

San Francisco Bay University Wellness Strategic Plan

SFBU Mission: San Francisco Bay University provides diverse learners with inclusive, innovative, and inspirational education for lifelong personal and career success.¹

SFBU Core Values:

- **Caring for the Whole Student:** SFBU understands that students are more than just learners — they're individuals with unique goals and challenges. That's why the university offers comprehensive support, including financial, academic, emotional, and career guidance.
- **Teaching Excellence:** The university trains its faculty in the latest teaching methods to ensure students get the best education possible. This includes integrating artificial intelligence and other innovative tools to enhance learning.
- **Access and Inclusion:** SFBU removes barriers to higher education, making it easier for students from all backgrounds to pursue a degree. By eliminating certain admission requirements and welcoming international and transfer students, the university ensures that more people have the opportunity to succeed.
- **Affordability:** Recognizing that cost is a major obstacle for many students, SFBU offers generous scholarships, including full-tuition awards based on GPA. This makes a high-quality education more accessible to everyone.
- **Embracing Silicon Valley's Spirit:** Located in one of the world's most innovative regions, SFBU prepares students for the careers of tomorrow. Its programs are designed to equip students with the skills they need to thrive in a rapidly changing world.²

Pillared Support: At SFBU, six pillars encompass and inform the student experience equally - and dynamically. We don't favor one pillar over the other at the institutional level, meaning our students benefit from a system that is responsive rather than rigid. The following pillars form the operative frameworks for every unit within the University, from the registrar to food services:

- **Academics:** Foundational to these pillars is an intentionally designed core curriculum, the Agility Praxis Pathway (APP). We train faculty to teach in a way that addresses key principles and core competencies that are cultivated throughout the student journey.
- **Life Literacy:** Anxiety around college and post-graduate life is normal, but it doesn't have to be. We provide students with the skills and knowledge needed to navigate life's most common twists and turns. We infuse all student-facing services with these lessons to ensure both their personal and professional success.
- **Wellness:** The mental, physical and spiritual wellness of a student contributes to their ability to advance in their education and serve the common good. With the student in the center of the experience, SFBU supports the whole wellness of a person.

¹ *Inclusive, Innovative, and Inspirational: A strategic plan for San Francisco Bay University, 2023-2026.*

² *No Stopping Us: San Francisco Bay University's Bold New Brand,*
<https://www.sfbu.edu/article/no-stopping-us-san-francisco-bay-universitys-bold-new-brand>

- **Multiple Meaningful Relationships:** Intentionally creating a matrix of relationships that provides a wrap-around support system for students empowers them to thrive - and feel secure in their future even if they falter.
- **Financial Support:** Financial challenges are a leading cause of student mental health and academic challenges. We embed financial literacy and support in the SFBU experience from aid discussions prior to applying, to curricula focused around real-world math, to securing seed funding for student start-ups.
- **Career Mobility:** Through extensive research and interviews with our Silicon Valley community, we identified the most in-demand competencies students need to lead the industry. Then, we took it a step further and built them into the whole student journey.³

SFBU Wellness Mission: SFBU prioritizes wellness holistically, paying equal attention to students' physical, emotional, mental, and spiritual health. As one of the six pillars of the student experience, wellness is central to our ultimate goal of graduating mature, responsible, and well-adjusted leaders.⁴

SFBU Wellness Vision: Maintaining a standard of care that adheres to professional regulations, SFBU Wellness provides comprehensive services that are affordable, accessible, inclusive, and equitable, that address the physical, emotional, occupational, intellectual, environmental, spiritual, social, and financial needs of the student population.

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Holistic Care to Develop Successful Individuals in Life

San Francisco Bay University's Wellness Services support the campus's mission of inclusive, innovative, and inspirational education by providing holistic care for its students that fosters the development of healthy individuals for lifelong success. To achieve this, Wellness must break away from traditional models seen on college campuses that result in siloed services, a lack of communication, and little to no collaboration, resulting in uncoordinated lower standards of care.

