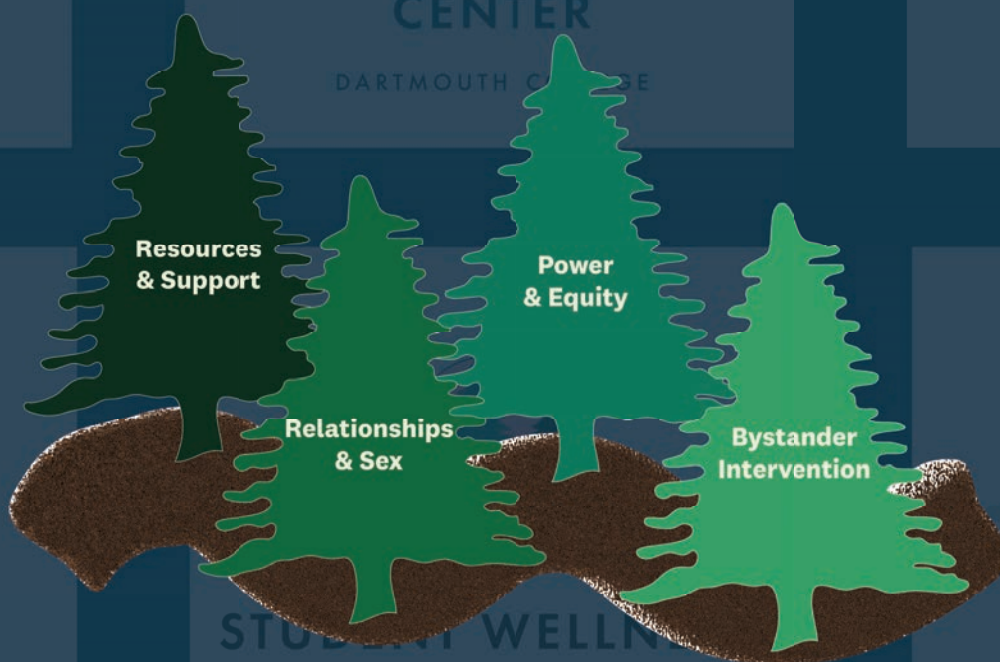
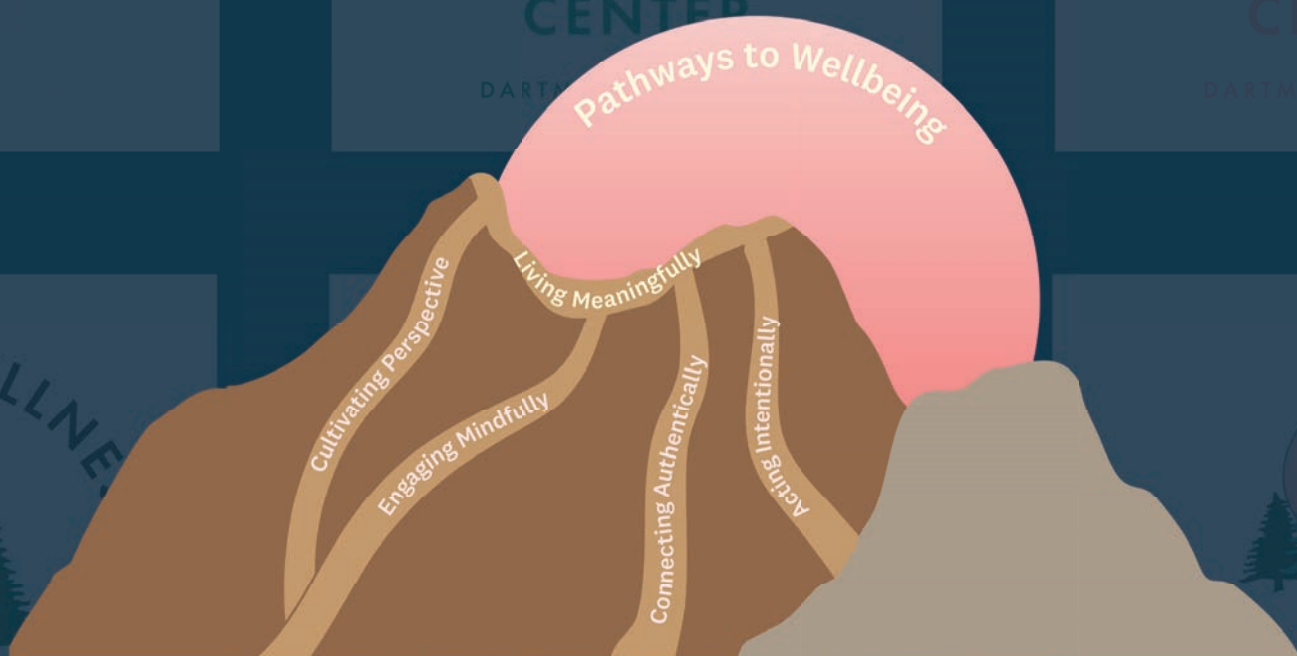


