

NAMI on Campus club Action Plan in Collaboration with NAMI State/Affiliate and NAMI on Campus of

Year:
NAMI on Campus Club
Name:

As you begin your work as a NAMI on Campus (NOC) club, it's important to lay out an action plan for this first year and for the years that follow. To be most successful, this action plan should be a product of your NAMI on Campus club officers and/or members, NAMI State Organization (NSO) staff and/or NAMI Affiliate (NA) staff. It's important to begin your communication with your local NAMI offices through this action plan because they'll have many ideas, resources, contacts and NAMI specific information that will be useful to you and your NAMI on Campus club. We, at NAMI, want to make sure that you're set up for success!

This template is intended to help your NAMI on Campus club map out what you hope to accomplish as a club. This action plan is flexible and will change as the year goes on and the club's focus changes.

Each proposed action step should fall under at least 1 goal or objective in this document and should never be inconsistent with any of the listed goals or objectives. *It is unlikely that any action plan will include action steps under every objective.*

It is recommended that the final Action Plan list each goal for your club with detailed steps on how to get there (e.g. include due dates, contacts, assignments, etc.). Most importantly, it should be FUN!

Build and Strengthen NAMI on Campus Club Structure

Goal: NAMI on Campus of _____ will work to build and strengthen the structure of their club.

Objectives:

NAMI on Campus members will work with NSO/NA to:

- A. Develop effective, two-way communication between local NAMI leaders
- B. Develop effective, two-way communication between campus counseling services and other mental health services offered on campus
- C. Ensure club sustainability by creating a succession plan that includes identifying and molding new leaders and having a smooth transition of responsibilities between leaders
- D. At least annually, assess NAMI on Campus needs, strengths, capacity and opportunities to grow a wider and deeper campus presence
- E. Develop an action plan that strengthens the presence of NAMI on Campus in compliance with NSO/NA policies and procedures.

List plans to build and strengthen the club's structure

Mental Health Education & Support

Goal: NAMI on Campus of _____ and local NAMI leaders will work with campus counseling services to offer NAMI education & support programs that meet the needs of students.

Objectives:

NAMI on Campus members will work with NSO/NA to:

- A. Regularly assess opportunities and capacity to offer or grow NAMI education & support programs
- B. Develop partnerships and provide outreach & education for groups on campus that are passionate about families & individuals with mental health conditions (sororities, fraternities, nursing/psychology/social work/health clubs, etc.)
- C. Assess and Increase diversity by reaching out to diverse campus groups (African American, Native American, LGBTQ, Veterans, Middle Eastern, Asian American, Hispanic & Latino, religious, etc). You should represent the diversity of your campus!
- F. Provide resources from the campus counseling services, your NSO/NA and other local mental health resources

List plans to offer education & support with detail below

Raising Awareness Through On Campus Events

NAMI on Campus of _____ will work with campus contacts and partnerships, as well as NSO/NA, to hold consistent events to raise mental health awareness and increase NAMI on Campus membership and participation.

Objectives:

NAMI on Campus members will work with the contacts above to:

- A. Hold a minimum of (1) meeting of NAMI on Campus members and/or interested students a month to increase participation and engagement
- B. Plan and execute a minimum of (1) awareness activity a quarter to increase mental health knowledge on campus, interest in NAMI on Campus and membership (examples: stomp out stress event prior to exams, host Stigmafree campaign and have students take the pledge, hand out inspirational notes and candy, scavenger hunt to campus counseling center, etc)
- C. Partner and/or support at least (1) campus organization or club on an event they're planning per year
- D. Plan and execute a minimum of (1) larger scale event on campus per year (examples: candlelight vigil, mental health related movie and panel discussion, concert/talent show/open mic night, create a team for the local NAMIWalk, etc)

List plans to raise awareness on campus through events with detail below:

Campus, Local and/or Statewide Policy & Advocacy

Goal: NAMI on Campus of _____ will work with their local and state NAMI leaders to lead change on campus on behalf of the mental health needs of students as well as engage local decision makers, agencies and others about NAMI state & national policy goals.

Objectives:

NAMI on Campus members will work with their NSO/NA to:

- A. Regularly assess the mental health needs of students on campus and work closely with the campus counseling services to meet those needs
- B. Learn about the policy platform and advocacy priorities of your state and local NAMI and decide what policies are important to your club members and get involved
- C. Grow your campus advocacy capacity and engagement with tools and events with support from your local and state NAMI

List plans to advocate on campus, locally and statewide with detail below:

Club Capacity

Goal: NAMI on Campus of _____ will work with club members and contacts on campus, and through NSO/NA, on efforts to expand and diversify members and financial resources to meet its campus club goals.

Objectives:

NAMI on Campus members will work to:

- A. Work with NSO/NA contacts on campus fundraising efforts to increase and optimize its revenue, including participation in, and assistance with outreach for NAMIWalks, complying with all NAMI policies and procedures around fundraising
- B. Recruit volunteers to be trained to deliver NAMI programs, community outreach, and advocacy according to student needs on campus
- C. Collect contact information from students and college staff at all NAMI on Campus events to build a listserv for outreach
- F. Actively recruit and report NAMI memberships so all NAMI on Campus members can be involved with all levels of NAMI (national, state and local)

List plans to actively build club capacity with detail below: