

STRATEGY, RESEARCH, & PLANNING

Successful public relations demands meticulous research, strategic planning, and organized execution. This section highlights comprehensive campaigns, outlines, and communication strategies that demonstrate how thoughtful preparation drives measurable results and meaningful engagement. Click to see the process behind my projects!





2025 Intern Social Media 'Takeover' Campaign Strategic Planning: Project Outline

Project Name	Project Supervisor	Project Lead
Intern Social Media 'Takeover' Campaign	Traci McBee	Sarah Schmidt

Project Summary	The 2025 Intern Social Media 'Takeover' Campaign is a mock 'takeover' campaign that features video-style content filmed by LCS interns. Videos will highlight daily tasks, team-building experiences, and growth opportunities unique to an internship with LCS. Additionally, employees will be asked to share questions they have for this intern class through an LCS Connect prompt. This campaign will be launched on LCS' social channels, Facebook and LinkedIn.
Project Objectives	<ul style="list-style-type: none">● Establish LCS as a company with compelling internship opportunities for a variety of industries.● Highlight and feature intern tasks and opportunities through engaging videos and social posts.● Drive external brand awareness around company culture, values, and principles.● Encourage engagement from employees through Connect questionnaire that invites questions for LCS interns.
Scope of Work	<ul style="list-style-type: none">● Pitch campaign to LCS interns and gather interest data● Schedule intern campaign introduction photo of interns wearing college apparel● Formulate timeline, design graphics, and draft copy● Organize and conduct intern feature video filming● Submit final videos, graphics, and copy for review

	<ul style="list-style-type: none"> • Schedule content to be released on socials
Key Deliverables	<ul style="list-style-type: none"> • Increased social media engagement through likes, comments, and awareness • Enhanced brand visibility, awareness, and exposure • Growth and improvement in direct traffic to LCS Connect through questionnaire • Improve external knowledge of internship opportunities with LCS
Project Timeline	<i>Yet to be determined.</i>
Restrictions	<ul style="list-style-type: none"> • Density of content in such a short timeline • Exploring the potential of sectioning interns into two groups – first group of content launches during National Intern week, second group of content launches when intern program is concluding
Comments	

Campaign Goal: Raise awareness among female Iowa State University students about women's health services offered at Thielen Student Health Center (TSHC).

Objective #1: Increase awareness among Iowa State female students of women's health services at TSHC from 24% to 45% by December 6, 2025.

- **Strategy A)** Leverage email communications to build awareness around services, experience confidentiality, and other elements.
 - **Tactic:** Create and maintain an informative, inclusive, and inviting newsletter that is shared three times via email throughout the semester (beginning of semester, midterm, end of semester).
- **Strategy B)** Utilize social media communications through Instagram to generate awareness for women's health services at TSHC.
 - **Tactic:** Design and share consistent content surrounding women's health (i.e., "Women's Health Wednesdays" where content features information about services, providers, and statistics at TSHC).

Objective #2: Increase understanding and awareness of TSHC's information release and confidentiality commitment by 10% by December 6, 2025.

- **Strategy:** Informing students (current and prospective) about the confidentiality TSHC offers when they utilize its services.
 - **Tactic A:** Add a website disclaimer on the TSHC website that reinforces TSHC's adherence to confidentiality, especially as it relates to parental knowledge.
 - **Tactic B:** Implement a communication element (e.g., a piece of paper or an informational card) at the end of a visit that reassures and reminds students that their experience is completely confidential.
 - **Tactic C:** Create a section or disclaimer that the student must agree they have read on the TSHC Portal application that provides an overview of the information release policy.

Objective #3: Create conversations, communication, and community surrounding women's health at Iowa State University among students by gaining 50 users across all community platforms by December 6, 2025.

- **Strategy A)** Utilize email communications to destigmatize the topic of women's health services by providing statistics and stories.
 - **Tactic:** Include it in our email newsletter, designed to build awareness, which will be shared three times throughout the semester. This section of the newsletter will feature anonymous experience stories, statistics, frequently asked questions, and more. The newsletter will also include a link to an anonymous community site that female students can join.
- **Strategy B)** Leverage social media communications through Instagram to foster community, encourage discussions around women's health, and normalize the topic.
 - **Tactic:** Create a women's health Instagram channel for Iowa State female students to gather information, ask questions, and learn about women's health.

Secondary research:

- ❖ Researching the websites of clinics and healthcare providers that offer women's health services
- ❖ Research local women's health clinics in Ames
 - Gather data on services and compare them to Theilan's services offered
- ❖ Look for ideas that other sources and colleges have implemented, working towards destigmatizing topics related to women's health
- ❖ Research women's health services from other surrounding universities and gather data on how/what media sources that are utilized to deliver information about women's health
- ❖ Gather data about the providers and their credentials at Thielan
- ❖ Conduct an audit of Theilan's current media sites and note how/where they are currently promoting women's health services, like through their website
- ❖ Talk with Deanna about research data surrounding women's health

We strategically selected these secondary research methods to gather information about competitors, assess Theilan's current media communication, and obtain data that is relevant to our campaign's audience and message. This secondary research will help us craft a campaign that is based on relevant research.

Primary research:

- ❖ Anonymous survey
 - Quick, easy, short
 - Administered through Qualtrics
 - Distributed to the women's club and sororities (send to Collegiate Panhellenic Council)
- ❖ Survey description/sentence that we will include with survey link:
Hello! We ask that you complete this entirely anonymous survey to help us improve the health resources from Theilan Health Center offered to women on campus. We hope to destigmatize this topic and create a space for healthy, strong, empowered women at Iowa State University. Thank you for your time! Please note: this survey is a research project for a class.
- ❖ Survey closing/end message:
Thank you for taking the time to complete this survey! Click this link to learn more about Thielan's women's health services: *link*
- ❖ Questions:
 - What year are you (freshman, sophomore, junior, senior)?
 - Where did you hear about this survey? *Multiple choice*
 - Would/have you utilized women's health services (i.e., birth control, pap smears, sexual health)?

Strategic Approach: Berkwood Farms

Target Audience:

The demographics of our target audience include consumers within the 35-55 age range. Furthermore, our target audience is categorized as “upper-middle class,” or individuals with a household income above \$150,000. The majority, if not all, of our target audience resides on the East and West coasts, with a particularly large concentration in California. Our target audience is likely someone who is hosting a get-together or celebrating a significant event; thus, our hero is someone who genuinely enjoys cooking for their family. Therefore, the psychographics of our hero include qualities of intentionality, empathy, loyalty, conscientiousness, logic, and confidence. Our target audience prioritizes personal values of sustainability, connection to food sources and producers, ethical practices in food production, reliability, and consistent quality. Our target audience emphasizes meaningful, sustainable food production and actively seeks out brands that align with their values, beliefs, and lifestyle - so they can feel content with and connected to their food sources, restoring the experience of enjoying high-quality pork and food in general.

Our strategically crafted customer personas are Maya and Michael. The pair resides in San Francisco, California, with their two children, Brooks (10) and Elsie (13), and their rescue German Shepherd mix, Scout. Maya and Michael have a combined household income of roughly \$220k, as Maya works as a financial analyst for a sustainable B corporation, and Michael is a software engineer for a computer company. The family thoroughly enjoys frequently hosting their friends and family in the backyard oasis of their home. In addition to hosting and serving delicious, high-quality meals for their loved ones, Maya and Michael love experimenting with gourmet restaurants in the Bay Area. They also enjoy hiking with their children, traveling, and volunteering within the community. Their short-term goal revolves around feeling confident and assured about what they are consuming and what their children are being fed. In addition to seeking these feelings of confidence and connection, they also prioritize supporting farmers. Their long-term goals are to restore the meaning behind a meal and feel genuinely fulfilled knowing that they are supporting a choice that is better for everyone - farmers, the environment, their health and the health of their children, and the wellbeing of the animals that are being harvested.

Our Hero's Goal:

Our hero's overarching goal is to serve flavorful, high-quality pork and make memories around the dinner table. Our hero wants to feel good about the food they put into their body. By using Berkwood Farms' high-quality, premium products, our hero can accomplish their goals.