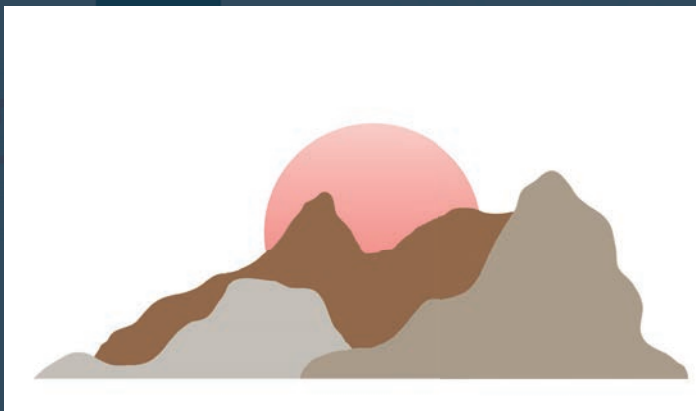
### DAODAP





In the midst of much ambiguity, the brand manual provided a clear visual identity, but we recognized the need to more clearly describe the operations of the office as falling into three arms (High-Risk Drinking Prevention, Sexual Violence Prevention, and Wellbeing). Acknowledgement of these focus areas resulted in a further refining of our visual identity where each area was assigned distinctive color schemes and symbolism.





We embraced the reemergence of QR codes and began incorporating them in print media across campus to directly connect students with digital information and virtual wellbeing practices in the moment of interest. For instance, we began to augment the Stall Street Journal (SSJ) by adding QR codes to the information, tips, and resources they contain. Students engaging with this content in bathroom stalls on campus could then immediately access the most salient resources available for any points of interest or need. We even piloted reduced text versions of the SSJ to engage students in reflection, knowing that we could link to the full scope of information using this linking system. And our Pathways of Wellbeing came to life through digital imagery and animated means.

**Focus on Your Strengths**

People who know and utilize their strengths have stronger relationships, are more engaged in their work, report higher levels of happiness, and lead more fulfilling lives. Enhance your awareness of the best within you by learning more about your unique constellation of strengths using our Dartmouth VIA link. Or the next time you're facing a challenge, try a mindful pause: take a deep breath and connect with an internal capacity that can help you successfully navigate this experience.

**Recognize and Reflect**

As you make your way through this term, it is inevitable that you will run into some challenges and obstacles. To make it more possible for you to shift mindsets and draw upon your strengths, use the following practices to stay aware of what's happening for you at any point in time:

- Pause and check in periodically
- Record what you've learned
- Take care of yourself when things get tough

**Renew and Grow with the Student Wellness Center**

We are here for you as you navigate all the experiences that make up your life as a Dartmouth student. Please reach out if we can help, and learn more about the resources available to you through our [Virtual Student Wellness Center](#).

**The Stall Street Journal**  
Designed by Ronnie Ahlborn '22

**Student Wellness Center**  
3rd Floor ROBO  
603 646 9414

## MISSION STATEMENT

Updating our mission statement to embrace a voice speaking directly to students, allowed us to incorporate our motto of Reflection, Connection, Intention, and Action, in a way that showcases our deep commitment to partnering with students to “empower our community to thrive.”

*The SWC strives to **Empower our Community to Thrive** by providing you opportunities for reflection, connection, intentionality, and purposeful action, which serve as the primary building blocks for enhancing your personal wellbeing and the wellbeing of our community.*

*We believe in working with you and others to create a Dartmouth that fosters wellbeing and that is free from violence, prejudice, and other harmful behaviors. Together, we hope to create a community where you feel supported in taking ownership of who you want to be and the life you want to be living, and empowered to help others do the same.*



# WELLBEING

A group of four people are sitting on a grassy lawn in front of a large brick building with multiple windows. They are all wearing face masks and are in a similar seated position, suggesting a yoga or meditation session. A black speaker on a tripod stand is positioned to the right of the group. The scene is bathed in a warm, reddish-orange light, possibly from a sunset or sunrise. The word "WELLBEING" is overlaid in large white capital letters across the middle of the image.



# WELLNESS CHECK-INS

Within two weeks of students departing campus the team had developed new language, systems, and protocols for providing Wellness Check-In sessions via Zoom using an online scheduling system, and students were signing up to meet! The stress students experienced during this transition and the accessibility of our revamped service were immediately apparent, as we doubled service utilization from Winter term to Spring term. From Spring 2020 through Spring term 2021, the SWC staff provided **over 250 wellness check-ins via Zoom and phone**, augmenting the mental health support services provided by the college. We also partnered with North Park House and the Graduate Student Council to **train 8 ‘near-peer’ grad student coaches**, who co-facilitated both general sessions as well as embedded services for their house community with SWC staff.

During this time, we created a brief assessment to better serve students. Of the 104 completed surveys, 102 or **98% indicated high levels of student satisfaction** with the service, with the remaining two reporting neutral responses. Qualitative feedback from students included themes of surprise at the helpfulness of the sessions, and gratitude for the support and encouragement, with many students indicating that **they would refer friends** to the service as well.



*"Knowing I had a skilled listener who would help me through my thoughts made me more comfortable talking through everything"*

*"It's not just venting, it's also talking through how I deal with things and trying to find alternative solutions. I find that really helpful."*

*"There was a good balance of both getting emotional support and ideas for how to move forward"*

*"They really listened to what I was saying and helped me come up with strategies that would help address my needs and way of thinking about things"*



# WELLBEING COMMUNICATIONS

## NEWSLETTER

Reconceptualizing our work for a campus of remotely enrolled students involved many unique challenges, including learning how to create a wellbeing “ecosystem” of communication in the virtual sphere. We worked to surround students with wellbeing by embedding messages in many domains of their new lived experience (email, online, and social media) as strategically as possible. For the sake of coherence, we introduced the concept of **Wellbeing Themes** to guide our work, communications, and practices each month. This created a ‘golden thread’ that connected the areas of our work seamlessly and connected with ever-shifting student needs through the remote-enrollment stage of the pandemic. Themes included “Reclaiming Calm,” “Growth and Renewal,” and “Flexibility and Resilience.”

We also expanded our range of communications, beginning with a **streamlined and enhanced newsletter** that was more easy-to-read and engaging for students. These weekly communications included brief theme-based practices, weekly “happenings,” SWC updates, and fun reflective prompts. Over this period of time, our **subscriber list grew to over 700**, with a **weekly open rate of over 50%**, both of which were effective measures of an effective step forward in expanding our reach.

## NEWSLETTER



927 Subscribers

Added 187 new subscribers in a single month (August 17 -September 17, 2021)

51% highly engaged subscribers (often open/click emails)

13% moderately engaged subscribers (sometimes open/click emails)

19% not very engaged (rarely open/click emails)



**Student Wellness Center**  
Empowering our community to thrive.

*“The heart is like a garden. It can grow compassion or fear, resentment or love.  
What seeds will you plant there?”  
— Jack Kornfield*

**SWC Monthly Newsletter at a Glance**

- [Letter from the SWC](#)
- [May Monthly Wellbeing Theme: \*Renewal & Growth\*](#)
- [NEW! Outdoor Yoga TODAY](#) - Register now. Only a couple spots left!
- [NEW! Elevate Yoga Classes](#)
- [Koru Mindfulness 2.0 Starts Today!](#)
- [Ongoing Mindfulness + Yoga Classes](#)
- [Reminder: SVPP Requirements due May 3rd](#)
- [New Beginnings Meditation \(10-min\)](#)
- [Wellbeing News Around Campus](#)

Hello there,

**Hope** ~ the quality that has been on our minds as we consider this month's theme of [Renewal & Growth](#). Hope doesn't have to be tied to a specific outcome like returning to "normal," the perfect relationship, or landing that internship. Hope, instead, can empower us to believe that we have the capacities and resources to live and thrive even through the most difficult of circumstances.


**Hope...a core belief that in some way we will get through this, and maybe we will be even stronger and more the person we want to be, because of this past year.**

Throughout the month of May, we invite you to join in exploring ideas and practices that can help build capacities to "hope wisely," plant seeds of growth, and harness our inherent strengths to successfully navigate life's ups and downs. [Follow us](#) on Instagram, check out our [Reflections blog](#), and stay tuned for more to come!

We are with you,  
Your friends at the Student Wellness Center

PS -  
As always, feel free to check out our [wellness check-ins](#), [mindfulness meditations](#), [yoga offerings](#), and a variety of other [virtual supports for your wellbeing](#).

**SWC WELLBEING THEME OF THE MONTH:**  
[Renewal + Growth](#)





# REFLECTIONS BLOG

Our **SWC Reflections blog** launched in the weeks following the public movements that erupted across our nation to protest the deaths of George Floyd, Breonna Taylor, Ahmaud Arbery and others with a piece written to support student wellbeing during turbulent times. We continued to post every 2-3 weeks as a way to respond more thoroughly to **complex current events** and offer students a **deeper dive into the wellbeing themes**.

## Reconnection, Recreation, Restoration, Rest

Posted on December 18, 2020 by Todd Gibbs



*Snow Day at Dartmouth!*

Dear Dartmouth,

2020 – this year that has inspired more memes than any of us want to remember, is finally winding to a close. These last two weeks find us all in the midst of multiple transitions. We are changing terms, changing years, changing seasons, and doing so in the midst of even more changes brought about by an unfathomable number of different events that have all clustered in this one calendar year.

I know that, as I have started to slow down a bit recently, easing into the winter break, it has made me aware that all of this has taken a toll. It's been a lot, and I'm tired. Maybe you are too. Wherever you are, and however you may be feeling, I hope that this winter break can be a time of reconnection and recreation, of restoration and rest. Eat, sleep, play, laugh, and pause now and then to take it all in.

One of the MANY things I love about this time of year are the many "best of" articles that appear, summing up the events and accomplishments of the prior 12 months. Whatever you're into, whether it's podcasts or books, cooking or sports, fashion or film, design or music, there are likely multiple lists out there that can connect you with new ideas, individuals, or releases that can enrich your life. And what makes this even better for me is that there's actually the time and space to actually read them – especially when **the world has offered you piles of snow** that seem to make everyone and everything slow down a bit.

At the SWC, our work is largely focused on wellbeing, and we constantly scan the research literature for evidence and ideas that can further our mission of empowering our community to thrive. I suppose it makes sense, then, that one of the articles that stood out to me was a **summary of the top 10 insights from different scientific studies of wellbeing** from the past year, identified by the team at the **Greater Good Science Center**. I wanted to share it on our blog and encourage you to give it a look as a tool for reflection. What findings surprise you? Which connect with your lived experiences? And which spark a sense of genuine curiosity, creating a desire in you to learn more?

I find myself thinking a lot about the construct of **psychological richness**, and how that dimension might be just as important for my wellbeing as happiness, meaning or life satisfaction. The findings about phone calls have a stronger association with connection

# PARTNERSHIPS

The SWC, The Xi Lambda Chapter of Alpha Kappa Alpha, and MyInnerAura present...

## The Elevate 3 Class Yoga Series

With Mia Campbell

Thursdays, April 29th, May 13th, + May 27th. 6:30 – 7:00 pm (EST)

Open to students, faculty, and staff. All abilities and backgrounds welcomed!



This three class series will encourage a deeper connection with your breath and body. Moving through flows that are accessible to all levels we will set the stage with foundational yoga poses to align, strengthen and promote flexibility in the body.