Looking at the individual holistically, Wellness understands that success is not exclusive to academic or career achievements, but it also includes the development of students with wellness woven into their experience. Applying the eight dimensions of wellness⁵, SFBU Wellness Services enables students to access and engage in services, allowing them to be resilient during challenges that may affect their quality of life. By incorporating the Eight Dimensions of Wellness, applying a Wellness Service Model,

³ *Our Glossary of Terms: Pillared Support*, <https://www.sfbu.edu/why-we-are-here/our-glossary-terms>

⁴ *Health and Wellness*, <https://www.sfbu.edu/student-life-support/health-and-wellness>

⁵ Substance Abuse and Mental Health Services Association. (2016). *What Health Providers and Organizations Need to Know About Wellness*. <https://www.samhsa.gov>

and engaging in Coordinated Care, San Francisco Bay University can develop a “culture of care” that supports lifelong personal and career success.

Eight Dimensions of Wellness

- **Emotional:** Do students understand, manage, and feel positive about their feelings and thoughts?
- **Occupational:** Can students get meaningful employment and maintain balance in their lives?
- **Intellectual:** Are students maintaining their curiosity and valuing diverse lifelong learning?
- **Environmental:** Do students understand how our environment and access to our resources impact our well-being?
- **Financial:** Are students making informed financial decisions and preparing for long-term needs and emergencies?
- **Social:** Do our students contribute to the community, build healthy relationships, and care for one another?
- **Physical:** Are students knowledgeable about ways to maintain their physical health?
- **Spiritual:** Are students participating and finding purpose, value, and meaning in their lives that are consistent with their beliefs?



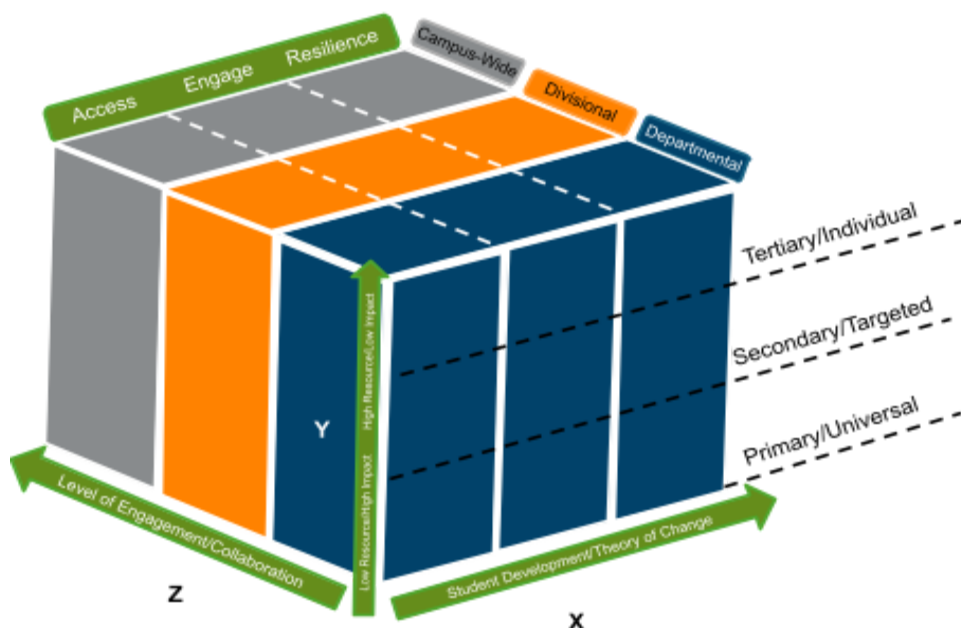
Wellness Service Model

The services offered by Wellness and developing a holistic care approach require attention to the student body as a whole (primary), a targeted student group (secondary), or to an individual (tertiary). (Y-axis)

Incorporating a Transtheoretical Theory of Change⁶ approach, by providing students the opportunity to gain an awareness or curiosity regarding a dimension of wellness (access), fostering ways in which they may learn valuable skills (engage), and applying those skills or seeking support when challenges occur (resilience) is the foundation to promoting a healthier lifestyle. (X-axis)

