

WESTERN CONNECTICUT STATE UNIVERSITY

Institute for Holistic Health Studies Fourth Annual Report to the WCSU Senate, 2003-2004

This is a summary report of the observations and assessments regarding the operation of the Institute for Holistic Health Studies (IHHS) in its fourth year at Western.

In the 2003-2004 academic year the Institute for Holistic Health Studies continued to bring its visionary plan of inspirational and educational events to campus in partnership with the Danbury Branch of the Connecticut Holistic Health Association (CHHA). Arrangements were made for Western to host monthly Board meetings in the Library and programs at Warner Hall. Students in HPX courses attended Board meetings and were involved in the planning, implementing and evaluating of the Second Annual Holistic Health Fair held Saturday, May 1, 2004. Over 200 people attended the event that featured 6 workshops and 60 exhibitors. Approximately \$3,800.00 in profit was realized largely due to expanded sponsorship than last year. A donation for student scholarships to the HPX Department is yet to be determined by the CHHA Danbury Board in May. Last year \$1000.00 was donated for two \$500 scholarships awarded this semester.

Based on the activities of the Institute this past year, the following issues in the managing of the Institute will need to be addressed:

1. Vision - Mission. Administration will have to decide if the Institute for Holistic Health Studies (IHHS) will request from CSU a 5 year continuation of the Institute; whether it will be an integral part of the proposed Holistic Health Studies Option in Community Health, and how it will function in the Department of Health Promotion and Exercise Sciences (HPX). (An article regarding the proposed curriculum option and its development at WCSU will be featured in the spring edition of *An Open Door*, which will showcase holistic health education in Connecticut.) Currently, there is no director or coordinator for the Institute. A proposed budget needs to be submitted through the department. Also, a decision needs to be made as to whether the IHHS will be a vehicle for community building and service (providing only in-kind services) or a "for profit" endeavor.

2. Featured Speakers. Dr. Judith Orloff's honorarium has been paid with 2001-2002 resources. The Partnership with the CT Holistic Health Association in sponsoring her travel to campus in Fall 2004-05 will be explored.

3. Advertising. The Fair and monthly programs was advertised via emails, local papers and select publications with sufficient marketing "lead time". This practice needs to be continued. Student involvement with *The Echo* ought to be expanded and program information included in their publication.

4. Format. The advertising flyer was changed. The format provided more detailed information on monthly programs and workshops at the Fair. Specific and detailed information to the public on the times for networking opportunities was included on flyers for monthly programs.

5. Ticketing and information procedures. Postings on Western's web site and advertisements in campus publications contributed to increased event attendance while keeping expenses down.

6. Continuing Education Units (CEUs). Providing CEUs can be lucrative for the Institute. Workshops would need to be advertised and handled by the Continuing Education Office. This area needs to be thoroughly researched and marketed. It is important to identify what topics seem to be of interest for each group (nurses, counselors, social workers, teachers, etc.) The University/Community Advisory Board in Partnership for Health Education may be able to assist with this assessment.

7. Sponsorships. The main area for revenues for the Holistic Health Fair was through sponsorships ranging from \$500 - \$2500. A way to proceed might be to have a graduate student in business management be offered a sales commission for securing sponsors of companies in the holistic health field business. The university's grant writer might be helpful in identifying other resources and possible grants especially if the University develops its Holistic Health Studies Option, and pursues partnerships with other higher education institutions and the CT Holistic Health Association.

8. Students/Volunteers. Co-ordination by faculty with the use of email reminders is essential. The May Holistic Health Fair ran smoothly with continuous updates. In future planning, a graduate student who might need a project for academic credit in the MHA program, could work across the disciplines with undergraduate student volunteers and those students registered for service learning or academic courses to ensure that the "behind the scenes" tasks are completed.

9. Web site established. It was important for the Institute to be included on the WCSU web site and include the Institute's mission statement, speaker profiles, calendar of events, etc. The web site was strategically linked to other holistic directories and web sites both locally and nationally.

10. Collegiality. The areas of service this year were outstanding in Public Relations, Public Safety, Maintenance, and University Printing. Extended hours for food service for daylong Saturday events needs to be explored.

In summary, the Institute for Holistic Health Studies at Western Connecticut State University, continues to have great potential for expansion. Much has been learned in the 4 years of "start up" activities. With the greater internal and external support, more partnerships and collaboration for grant receivership, the Institute can continue to be a flagship educational institution for community building and service...and eventually, profit.

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