

Talking Points

Engage Stakeholders About the Value of the Kognito Simulations with These Facts and Stats.

Why should college leadership support the use of the Kognito simulations?

Explain the prevalence of student mental health issues

- Nearly 40% of college students have symptoms of depression that impact their performance.
- More than 1,000 suicides occur on U.S. college campuses each year. Veteran and LGBTQ students are the highest risks.

Emphasize the connection between mental health, academic performance, retention, and safety

- Depressed and anxious students are more likely to be absent, take semesters off, or drop out.
- Only 40% of students with a mental illness seek help.
- 25% of students who drop out with a GPA below 3.0 have a mental illness.
- A mentally healthy campus is a safer campus.

Request that college leadership issue a Statement of Support

- Supporting the Kognito simulations demonstrates the college's commitment to student wellness.
- Treating an additional 100 students for depression in a single school year can avert 6 dropouts and save colleges \$240,000 in tuition and fees.
- The Kognito simulations increase student referrals to counseling services and their intention to refer themselves.

Building The Case for Kognito Simulations

See the Kognito report

Benefits of Investing in Student Mental Health

to help discuss the importance of the Kognito simulations for campus leadership.

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How can other college groups engage users?

Human Resources & Department Leadership

Make the Kognito simulation(s) a requirement for tenure and promotion.

Residence Life, Student Services & Study Abroad programs

Make the Kognito simulation(s) a requirement for student orientations.

Psychology Faculty

Add the simulation(s) (e.g. *At-Risk for Students*) to class assignments or curriculum.

Greek Life

Allow members to receive one-hour community service credits for completing each simulation.

Student Groups

Advocate making the simulation(s) available to student clubs (e.g., Active Minds, Student Veterans of America) and in courses (e.g., Psychology, Gender Studies, Education).

Student Newspapers

Publish stories about the simulations during Mental Health Awareness Month (May), Suicide Prevention Month (September), and Coming Out Month (October).

Why are the Kognito simulations unique?

- Emphasize hands-on practice, situated learning and immediate individualized feedback with the convenience of 24/7 online access.
- Engage users in conversations with virtual students who have memory and emotion, and can respond realistically to users.
- Proven to increase the number of students who are identified, approached, and referred to counseling services.
- Provide impactful and engaging learning. More than 90% of users say that they would recommend the simulation to peers.