Furthermore, our hero's philosophical and internal goals relate to the feeling of connection, fulfillment, and confidence behind conscious consumption. Our hero hopes to feel like a piece of something larger and aims to better the world through their lens, which manifests itself as restoring the meaning behind a meal. The meaning lies within their connection to the farmers who produced the meal, but also those with whom they are sharing the meal. Our hero's goal is to navigate their journey of self-realization by discovering experiences that make them feel true to themselves and committed to their values of sustainability, quality, and greater fulfillment.

Our Strategic Plan to Assist Our Hero in Meeting Their Goal:

Berkwood's plan to assist our hero in meeting their goals requires us to provide them with consistent, high-quality pork products. Another way we are doing this is by being transparent with our consumers and allowing them to speak directly with our CEO or farmers to gain more information about our pork products. The role that Berkwood Farms plays in our hero's success is an assisting one. Success, in our hero's opinion, is the feeling of being confident in their choice and truly connected to the farmers behind the mission, which ultimately makes them feel not only unified and in connection with the farmers who produced the pork, but also helps them identify with a larger sense of fulfillment in restoring the meaning behind a meal. Our role in this journey is simply to support our hero in this story by providing them with the essential resources to reach success. These resources do not necessarily translate to objects, but rather relationships, products, emotions, and experiences.

Brand Voice and Personality:

Berkwood Farms places a strong emphasis on honesty and transparency. If you call with a question, you're able and welcome to speak to a CEO or farmer at the drop of a hat. Every step of the process, from a pig's first meal to its last, is conducted in an ethical and safe way that aims to raise the industry standard. Our ultimate goal is to provide consumers with both a high-quality

product and peace of mind. Our persona is a guru, guiding you along in your journey for a delicious dinner.

Berkwood Farms aims to come off as helpful, honest, and experienced. While other companies are trying to make common breeds seem like commodities, Berkwood is committed to specializing in one top-quality breed. They're also in the business of working with hobby farmers, meaning that Berkshire pigs aren't a make-or-break for them. These pigs are reared because of a genuine want, instead of a need for income. These pigs are pure, by virtue of farmers' intent, open living conditions, and quality of meat processing.

Conversation Themes:

Some conversation themes we will use in our posts include helpfulness, consistency, honesty, reliability, genuine, and down-to-earth. We want our customers to feel like we are a long-time friend, someone who helps celebrate their wins and someone they can rely on to be there when they need them. Furthermore, our conversation themes and communication objectives relate to an overarching goal of educating our consumers. By leading and communicating with these consistent themes, we aim to educate customers on the quality, commitment, meaning, and story behind Berkwood Farms.

We want to be as transparent as possible, purposefully educating our customers on our farming techniques and processes to help them feel even better about the quality of meat they are purchasing. We also want our customers to know that we truly care about their business and will do everything to ensure they are happy with their decision to buy from Berkwood. This concept supports our commitment to our customers and prioritization of the meaningful relationships we have built with each of them.

Communication Platforms:

The communication platforms that we feel best fit Berkwood, based on their target audience, goals, and brand voice, include TikTok and printed publications like Cook's Illustrated or EatingWell Magazine.

TikTok would provide a space for Berkwood to showcase its personality more than a printed advertisement or press release might. It would also be a great way to share their processes and give a behind-the-scenes look into the people who run Berkwood Farms. Another way we would utilize TikTok is by sending samples to food influencers so that they can provide their genuine, honest feedback. Even sending samples to non-food influencers for them to cook would show the ease in preparing Berkwood pork for the average person.

Having their product featured in printed publications such as Cook's Illustrated or EatingWell Magazine would support their claims on the quality of their pork. While a printed advertisement would be beneficial, including Berkshire pork from Berkwood Farms in specific recipes would take it a step further.

Situational Analysis

Deanna Sargent, the Communications and Marketing Manager for Thielen Student Health Center (TSHC), is our client. We met with her to discuss the project we are working on, which is improving the knowledge of the women's health services offered at Iowa State University. We discussed how the student health and wellness services communicate already, past strategies used, and guidelines to follow when communicating and doing research for TSHC. Our goal is to increase knowledge about the women's health services offered. While many women are interested in using these services, they are unaware of how easily accessible these services are.

Organization Overview: Thielen Student Health Center

TSHC is a nationally accredited health center located on Iowa State's campus, delivering medical care to students. Students can receive different types of medical care, like testing, immunizations, physicals or check-ups, have their prescriptions filled, receive physical therapy, and more. As part of the Student Health and Wellness Services, TSHC's mission statement aims to "promote optimal health of the university community by providing high-quality, accessible, affordable, and accountable health care that encompasses prevention, wellness, and education, and to support the academic success of the Iowa State University students while building healthy habits for a lifetime," (Iowa State University Student Health and Wellness Annual Report, 2020-2021).

Target Audience Analysis

TSHC's primary audience is Iowa State University students. With improved knowledge about the women's services offered, our target audience is women on campus, mainly aged 18-22.

Comparing "Competing" Websites and Healthcare Providers

UnityPoint Health is a well-known provider of women's health services, and its website reflects a comprehensive approach to patient care. The site includes information on pregnancy, conditions such as endometriosis, perimenopause, and PCOS, as well as a women's health page detailing annual exams, cancer screenings, and gynecologic issues. It also features women's health news stories and other educational content. Overall, the website offers a wide range of women's health resources and clearly explains each procedure, helping patients feel more comfortable and informed about their care. While pregnancy information is one of the most prominent sections, which is valuable, our primary audience may be more in need of resources focused on annual exams and sexual health services.

Doran Clinic for Women is another healthcare provider in the Ames area that focuses specifically on women's health. Its website highlights various services, including gynecology, OB/GYN, and pregnancy care, as well as information on health plans, lab services, mammograms, and infertility testing. The clinic emphasizes patient comfort and personalized care, a message consistently conveyed throughout its website. Additionally, Doran provides detailed information about its six specialists, allowing potential patients to become familiar with the doctors who may provide their care.

Finally, McFarland Clinic offers the most extensive online information among the clinics we reviewed. Its website features detailed sections on obstetrics, gynecology, women's annual exams and routine wellness services, specialty women's health services, and family planning and pregnancy care. As one of the most well-known clinics in Ames, McFarland provides a comprehensive overview of its services and demonstrates a strong commitment to women's health. Including specialty women's health services distinguishes the clinic from others,

emphasizing its dedication to treating common and complex conditions with the same level of care and attention.

Comparative Analysis of Collegiate Women's Health Services and Communication Efforts

Across Big 12 universities and surrounding institutions near Iowa State, women's health services are primarily communicated through university health service websites and online appointment portals. Most Big 12 schools, such as Arizona State, Texas Tech, Oklahoma State, and the University of Kansas, provide detailed web pages outlining women's health services and allow students to schedule online appointments. Social media, especially Instagram, is widely used to promote general health information, with some universities like the University of Arizona and West Virginia University standing out for their consistent and women-specific health content. West Virginia notably maintains a dedicated Instagram for its Women's Resource Center, while others, such as Texas Tech and Oklahoma State, use general health accounts that occasionally feature women's health topics. A few institutions, like the University of Utah, go further by hosting women's health seminars, offering a more proactive approach to health education.

In contrast, many universities surrounding Iowa State, including the University of Northern Iowa, Briar Cliff, and Grand View, offer limited or generalized health information with little specific focus on women's health, both on their websites and through social media. There was a big focus on "campus life" in general, with only listed services and rarely mentioned women's services. If there were women's health services listed, it would be leaning more towards sexual health with STI screenings rather than wellness. Bringing more information and access to women's health in our campaign will be a drastic change from what we have seen so far around other universities in Iowa.

