

## TEXAS STATE UNIVERSITY

### WELLCATS

#### Employee Wellness Program

#### Strategic Plan 2017-2020

##### Vision Statement

*WellCats* is a nationally recognized, evidenced-based, comprehensive employee wellness program designed to inspire Texas State employees and the community to enhance wellness, which engages faculty and students in teaching and learning, research, and service.

##### Mission Statement

*WellCats* is Texas State University's comprehensive employee wellness program dedicated to building a worksite culture that makes 'the healthy choice the easy choice'.

##### Strategic Plan Goals

Goal 1. *WellCats* is an evidence-based model for building a culture of health in a university setting.

- A. Create a research agenda aligned with the culture of health (CoH) model.
  - 1. Schedule a series of meetings to develop a research agenda.
  - 2. Ensure the agenda is aligned with the CoH.
- B. Conduct a baseline assessment of the CoH.
  - 1. Identify and secure funding for the survey assessment by June 30, 2017.
  - 2. Collaborate with Mary Marzec to finalize the survey assessment instrument by August 1, 2017.
  - 3. Administer the survey instrument in Fall, 2017.
  - 4. Analyze the data from the survey by December 30, 2017.
  - 5. Conduct focus groups to verify survey results and test programming approaches by end of year. (dependent on funding)
- C. Develop and implement strategies for building a CoH.
  - 1. Select areas to focus on by the end of January 2018, dependent on funding.
  - 2. Develop strategies for implementation in spring 2018.
  - 3. Identify funding if necessary for implementation of strategies by end of spring semester 2018.
  - 4. Implement strategies starting in late spring/early summer 2018.
- D. Evaluate the outcomes of the CoH strategies.

1. Collect formative data on implementation of strategies, as possible and appropriate in spring 2018.
  2. Administer the CoH survey again one year after interventions are implemented (2018).
  3. Analyze the data from the survey by the end of 2018.
- E. Refine strategies to improve outcomes.
1. Identify what worked and what didn't work from comparison of survey results by March 1, 2019.
  2. Refine strategies to improve impact for those approaches that didn't work as well by May 1, 2019.
  3. Implement new strategies in summer/fall 2019.
- F. Disseminate model broadly.
1. Share data and information about model/results with university vice presidents, other administrators, and employees. (*WellCats* annual report/executive summary) for website and to be turned into VPFSS.)
  2. Write and submit manuscript of initial assessment and identification of strategies to address CoH by spring 2018.
  3. Write and submit manuscript of initial and follow-up assessment by summer 2019.
  4. Identify and submit proposals to 2 conferences to present findings in 2019.

Goal 2. Texas State employees are healthy and productive.

- A. Provide high quality, theory, and evidenced-based comprehensive wellness services.
1. Assess quality of current services.
    - a. Evaluate group fitness instructors at least annually (Jenn).
    - b. Conduct and review pen and paper evaluation of employees' perceptions of:
      - group fitness classes (annually, Jenn)
      - lunch and learns (each class, Rose)
      - cooking classes (each class, Lindsey) - Will send online survey to former participants; thereafter, all other surveys will be disseminated at the end of class.
    - c. Develop and distribute an online survey (summative) to all employees who participated in: one-on-one nutrition consultations, fitness testing sessions, and health behavior change coaching sessions; disseminate three times per year (end of Spring, Summer, and Fall); and review the results. (Carolyn will teach Josh qualtrics; Josh will create, disseminate survey; and Josh/Rose will review results and share with group.)
    - d. Annually, and over a series of Special Ops meetings, review services, including descriptions, web information, resources, etc. for the purpose of improving quality and learning from each other. (Lisa will include on agenda: September – nutrition

consultations; October – fitness testing; November – HBCC; December – *WellCats* Champions, etc.)

- e. Revise and administer the annual program evaluation survey to evaluate the member experience (i.e., environment, wellness team, communications, ease of registration, mailings, social media, customer service, website, class formats, wellness services/offerings, ease of accessing other services: SRC, nutrition, wellness model) and ask research questions as appropriate (late January - assess the previous year, Carolyn) (Lisa will put on agenda for Nov/Dec).
2. Identify comprehensive wellness model by March 2017 RTT.
    - a. Develop evaluation instrument (using model) to evaluate existing services against the model and include in annual survey. (Janet will identify an instrument; Lisa will put on RTT agenda for discussion)
    - b. Review services by model and develop new services where none exist. (Lisa)
  3. Review literature to identify innovative services.
    - a. Identify an article to review at each RTT. (Lisa will assign a person to each month to identify and facilitate a discussion of the article)
    - b. Develop a set of guiding questions as a standard evaluation of articles. (Lisa add to agenda for June, 2017 RTT)
  4. Refine services based on results of 1-3 above, as necessary.
- B. Recruit and retain employee members.
1. Quantify membership and engagement in program to date and review monthly. (Lisa will develop process; thereafter, Josh will provide monthly reports at Special Ops meeting)
  2. Quantify member retention annually. (Lisa will develop process; thereafter, Josh will provide monthly reports at Special Ops meeting)
  3. Establish annual membership enrollment and retention goals. (RTT, as soon as we get reports; Lindsey will summarize literature on enrollment, including setting, program size, etc.)
  4. Review the literature for evidence-based recruitment and retention strategies. (In the same table developed for the above objective, Lindsay will indicate incentives, if any, and other recruitment and retention strategies.)
  5. Develop, implement, and evaluate recruitment and retention strategies.
    - a. *WellCats* Champions
      - Develop and implement a *WellCats* Champions Program, with weekly outreach to Champions, e.g. 1-Minute email) (Lisa)
      - Market the program and recruit *WellCats* Champions (need to create, purchase, and give them t-shirts) (Janet)

