Envisioning Our Future: Innovation Council Initiative Proposal

**Innovation Council Name:** Wellness Programs, Partners, and Facilities Council

**Council’s Charge:** Determine programmatic needs and opportunities to create a wellness culture

**Membership:**
- Mark Burgers, Athletics
- Nate Haecker, Student Health Services
- Kathryn Onorato, Department of Residence Life/Lieben Center
- Stephanie Stockham-Ronollo, Student Counseling Services
- Steve Woita, Campus Recreation

**Innovation Initiative Title:**
Broaden the wellness awareness, resources, and opportunities throughout the Creighton community

**Identified Innovation Opportunity:**
Create effective marketing to advertise wellness opportunities throughout the Creighton Community

**Brief Description of Innovation Initiative:**
The committee has identified an opportunity to further promote the many resources available to students/faculty/staff at Creighton. After a review of the many wellness programs and activities that are offered on campus, we believe that many of the constituents associated with Creighton are not aware of how many great resources they have at their fingertips. We feel there would be value in consolidating the information (website) and marketing the services and programs that exist.

**Objectives and/or Learning Outcomes:**
- Consolidate all of the programs and resources that are available to Creighton students/faculty/staff so that there is a “go to” place (website) where they can identify what services are at their disposal
- Enhance the marketing of the current events we do and try to leverage the various activities and departments across campus to ensure that we aren’t duplicating efforts.
- Partner with DOIT to help provide content and feedback as we roll out the student APP.

**Who/what is better served by this Innovation Initiative:**
- Students
- Faculty
- Staff
- All members of the Creighton community

**Who are key partners/collaborators?**
- Campus Recreation
- Center for Health & Counseling
- Athletics
- Residence Life
- Student Leadership and Involvement Center
- Human Resources
- Department of Information Technology