Analysis of Best Practices in Collegiate Health Communication and Destigmatization

We found that the most common way other universities were working towards destigmatizing women's health was by aiming to normalize the usage of women's health services by making their presence known on campus. They achieve this through various methods. Schools like the University of Kansas, Kansas State, and the University of Houston provide free menstrual products with maps pointing to their locations. Schools like Boston University, Northeastern University, and George Washington University built emergency contraceptive vending machines, which provide inexpensive Plan B at a fraction of what drug store-bought Plan B costs. Lastly, in a study written in 2021 by two scholars from the University of Columbia where, they conducted a qualitative multiple case study and found that destigmatization depends on framing. So if we reframe women's health as a gender equity and social justice issue, we introduce more audiences for a call to action.

Communications Audit of Thielen Student Health Center's Media Sites and Digital Presence

Digital communications have become an essential way for college-aged students to receive their important information. TSHC needs to create clear and accessible content for its target audience. Once you navigate through a few different pages on the website, you will notice that the sexual is the main focus. Offering limited details on preventative care, contraception options, and other items relating to women's health. TSHC shares social media platforms with the other Student Health and Wellness departments on campus, which limits the opportunities for time-efficient updates. TSHC could overall strengthen its communication strategy by improving the website as well as enhancing social media content to ensure that students can access important information.

Multidisciplinary and Specialized Healthcare at Iowa State's Thielen Student Health Center

TSHC at Iowa State University offers confidential, comprehensive care through a diverse team of credentialed healthcare professionals. Providers include Doctors of Medicine (MDs) and Doctors of Osteopathic Medicine (DOs), both of whom complete extensive medical education and residency training, with DOs emphasizing a holistic approach and osteopathic manipulative treatment. Certified Physician Assistants (PA-C) and Advanced Registered Nurse Practitioners (ARNPs) also serve patients, diagnosing and treating illnesses, prescribing medications, and performing procedures. Among the team, Mary Raman, ARNP, is a certified women's health nurse practitioner, highlighting TSHC's specialized support for women's health. Additional roles, such as Registered Nurses (RNs), Licensed Practical Nurses (LPNs), and allied health professionals, including medical assistants, radiology technicians, and physical therapists, contribute to a multidisciplinary care environment. This diverse credentialing ensures that students receive high-quality, specialized, and holistic healthcare services.

Primary Research:

Online Student Survey: Greek Life and Women's Campus Organizations

Our primary research survey, distributed to Greek Life (sororities) and women's campus organizations, yielded 25 total responses with representation exclusively from upper-class students: 44% seniors, 28% juniors, and 28% sophomores, with no freshman participation. The overwhelming majority of respondents (92%) learned about the survey through their sorority GroupMe, while only 8% heard about it through women's clubs or organizations, indicating that Greek Life communication channels proved most effective for survey distribution.

Regarding women's health service utilization, 56% of respondents currently use or have previously used women's health services, while 44% have not. Among non-users, 20% expressed interest in utilizing these services in the future, 16% simply have not used them, and 8% indicated no interest. Notably, 76% of respondents were unaware of the specific women's health services offered at TSHC. Among those who did possess knowledge of TSHC's services, awareness centered on condoms, STD testing, birth control options, pap smears, and treatment for UTIs and yeast infections. The primary barrier to TSHC utilization was existing healthcare relationships, with 68% already having a provider elsewhere, followed by lack of awareness (52% didn't know TSHC offered women's health services). Additional barriers included anxiety surrounding women's health (20%) and concerns about parental knowledge (12%).

When asked about potential future utilization of specific services, respondents showed the strongest interest in evaluation and treatment for sexual health issues (64%) and STD/STI check-ups, diagnosis, and treatment (60%). Moderate interest was expressed in contraceptive options (48%) and pelvic and breast exams (48%), while fewer respondents indicated interest in pap smears (40%), HIV testing (16%), and PrEP (8%). Regarding information sources, respondents currently obtain women's health information primarily from their primary care provider (76%) and family or friends (56%), with social media (36%) and general internet searches (28%) serving as secondary sources. Only 8% currently receive women's health information through their ISU email. However, communication preferences shift dramatically for campus life information, with 100% of respondents using ISU email and 76% using Instagram, followed by Canvas announcements (28%) and campus posters (24%).