**Zoom Link: [Dartgo.org/ElevateYoga](https://dartgo.org/ElevateYoga)**

**Meeting ID: 935 3353 8597**

**Passcode: 274037**

Questions? Email [LB.White@Dartmouth.edu](mailto:LB.White@Dartmouth.edu)

The SWC creates collaborative partnerships to communicate about the importance of wellbeing for all and to provide positive, inclusive, and empowering programming for our diverse student community.



## SOCIAL MEDIA

We were active in the realm of social media as well, launching a **new Instagram account** in conjunction with the mindfulness and yoga offerings we were making available through **YouTube and SoundCloud**. Rather than simply using social media to promote our services and events, we embraced the model of a lifestyle account as a way to directly engage students with the ideas we were sharing for their wellbeing. With content generated by all areas of the SWC and a strategic partnership with the Dartmouth College Office of Communications enhancing our reach, our account steadily gained followers and helped to connect all of our efforts by linking out to the various communication channels we were utilizing for students.

### INSTAGRAM

592 Followers

1,294 Accounts reached

641 Content interactions

28 posts, 52 stories, 5 IGTV videos, 1 IG Live Event

## sex during the COVID-19 Pandemic

Source: MIT Student Support and Wellbeing

### WHAT IS MINDFULNESS?

According to Jon Kabat-Zinn, mindfulness is **"awareness that arises through paying attention, on purpose, in the present moment, non-judgmentally."**\*

Mindfulness can take the form of meditation, yoga, mindful eating, and more, and it has been shown to have many physical and mental benefits.



### What is the Sexual Violence Prevention Project (SVPP)?



Swipe

### INDIGENOUS PEOPLES' MONTH

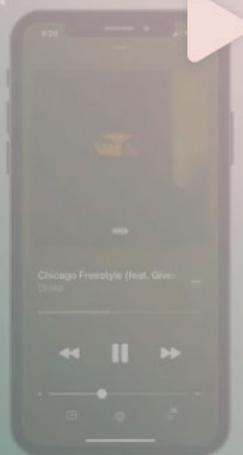
Explore and enhance your wellbeing with the Native American Program during Indigenous Peoples' Month.

CHECK OUT LINK IN OUR BIO FOR MORE INFORMATION

SLUMPED WITH MIDTERMS?

### TAKE A STUDY BREAK

Research shows that taking breaks from studying can actually improve your performance.



### Welcome Back Students

Whether you're on campus or at home the Student Wellness Center wishes you a happy fall term!

"None of us alone can save the nation or the world. But each of us can make a positive difference if we commit ourselves to do so."

-Cornel West

Our Wellness Center team is committed to anti-racism in all of our work at Dartmouth. Join us on this journey toward racial justice and wellbeing.

Check out our resource guide at [dartmo.org/racialjusticewellbeing](https://dartmo.org/racialjusticewellbeing)



# MINDFULNESS

All Popular tracks Tracks Albums Playlists Reposts

## Spotlight



### Dartmouth Student Wellness Center Finals Study Break Mindfulness



- 1 Pre - Test Calming
- 2 Free Your Test Jitters

Like Repost Share Copy Link Add to Next up



### Dartmouth Student Wellness Center Micro Mindfulness Practices



- 1 STOP 2.5 Minutes
- 2 SHIFT - 3-Minute
- 3 Breathing For Stress Relief - 3-Minute
- 4 Breath Awareness - 5-Minute
- 5 Body Scan - 5-Minute

View 13 tracks

15 1 Share Copy Link Add to Next up

## SOUNDCLOUD

82 Tracks

282 Subscribers

27,400 total plays (May 20, 2020-June 1, 2021)

Top Recording: STOP 2.5 Minutes (2,727 plays)

Prior to remote enrollment, all mindfulness and yoga initiatives had been based on a model of in-person programming. We needed to build out **new live and asynchronous virtual resources** in order to reach as many students across as many time zones as possible. The mindfulness and yoga practices that were recorded and made available through YouTube, SoundCloud, and our SWC website included both **audio and video experiences ranging from 3-minute micro-practices to full 60-minute classes**, and the response from the community was dramatic.

