

Blueprint Section	BAD	DEVELOPING	GOOD	EXCELLENT
Desired Outcome	Staff will give flu shots.	Students will receive flu shots.	Students will receive flu shots.	Students will receive flu shots
Measures/KPIs/Targets	Ask staff if they gave flu shots.	1,100 students receive shots during the academic year	1,100 students receive shots during the academic year.	1,100 students receive shots during the academic year. From 2016-2017 through 2020-2021, per year, we averaged 900 shots out of our 3,000 students. Given the college’s initiative to make our students healthier, we endeavored to increase the number of vaccines by more than 20%.
Detailed Results	Staff confirmed they gave flu shots.	986 students received shots in the 2022-2023 year.	We gave shots to 987 students and thus missed our target of 1,100. It’s disappointing that we missed our target.	<ul style="list-style-type: none"> • Ensured vaccines are ordered and delivered in time. • Advertised flu shots available. • Posted flyers to the 40 bulletin boards across campus* • E-mailed students each month about the flu shot* • NEW: During the student group leadership training, in August, provided guidance to student leadership regarding advising their groups on health, and specifically flu shots. <p>*While the general strategies of bulletin boards and e-mails remain the same, we modified the content to emphasize the low price of flu vaccines (only \$20!), the convenience (only 10 minutes!), and the outcomes (students who receive shots are sick two days less per year!</p>
Use of Results	Flu shots effectively delivered. We will continue giving the shots.	Not as many students received flu shots as we had hoped. We’ll monitor the situation to see if this too-few-flu-shots issue is a fluke or part of a trend.	<p>The poor results prompted us to action. Here’s what we will do in 2023-2024:</p> <ul style="list-style-type: none"> • Double the flyers to 80 bulletin boards across campus (all year long) • E-mail students twice each month about the flu shot. Have e-mail come from president (all year long) • Distribute “I RECEIVED MY FLU SHOT” stickers to students who received shot (all year long). 	<p>This improvement effort is two years in the making. Last year, 2021-2022, our staff hypothesized why we weren’t hitting 1,100.</p> <p>We began a new strategy whereby we intentionally targeted influential students to talk about flu shots with other students. Additionally, we became much more strategic in our direct marketing: highlighting the low cost, short time commitment, and efficacy of the flu shots. We believe these changes resulted in the observed improvement.</p> <p>Nevertheless, we still have work to do. In 2023-2024 we will continue our actions from 2022-2023. Plus, we will host two training sessions for student leaders as opposed to one.</p>