

# CASE STUDY

## CCC + CRISIS TEXT LINE

CRISIS TEXT LINE |

### Problem

California Community Colleges is the largest higher education system in the nation with 2.1 million students. They are under resourced, with only have one mental health counselor for every 2000 students.

### Impact

Over 2,000 conversations supporting their students in crisis. Interesting findings in data reports: CCC students over index on talking about financial issues and homelessness.

### Quick Stats

- Launched in May 2017
- Averaging 400 conversations per month

**“We are proud to collaborate with the Crisis Text Line to offer expanded support for students.”**

Keetha Mills

CEO and president of the Foundation for California Community Colleges.

### Marketing Tactics

- Created physical Toolkits with materials (bookmarks, stickers, posters, business cards) that were sent out to all 113 campuses.
- Webinar held for all student services admin and mental health professionals. Over 200 people dialed in to learn about the resource
- Press release sent out, media coverage across California including NPR
- Scheduled, recurring social media posts

### What's Next?

- Continue to gather data
- Allocate additional resources for toolkits