Our utilization numbers exploded to levels we could never have realized with in-person programming. Our staff uploaded **75 videos to YouTube, which garnered 6,400 views and 279 hours of watch time**. Audio recordings of guided practices were added to our **SoundCloud** page, which had **35,300 listens from over 50 countries** including the US, Ireland, the UK, Romania, and Bangladesh.

## YOUTUBE

7,232 views

Most Popular Video: 5 Minute Purposeful Pick-Me-Up Yoga Flow (765 views)

### STOP to Recenter

Student Wellness Dartmouth

2:45

### This One Moment Meditation

Student Wellness Dartmouth

6:39

### Just Like Me Meditation - A Practice To Give Our Relationships a Boost

Student Wellness Dartmouth

3:20

### Just Like Me Meditation - A Relationship Boost Practice

Student Wellness Dartmouth

2:26

### Do Nothing Meditation

Student Wellness Dartmouth

8:44

### Mindfulness of Art - Yatika Starr Fields


Student Wellness Dartmouth

10:05

### Mental Noting Meditation (6 min)

Student Wellness Dartmouth

6:21

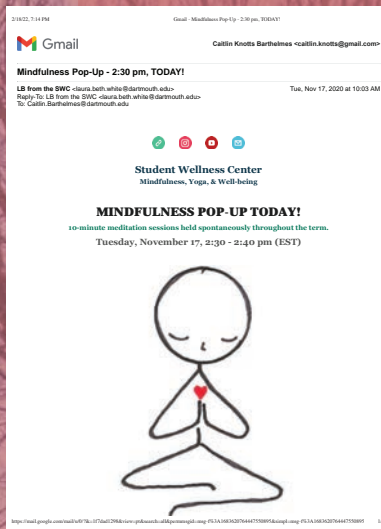


*“Thank you for your mindfulness meditation recordings. I started listening to them as an undergraduate back in 2015 and have continued listening...They have been tremendously helpful and I recommend them to everyone I know.”*

- former student

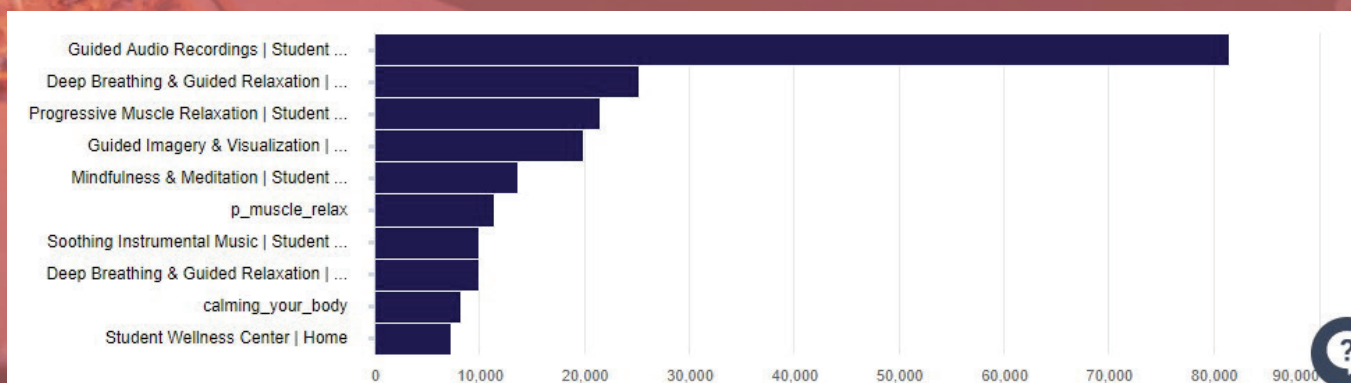


In addition to these asynchronous resources, we continued to offer our robust menu of mindfulness offerings and classes with additional new pilots including **surprise pop-ups, multi-day challenges, and half to full day virtual retreats.**



Hiring and mentoring **student interns** was an integral component of broadening our services and outreach. **Mindfulness Drop-in and Pop-up sessions** were offered weekly throughout all five terms of remote enrollment via Zoom, with **over 900 attendees** between March 2020 and January 2021. **Six Koru Mindfulness classes** were offered with 59 students participating in the basic training and 11 completing the advanced course as well. **145 Dartmouth community members** signed up for the inaugural **15-day Mindfulness Challenge** in January 2021, and the half-day **Mindfulness Retreat** offered over Spring Break had 12 attendees.

