

Mindful University Project – 2019-2020 Year in Review

Individual Level Initiatives:

- **Educational presentations** on various topics related to mindful living. A total of **14 presentations** were offered with approximately **140 participants** total.
- **Drop-in meditation sessions** were offered throughout the semester, 2-5 times per week depending on time of year, led by our Koru teachers and our Mindful U student.
- We offered weekly **Sunday yoga** at the GAC.
- Created a **6-week yoga for athletes program** with full registration within two days (postponed to fall due to COVID).
- Partnered with Rush Rhees librarians to curate a **mindfulness and meditation resource library**. Most popular collection ever.
- Koru Mindfulness: **10 Koru Mindfulness teachers** are on staff. We worked with HR to create a new position for these individuals.
 - *Koru Basic* – **8-10 four-week sessions** offered each semester. Approximately 15 – 20 registered for each session.
 - *Koru 2.0* – **two 4-week sessions** offered each semester. 10 – 15 registered for each
 - **Two ½ day silent retreats** offered with about 40 attendees each.
 - 100% agreed or strongly agreed that Koru helped them learn new skills to manage their stress.

Population Level Initiatives:

- **Formed partnerships with / provided education** about the Mindful University Project for multiple departments across campus including Office of the Dean of Students, Athletics, Warner School, Rush Rhees, iZone, Writing, Speaking and Argument Program, Wilson Commons Student Association, Education Abroad, CETL, Well-U, and School of Nursing.
- Incorporated mindfulness programming into **orientation** which included a highlight article in UR Here, two drop-in meditation sessions and one yoga session.
- Working with the Communications department to create a Mindful U overview brochure for the **Office of Admissions**.
- **Tuning the Mind @ ESM** – Worked with conductors within each ensemble at Eastman to lead a brief one minute mindfulness exercise. Step two will be teaching the conductors how to lead the meditations themselves.
- Began to work with **first year writing faculty** to guest lecture and introduce Mindful U to students (all first year students are enrolled in this class).

Virtual Initiatives:

Grew a **social media** presence via Instagram with **over 1,800 followers** between March and June. (@URMindfulUniversityProject)

- 57% of our followers are in the 18 – 24 year old demographic
- 72% of our followers are female

Activity on our page in the last week:

- 1,200 accounts reached
- 12,000 impressions
- 256 interactions

Programming through Instagram:

- Create about 20 posts / stories per week
- May: 21 Day Journaling Challenge
- June: 21 Days of Happiness Challenge
- October: Virtual Day of Mindfulness

Other Notable Accomplishments:

- Creating **two positions for student employees**. Responsible for peer meditation facilitation, outreach to student groups, social media management, virtual program development, and marketing.
- Created a **student advisory committee**.
- Photo shoot and website development.
- Began planning our first annual **Mindful Triathlon** in partnership with Wilson Commons Student Association during YellowJacket Weekend (postponed due to COVID).
- Inclusion of two questions related to mindfulness practice on the National College Health Assessment in February.
- Working in partnership with UCC Outreach Coordinator to provide “Helping a Student in Distress” training for faculty members. This training will include suicide prevention / gatekeeper training, mental health resources for students, and how to create a more mindful classroom.

Funding Allocation:

Total 2019-2020 budget allocation: \$33,775

Approximate amount spent to date: \$13,775

Approximate amount remaining: \$20,000

Utilization:

- Koru Mindfulness program – teacher compensation, teacher administration fees, and providing the Koru app for free to students. (Approximately 55%)
- Staffing – yoga instructor and student employees (Approximately 30%)
- Programmatic fees (room rental, food, etc.) (Approximately 10%)
- Marketing materials, giveaways (Approximately 5%)

Mindfulness to support social justice and compassion:

- This spring we started to build relationships with community organizations such as Yoga for a Good Hood to discuss how we could partner and bring more diverse programming to campus.
- Developed a new presentation called “Mindfulness is for Us”, based on the book *Stay Work and Meditate* by Justin Michael Williams. Brings together people of color to learn about the practice of meditation and creates a safe space to practice together. Launched a pilot of this program in early February, as well as a virtual version in June. These will continue throughout this academic year.
- Working with our team of Koru teachers and other community partners within the fields of mindfulness and yoga to create an Instagram Live Day of Mindfulness retreat which will focus on the topics of mindful social justice, building community, radical acceptance, and compassion.
- Throughout this spring and summer, our Instagram page included resource guides and other supportive meditations that aligned with the Black Lives Matter movement.