This survey proved incredibly valuable in identifying key gaps in awareness, uncovering significant barriers to service utilization, and revealing effective communication channels for

reaching our target audience. The data not only confirmed our initial hypothesis that lack of awareness was a primary obstacle, but also provided concrete insights into student preferences for health information sources and their openness to utilizing campus-based women's health services. These findings will directly inform our strategic recommendations for improving TSHC's outreach and positioning women's health services as an accessible, trusted resource for Iowa State students.

Key Stakeholder Interview: Perspectives from Thielen Student Health Center's Nursing Manager, Taylor Heitzman

When it comes to the wording around women's health, TSHC uses sexual health as its identifying phrase. We have the option to choose different wording for our campaign, but sticking to sexual health allows more room for inclusivity. Along with the correct wording, there are some government restrictions and approval processes that our campaign will have to consider when making decisions. TSHC can offer but not promote services because of these government restrictions.

The portal is the biggest way to inform students of information and appointments, which brings awareness to students. Users of the portal are allowed to type in any message 24/7 and receive a text or call back from their preferred provider. Even if TSHC isn't open, it reroutes to a nurse working at Mary Greeley. This will be a great resource to show because they receive concerns from parents about TSHC's hours. They want to expand more on their website and social media, but the approval process can be long and difficult to achieve when it comes to women's health.

Regarding services, charges on the U-Bill from TSHC appear only as general health charges without itemized receipts. Students can revoke previously signed parental consent forms,

often signed under pressure during orientation, to keep their medical records and appointments private. Privacy and confidentiality will be a focus of our campaign because of the concerns they bring up, especially with freshmen. Students are not aware that they have an option to keep health records private, which is a factor Heitzman mentioned was important.

Many students fear judgment from professors, teaching assistants, peers, or parents, though parents cannot access information without signed consent. Stigma around topics like women's health, pregnancy, or STDs keeps people silent. Additionally, the cost of seeking services can be a major barrier.

During our interview with Heitzman, we requested statistics regarding patient visits. In the past year, there were 1,941 women's health-related visits at TSHC. The most common services included oral birth control (604), STI testing (421), IUD-related care (366), and vaginal concerns (249). Well-woman exams (237), pap smears (227), breast concerns (75), and pregnancy-related visits (53) were also recorded. By class standing, the majority of visits came from seniors (753) and graduate students (631), followed by juniors (310), sophomores (157), freshmen (45), and others (45), including non-traditional students and spouses.

Key Findings, Research Relevance to Campaign, and Conclusion

Based on our primary research findings, an observable gap exists between student needs and service awareness at TSHC. While a majority of survey respondents have utilized or expressed interest in sexual health services, particularly STD/STI testing and sexual health evaluations, 76% remain unaware of TSHC's services. Our research reveals barriers: privacy concerns about parental access and U-Bill charges, government restrictions limiting TSHC's promotional capabilities, and a fundamental communication disconnect despite students' use of their ISU emails and Instagram. Furthermore, our findings confirm that student interest exists,

but a lack of awareness, privacy concerns, and perceived accessibility prevent utilization of on-campus services. Our insights provide a strategic foundation for formulating a campaign that prioritizes transparent privacy communication, leverages preferred communication channels, and reframes TSHC as a convenient, confidential resource for women's health care.

Competing healthcare providers vary in their approach to women's health. Some emphasize comprehensive resources, personalized care, and specialized services, though opportunities remain to better align offerings with the specific needs of younger populations. In comparing collegiate women's health services, Big 12 universities generally offer accessible online health portals and leverage social media to promote women-specific content, with standout examples like schools hosting seminars to further student education. By contrast, universities surrounding Iowa State tend to provide minimal, generalized health information with limited women-specific resources. Best practices in destigmatizing women's health include making services visible and accessible through free menstrual products, emergency contraceptive vending machines, and reframing the topic as a social justice issue. A communications audit of Iowa State's TSHC reveals that while sexual health is addressed, broader women's health content is lacking, and the shared social media accounts limit timely, targeted updates for more focused digital communication. Despite this, TSHC's multidisciplinary team, featuring MDs, DOs, PAs, ARNPs, and a certified women's health nurse practitioner, ensures students have access to high-quality, specialized care, supporting a holistic approach to women's health on campus.

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