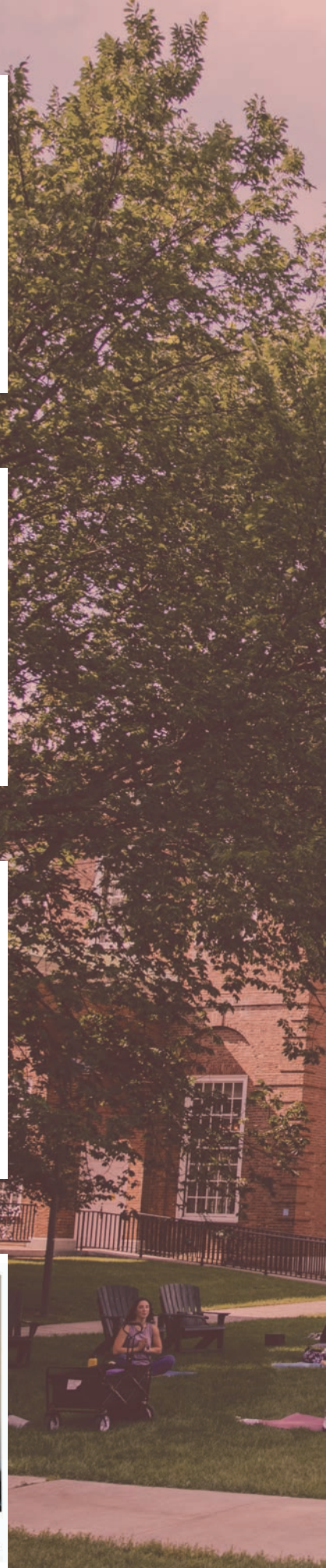
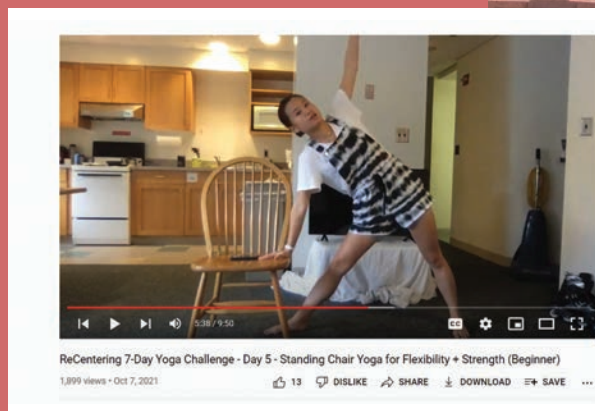
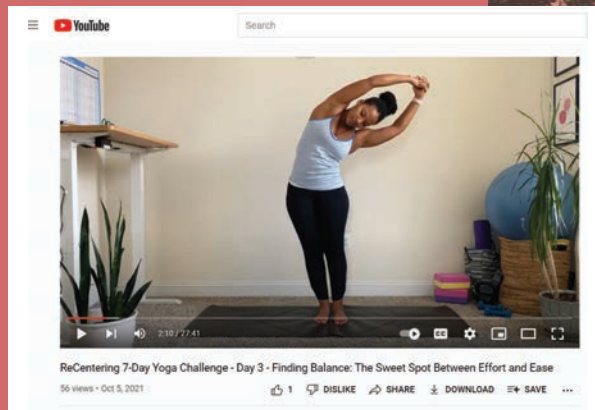
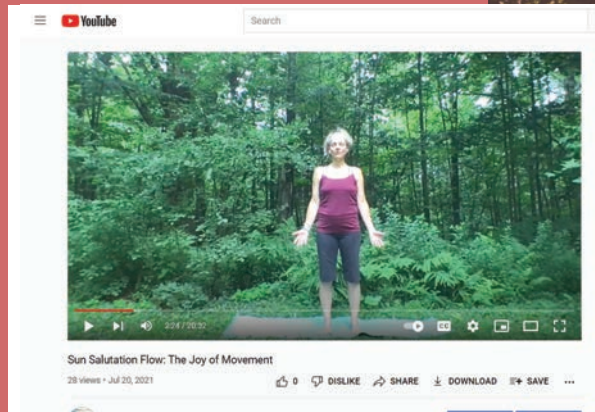
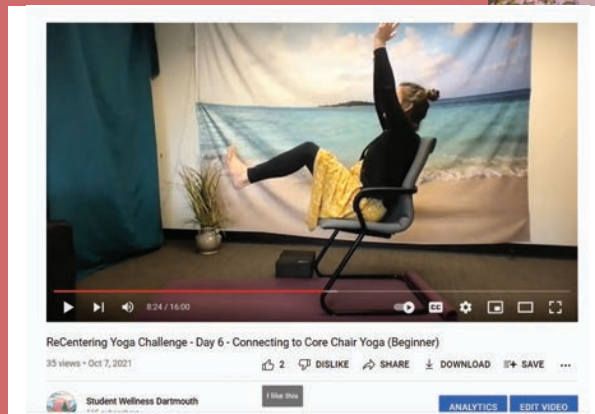
Mindfulness and meditation continues to be the most popular pages of the website. In the past year (June 2020-2021), the **Guided Audio Recordings page** alone received **104,411 total views** (81,451 unique visits) speaking to the deep interest and need in this practice for stress reduction in general and a tool for wellbeing during times of transition and challenge in particular.