- Host a kick-off meeting at the Foods Lab (Sept. 8<sup>th</sup>); thereafter host a bi-annual meeting for checking in, sharing, training, etc. (Janet, Lindsay)
  - Evaluate and refine, as necessary, a *WellCats* Champions Program
- b. Mix-It-Up Challenge
- Develop and implement (Josh)
  - Market the challenge (Josh)
  - Monitor (Josh)
  - Recognize those that reach tiers (Josh will send information to Jess for weekly newsletter)
  - Evaluate and refine, as necessary (Josh)
- C. Evaluate the overall health and wellness, as well as productivity of employees (VOI).
1. Review the literature and identify evidence-based health, wellness, and productivity (VOI) measures/outcomes.
  2. Request sick leave and wellness leave data (every January) from HR.
  3. Request health outcomes data (every January) from ERS.
  4. Revise HRA questionnaire to be more in line with assessing overall wellness, administer at enrollment and annually, thereafter.
  5. Include relevant survey questions on the annual program evaluation survey.
  6. Refine, as necessary.
  7. Share data with university administration.

Goal 3. *WellCats* executes an established, proactive operational plan.

- A. Develop a program calendar, including program start and end dates, two years out.
1. Carolyn and Rose will develop first draft of calendar for June's Special Ops meeting.
  2. At Special Ops meeting, review and finalize calendar.
  3. Sylvia color code calendar by July.
- B. Determine locations for services. (Rose and Carolyn, after calendar is created)
1. Identify services that require a special location and reservation.
  2. Identify alternative locations that are less likely to have conflicts with scheduling (e.g., JCK, Alkek).
  3. Reserve rooms one year in advance (i.e. HBCC, Cooking Classes, Group Ex Classes, & Lunch 'n Learns).
- C. Develop educational content and delivery plan/schedule.

1. Identify monthly themes based on published topics and to address all dimensions of wellness during a one-year period. (Carolyn and Rose will fold into program calendar.)
  2. Develop Lunch 'n Learns (LnL), HR newsletter articles, WellCats newsletter articles, and cooking class topics to match monthly themes; and identify presenters/authors. (After calendar and themes are developed, to be folded into program calendar.)
    - a. HR newsletter articles need to be submitted to Rose by the 10<sup>th</sup> day of the month.
    - b. LnL descriptions and power points need to be submitted to Rose.
    - c. WellCats newsletter articles need to be sent to Jess the Wednesday prior to publish date (i.e., the following Monday).
- D. Develop and implement a marketing plan.
1. Operationalize successful marketing approaches (supervisor contact, word of mouth, wellness road shows, etc.).
    - a. Add marketing efforts to the master calendar. (Rose and Carolyn)
    - b. Create new opportunities for marketing in months in which there are no marketing efforts. (Lisa will put on a meeting agenda to brainstorm innovative ways to market program (e.g., script for Wellness Champions to share at meetings; list of top 10 ways to raise the level of wellness awareness in your office, etc. How can we make wellness show up daily for employees (consistent positive messaging?))
    - c. Investigate options for creating and paying for a program logo. (Rose)
  2. Organize each of these identified opportunities into a table by effectiveness (i.e., cost/time, planning timeline, permanency, number reached, frequency).
    - a. Identify who will assist in process (point of contact).
    - b. Identify responsible party.
  3. Design the marketing blueprint for weekly, monthly and annual opportunities.
    - a. Identify draft due dates.
    - b. Identify scheduling dates.
    - c. Identify point of contact/scheduler for meetings.
4. Through *WellCats*, Texas State University provides experiential learner-centered student engagement.
- A. Develop and formalize a sustainable curriculum within and across disciplines.
1. Content experts seek continuing education opportunities specific to discipline.
    - a. Crixell – Academy of Nutrition and Dietetics Adult Weight Management Training
    - b. Lloyd & Swearingen – ACSM/NPAS Physical Activity and Public Health Specialist
    - c. Bezner – International Consortium of Health and Wellness Coaches (ICHWC)

2. Develop and offer an Honors Undergraduate Course, Worksite Wellness – Improving the Culture of Health OR Changing the Health of the Nation – Spring 2018 or 2019.
  3. Identify courses in which to include key components of worksite wellness and develop related student training experiences.
  4. Engage students enrolled in internship classes and in the DPT program to assist in *WellCats* program delivery and evaluation.
- B. Teach and model professionalism for students involved in *WellCats*.
1. Develop a *WellCats* professionalism statement.
  2. Develop and implement training for newly engaged students (e.g. face-to-face, online).
- C. Teach students how to develop, plan, and execute employee wellness programs.
1. Engage students in planning meetings.
  2. Assign students program-level tasks.
  3. Etc.