

**CAMPUS IMPACT GRANT-
CAMPUS/CRISIS
COUNSELING SYSTEM
APPENDIX A
STATEMENT OF WORK**

The West Virginia Higher Education Policy Commission (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 matching funds.

This funding opportunity supports student mental health by providing public 2-year and 4-year campuses across the state with a 24/7 mental health support phone and crisis line, virtual counseling services, and virtual wellness workshops for students. This opportunity is available after providing 8 institutions with these services as a one-year pilot program during the 2024-2025 academic year. 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, and 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 in addition to the campus mental health counseling centers.

Institutions can opt-in to a one-year agreement with the Commission, who will contract with BetterMynd, 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 mental health phone support line, virtual counseling services, and access to wellness workshops. The participating institutions will not receive funds directly.

Funds are intended for the following:

- Support campus mental health in West Virginia's public 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 public 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 was offered as a pilot for the 2024-2025 academic year and is being

expanded to all 2 and 4-year higher education institutions for the 2025-2026 academic year. Grantee participation in evaluation of effectiveness and return on investment measures is crucial to support continued funding. The workplan will be implemented by the direction of the Commission's Behavioral Health Programs staff, Amanda McCarty, Senior Director of Health Sciences, and Candace D. Layne, Behavioral Health Program Specialist.

Institution Acknowledgements and Responsibilities

Awardees will be required to adhere to the following requirements:

- These funds cannot be used to support existing virtual counseling/crisis programs and do not support any services outside of services offered by the approved vendor, BetterMynd, which includes virtual counseling services, virtual/phone crisis services, and wellness workshops.
- Site Coordinators are the onsite campus staff that will serve as site administrators for the BetterMynd program. Site coordinators must meet with, collaborate, and attend all onboarding sessions with BetterMynd's onboarding staff.
- Site Coordinators are also responsible for ensuring that BetterMynd's services are thoroughly marketed to students on campus, and several methods will be utilized to provide effective marketing efforts for the new program. Marketing and promotion include but is not limited to announcing the new counseling/crisis program on school communication systems, providing students with flyers and other marketing materials, marketing services to parents, hanging posters on campus, sending mass emails/texts to students, and hosting mental health outreach events. Marketing materials will be provided by the vendor to each institution.
- Site coordinators will also evaluate the program's effectiveness on their respective campuses. A feedback survey will be provided to each campus by the Commission's Behavioral Health staff to utilize at the end of the fall 2025 and spring 2026 semesters.
- Site Coordinators will assist with coordination of BetterMynd's services on their campus. Site Coordinators are also responsible for submitting monthly utilization reports to the Health Sciences grants portal.
- Site Coordinators are required to participate in onboarding and training with BetterMynd, as well as check-in meetings with Commission behavioral health staff twice each semester. Onboarding can take up to three meetings including several meetings with BetterMynd's campus support staff and the completion of documents.
- Participation in conferences and public events to discuss being a subgrantee for the Campus Impact Grants is strongly encouraged.

Subgrantees are also required to adhere to the following:

- Awardees must complete and execute an acknowledgment and agreement prior to release of any funds to the vendor for services.
- Each institution will sign an individualized service agreement with BetterMynd.

Commission Responsibilities

- The Commission's Health Sciences Division is responsible for paying for counseling/crisis services through the Campus Impact Grant. Academic institutions are not responsible for any funds for the counseling/crisis program described above. This grant serves as a pilot. Campus Impact Grant Subgrantees must follow all policies and procedures required by the Commission's Health Sciences-Behavioral Health Department.
- The Commission will arrange for the distribution of surveys to institutions to assist in program evaluation.
- The Commission is responsible for paying the vendor on behalf of participating institutions for a service period to include the 2025-2026 academic year.

Reporting Requirements

The services offer 24/7 mental health phone support, access to free virtual crisis services, virtual counseling services, and wellness workshops offered through the vendor BetterMynd. These services were made available to 2-year and 4-year public higher education institutions in West Virginia. Campus Impact Grant funding was allocated to the vendor on behalf of each participating academic institution based on student enrollment and use of campus counseling services.

Mandatory reporting requirements for participating institutions include:

- Upload a monthly service utilization report to the Health Sciences grants portal.
- Upload a final report to the Health Sciences grants portal due by September 30, 2026.

APPENDIX B

PO 25014 INSTITUTIONAL ACKNOWLEDGEMENT

This Acknowledgment is entered into by _____ (“Institution”) on _____ and will serve to supplement a Services Agreement as amended, to be in effect between the West Virginia Higher Education Policy Commission (hereafter referred to as “WVHEPC” and BetterMynd for the renewal period of August 1, 2025, to July 31, 2026 (PO 25014). After this renewal, future renewal years will be based on funding availability.

For good and valuable consideration, the sufficiency of which is acknowledged by Institution, Institution agrees as follows:

1. Institution has reviewed the Agreement between and agrees that the terms thereof shall apply to the services requested by Institution in this Acknowledgment.
2. Institution authorizes BetterMynd and WVHEPC to share information with each other concerning the status of this Acknowledgement and the activities contemplated hereby.
3. Institution hereby requests the following Services as described in the Agreement subject to approval by WVHEPC. Place a checkmark beside each service the institution will

_____ **24/7 Crisis Hotline-** BetterMynd will provide Institution's students with access to a dedicated 24/7/365 Crisis Hotline that enables students to receive immediate crisis intake, assessment, and intervention (as necessary), from a master’s level behavioral health clinician 24 hours per day, 7 days per week.

If the student is in an emergency, the crisis clinicians are trained to facilitate a response in conjunction with internal or external resources as necessary. Protocols and procedures for responding to students in an emergency will be based on those established with each Institution during onboarding and in coordination with any on-campus or local partner resources.

_____ **Individual Therapy-** BetterMynd will provide an online platform that enables students to schedule and participate in teletherapy sessions with independent licensed mental health clinicians. In exchange for the payment of the Services Fee (as defined below), the Institution will receive access to, and the services necessary to facilitate, a specified number of teletherapy sessions (the “Allotted Sessions”) for the duration of the Term to distribute to its students. BetterMynd will work with Institution to establish protocols and procedures for providing students with access to these sessions based on Institution’s own personal directives.

All teletherapy sessions will be provided via the internet. Students will register and login on BetterMynd's secure website portal and will then be presented with the contact information and upcoming availability for those Counselors who are eligible to provide the teletherapy sessions and are licensed to work in the state in which the student is located. Students will be responsible for choosing the Counselors that they wish to engage with and for selecting and scheduling appointments that are available and convenient.

_____ **Wellbeing Workshops-** In addition to the services described above, BetterMynd will provide Institution's students with access to Wellbeing Workshops ("Workshops"), hosted by Counselors each month on the BetterMynd Platform. These 60-minute group Workshops are psychoeducational in nature, and the topics cover a wide range of mental health and wellness issues faced by college students.

There are no additional costs required to be paid by the institution and all costs of BetterMynd services will be paid for by WV HEPC- Health Sciences Division. This opportunity is available for one year, and future assistance is based upon availability of funds.

Acknowledged and agreed:

Approved by: WVHEPC

INSTITUTION: _____

Name: _____

Name: _____

Signature: _____

Signature: _____

Title: _____

Title: _____