

# Studentcare Stakeholders Conference

Report to the Board of Directors  
May 24, 2016 to May 27, 2016

## Event Summary

The Studentcare Stakeholder Conference took place in Montreal, Quebec from May 24<sup>th</sup>, 2016 to May 27<sup>th</sup>, 2016. Studentcare is the organization through which UFV SUS provides Health & Dental plans for students. Some of the main topics discussed included: New Services Offering, New Brand Identity, Communications and Legal: Access to Justice.

## New Brand Identity

The brand "I have a plan" has a new look. This project started last year and will be completed this year. The new brand identity is going to be launched in sections during different times of the year. The project was carried out in 3 phases: discovery, interviews (research) and focus groups.

Discovery: through continuous feedback from student bodies comb with surveys, Studentcare realized that it's difficult for post secondary students to identify if they are "I have a plan" or "Studentcare". In relation to this issue they discovered, emails sent to students had a signature of either "I have a plan" or "Studentcare". At this point Studentcare discovered they will develop a new brand identity for themselves.

Interviews (research): the main objectives of the interviews were; to identify, assess, define and determine students' needs. To carry out the research they conducted a focus group interview during which they realized many students prefer the name "Studentcare".

Focus groups: the focus groups involved 6 researchers and 5 groups from 3 cities. During the focus group interviews they came out up with themes for the new brand identity. These themes are affordability, individualism, professionalism, simplicity and straight forwardness.

After the 3 phases, they focused on what stakeholders want. Stakeholders primary needs are activity involvement, comprehensiveness, directness, professionalism, staff availability and community. Stakeholders secondary needs are affordability and immediacy. The new brand identity is built on the themes of '**Simple.Empowering.Reliable**'. Very soon "I have a plan" will be replaced with "Studentcare" (in English) and ASEQ (in French). Studentcare will be following a tag line called '**Enjoy it while it lasts**'.

A new logo has also been launched: the new theme colors are green, blue and orange. There is a French, English and bilingual version of the logo available. By the fall semester *ihaveaplan.ca* will be replaced by *Studentcare.net/works*.

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## New Services Offering

Studentcare is working on re-designing their kiosks. These kiosks are being re-designed in accordance to their New Brand Identity. The kiosk will be a service for students to be able to ask questions or get to know more about the Health & Dental plan. There is also a video conferencing option available for students through which they can talk directly to a Studentcare representative via video communication.

## Communications

### Visual communication

Studentcare website: the website's theme colors are also going to change (blue, green and orange). The home page of the website will have 3 key pieces of information: 'opt-out', 'making claims' and 'network'. The reason of having these 3 key items on their home page was because of results of a survey conducted to find out what students want to be able to search for first. It was done on a ranking scale with a number of items. There will be a section on the website for a personalized message by the executive team.

E-mail: many icons and visual elements will be used because visual elements are highly preferred by students compared to images (i.e. Images are also being phased out).

The visual communications will be ready to launch in September. The mobile app will also be rebranded in September.

### Paper communication

New brochures are also being designed. These can be personalized for every society.

## Legal Insurance: Access to Justice

### Barriers to access

It was brought to attention that there is a lack of access to justice (situations include exploitation at work or school and rental agreements). The lack of access to justice was identified after a needs assessment test.

### Student legal protection

Studentcare researched on items that should be included in this new service; Housing and Tenant Rights (lease issues, rent issues, security), Employment Rights (contract issues, wrongful termination, and harassment), and Academic Rights (appeals, suspensions). Students will be able to access a lawyer within 48 hours. There will also a legal services hotline for situations such as, assistance with Immigration questions and procedures. The legal services will cover all aspects of the law. This is how the complete process will work:

Legal Services Hotline > Claim is made > Legal Protection and Coverage

### Bringing the Service to Campus

An initial launch was carried out in 4 universities within Quebec. The launch included an implementation plan, survey and participants for the survey. Studentcare received a lot of great feedback on the new service. Universities will now an option to include Legal Services in their services.

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## Mental Health Awareness

Studentcare carried out a survey during the year about Mental Health Awareness.

- A focus group research was carried out through surveys and included 25 student associations across the country. E-mail surveys were conducted from March 22 to April 22. Studentcare received 7933 completed surveys (75% female, 23.4% male and 1.6% other responses).
- Feedback received was analysed using 4 key areas: Attitudes towards mental health, Awareness of resources online or on campus, Social distance and Personal experience.
- Key takeaways from the survey included: an opportunity for institutional level policy changes, need for improved communication and increased demand for 'real' resources.
- Perceptions on campus: 77% of students felt that mental health is very important to them, 49.5% of students have access to mental health facilities on campus.

*Ihaveaplan.ca/talkitout* is an online service provided by Studentcare so that students are able to access mental health services on their own campus.

## What you need to know about Mental Health and Mental Illness

There was also an information session whereby all stakeholders were educated about Mental Health and Mental Illness. Below is a summary of key factors discussed during this information session:

- ✓ Whether or not you have a mental illness, learn how to take care of yourself. It affects people between 15 to 24 years of age: they are more prone to mental illness and substance abuse. Mental illness is sparked by factors like stress, anxiety, being overwhelmed, sleep deprivation and depression. Less than 50% of students receive Mental Health support.
- ✓ The top 3 reasons for not getting support are: "It's normal", "It will go away on its own" and "I don't have time".
- ✓ Benefits of seeking help: enhances patient wellness, increases speed of recovery and increases health care capacity.
- ✓ Barriers to Mental Health assistance include structural barriers (availability of appointments), stigma (fear of social acceptance, fear of being labelled as 'depressed') and knowledge (What is self-help? What are the risk factors and symptoms? What is mental health? How do I access help?).
- ✓ 87% agree that incoming students are more academically rather than emotionally ready for university.

## Other comments

This conference, like CASA, was an excellent opportunity to connect with student leaders from across Canada. Everyone is in a similar position to us with their own unique way of doing things: SUS can learn from this.