⁶ Nahrain, R, & Cogburn, M. (March 6, 2023). *Stages of Change Theory*. <https://www.ncbi.nlm.nih.gov/books/NBK556005/>

Traditional models of wellness services often fall into one or a cluster of departments within a particular area or division. By embracing the campus's core value of "Caring for the Whole Student," we must redefine the traditional wellness model to include constituents throughout the Division and campus-wide. Preventative and informational messaging addressed to the whole student body (universal/access), as well as individualized discussions on wellness, may be provided by administrators (campus-wide), within a division by staff (Divisional), or from Wellness Services (departmental). (Z-axis)



Coordinated Care

Caring for the whole student begins with effective and efficient standards of care that meet the rules and regulations of the professionals involved. Coordinated care involves a high level of collaboration from multiple disciplines, and understands the scope of service of each area involved. A priority in the coordination is including the individual, their welfare, needs, agency, and desire for assistance. Unless the immediate safety of a student is of concern, the coordination of care shall include the student and respect the identities and beliefs they hold and practice. Involvement of professionals at each "stage" of change varies and depends on their scope of service and level of engagement with the student population. All departments will have an investment in the care of the whole student to ensure an innovative education and lifelong success for our student population.

- Prevention Services: Admin/Staff ensure that policies, guidelines, and handbooks are updated to inform the campus community, and resources are available for holistic wellness.
- Educational Services: Faculty/Staff inform students of topics/services relating to wellness.

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Summer 2025*

- Early Intervention:
Faculty/Staff provide initial consultation and guidance for students relating to wellness.
- Comprehensive Care:
SA Staff and Wellness Services provide individualized wellness services.
- Crisis Management:
The BRIDGE team and Wellness Services coordinate services to stabilize and manage campus crises.
- Support Services: The Bridge Team and Wellness Services coordinate the follow-up, referral, and continued services for students in need.



Wellness Strategic Priorities:

- General Wellness
 - Provide affordable health insurance plans that cover preventative and emergency services, while protecting students from unforeseen medical expenses.
 - Develop a training program to expand services to the campus and the surrounding community.
- Emotional Wellness
 - Actively promote Wellness for students to access during difficult periods.
 - Develop a peer support program to assist students in getting connected to services.
- Occupational Wellness
 - Ensure that students enter a career and obtain positions that support their values, provide purpose, and create meaning in their lives.
- Intellectual Wellness
 - Educate faculty to implement pedagogical methods that consider the diverse learning styles and wellness issues of the student population.
 - Encourage faculty and staff to promote wellness so that students can maintain a balanced life.

- Environmental Wellness
 - Ensure that services, courses, facilities, resources, and information are accessible to students with disabilities.
 - Enhance facilities and student spaces to incorporate and foster behaviors that promote wellness.
- Financial Wellness
 - Provide financial literacy courses for the student population.
 - Provide temporary assistance to students with financial instability.
- Social Wellness
 - Provide students with opportunities to be involved in the operation and development of the campus community.
 - Promote a “culture of care” for the campus community to support one another and create positive relationships.
- Physical Wellness
 - Create multi-modal educational resources on physical activity, sleep, nutrition, stress management, and alcohol and substance use.
 - Coordinate access to low-cost medical, dental, and vision clinics for students.
- Spiritual Wellness
 - Promote and practice cultural and spiritual events/celebrations/holidays to support the diverse student population and create a sense of inclusivity.

Summary:

Together, by incorporating the Eight Dimensions of Wellness, applying a Wellness Service Model, and engaging in Coordinated Care, San Francisco Bay University can develop a “culture of care” that supports lifelong personal and career success.

The success of any service involves continued assessment and feedback. Caring for the whole student requires the engagement of the entire campus community, including those students being cared for. The circular process of surveying, designing, testing, implementing, assessing, and adjusting is necessary for any plan. The constant feedback from students and constituents will foster the development and evolution of SFBU’s Wellness Strategy and help drive its vision for years to come.