



Case Study - Student Wellbeing Deck Bates College

Objective

To integrate the Student Wellbeing Deck into the “Well-Being at Bates” initiative to educate students about the dimensions of wellbeing and connect students with campus support, while helping them take meaningful action in their own journey.

Implementation Strategies

1

Integrate card sort into onboarding materials sent to every Bates incoming first year student to introduce Bates' Nine Dimensions of Well-Being campaign & corresponding campus resources & programs

2

Use as a teaching tool during regular well-being workshops with FY students and upper-classmen to help define what wellbeing means to them, help them develop meaningful goals & connect with wellbeing resources

3

Utilize aggregate card sort data to get a clear understanding of Bates students' wellbeing priorities & deliver targeted programs & resources at the time students need them

4

Embed wellbeing into campus culture rather than a stand-alone activity, the card sort will be integrated into programs & partnerships, making wellbeing a sustained & visible part of the student experience

Bates at a Glance

- **Location:** Lewiston, Maine
- **Enrollment:** 1,760
- **Campus Lead:** Brenna Callahan, Director of Health Services and Student Well-Being

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We're 6 months into WellSort implementation and have been so thankful! The Card Sort has helped facilitate connections with new campus partners and student groups. Each time, we've been able to see students conceptualize their priorities in new words and start to take action!

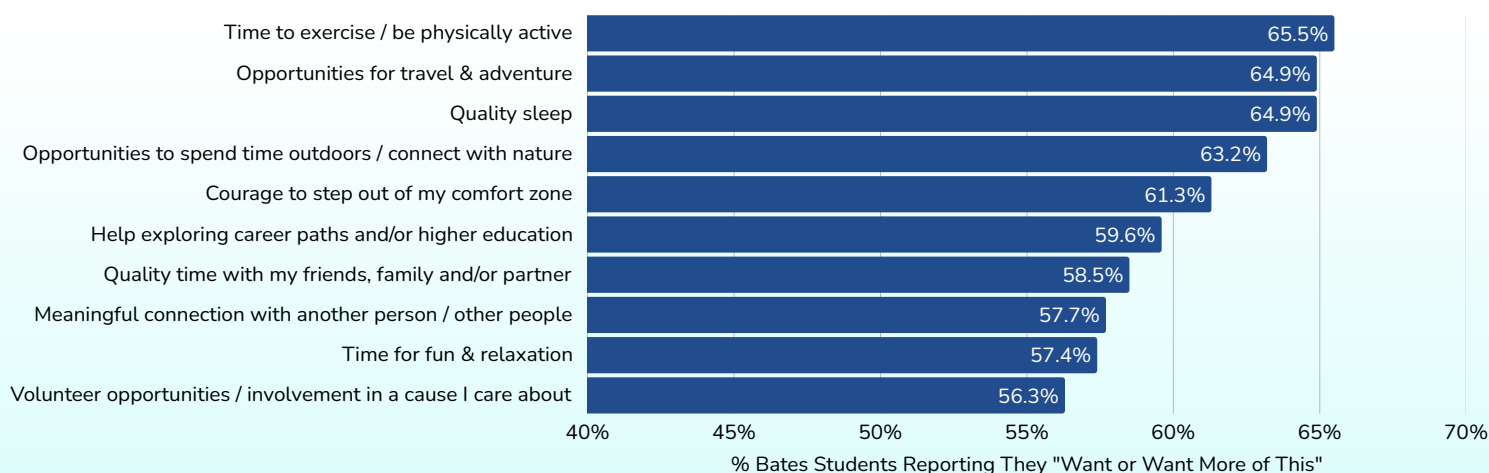
Brenna Callahan

Director of Health Services and
Student Well-Being

Bates

Data Insights

Top Ten Student-Reported Wellbeing Priorities, Student Wellbeing Deck, Bates College
August-December, 2025 (n=359)



Lessons Learned & Next Steps

Embed through trusted voices. Bates has accomplished broad reach by activating student-facing partners - faculty, coaches, and staff - rather than promoting the card sort from a single department.

Cast a wide net across campus. Partnering with Residence Life, Academic Support, Campus Life, and the Center for Belonging & Community has exposed students to the Student Wellbeing Deck in the spaces and through relationships they already trust.

Beginning Spring 2026, Bates will expand wellbeing workshops, deepen campus partnerships, and invite first-year and upper class students to retake the card sort - helping them understand how their priorities might shift and change throughout their college experience.

Request a demo today!

For more information

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Data Highlights

Incoming first year students prioritized growth and connection, while students in mixed-year workshops prioritized basic needs, fun, and restoration:

Incoming students' top priorities included stepping out of their comfort zone (73%), exploring career paths (72%), forming meaningful relationships (69%), and volunteer opportunities (68%). By contrast, mixed-year students prioritized exercise (78%), travel and adventure (70%), sleep (65%), and time for fun and relaxation (65%), illustrating that wellbeing needs evolve across the college journey.