# YOGA

Our department also offered a robust slate of yoga opportunities. All classes were taught by certified yoga teachers with an **emphasis on diverse representation among our teaching staff**. Classes offered virtually included Yoga for **Stress Relief**, **Wake Up Yoga**, **End-the-Day Yoga**, and a series of **Study Break videos** with brief chair/desk sequences to fight the challenges of online learning. To ensure accessibility and inclusivity, we created a DIY Yoga Props webpage that outlined household items students could use in place of the most common yoga equipment. And during the spring term, we took advantage of our surroundings with an Outdoor Yoga Class pilot, where we gave out free mats for students to use and keep.





Finally, beyond our college-wide events, we also focused on specific opportunities to incorporate values of **diversity, equity, inclusion and justice** in our work . Our team provided mindfulness drop-in sessions to the First Generation, Low Income (FGLI) student community from January 2021 through June 2021. Laura Beth, our Wellbeing and Mindfulness specialist developed a new evidence-based workshop to help students acknowledge their own biases that was piloted in collaboration with the Graduate Student Council in the wake of racial justice protests in the US. We also collaborated with the Dartmouth Chapter of AKA to virtually bring a teacher of color to our community for a four-week Elevate Yoga series for all students. We are grateful for this opportunity to increase the diversity of our teaching team while delivering programming aligned to the interests and needs of specific student groups.





# COLLABORATIONS

## DARTMOUTH MENTAL HEALTH UNION

We continued to advise the now well-established Mental Health Union (MHU), and the strong relationship between our office and their organization provided multiple mutual benefits. MHU distributed an informational piece on **mental health resources** to all students the week after they were required to leave campus at the onset of the pandemic. Developed in collaboration with our office, the flyer linked the student population to our online check-in service, our mindfulness recordings, and the more comprehensive COVID-19 Coping Guide that our team developed to guide students toward Dartmouth resources organized according to our recently developed Pathways to Wellbeing model. In return, they provided feedback from the student perspective on the coping guide, helping us to refine our work and ensure that it connected with student needs.

In the summer of 2021, we assisted MHU in adapting their flagship **Peer Support program** for remote delivery, and in the fall, they launched their first virtual training for new peer support providers with **over 25 student participants**. They also enhanced their weekly newsletter to all students and began to take an almost collegial role by providing sessions for the Learning at Dartmouth class and participating in **panel discussions to train faculty** on college student mental health concerns. Paralleling many of our own developments, the MHU officers also launched a new website, student blog, and Instagram account, hosted a 15 day wellness challenge, and piloted new trainings for peer support providers in marginalized identities and communities. And to augment the safety net for students with mental health concerns on campus, they piloted a new **Mental Health Ambassador training** for students who were interested in serving as first points of contact in their groups and organizations for students who might be struggling. They continue to be strong partners and advocates for the SWC as well as the student population.

