

"To get somebody to become self-reflective is the best gift an educator can give."

—In memory, Randy Pausch, Ph.D., Carnegie Mellon University

TODAY COLLEGE TOUR TESTIMONIALS

"Remarkable. "today" is an unavoidable emotional tour-de-force. Turning inside out the intimate spaces shared between a psychologist and his patient's, "today" leaves the voyeur saturated, drained from his spoils."

—David Weiss, ESPN Magazine

"I've been working in theatre for over 20 years and this is the first script I've ever insisted on keeping a copy of."

—Eric Hack, Technical Director

"It ("today") has a real flavor of being on the edge that I think people feel in their lives."

—Marti Newbold, Dean of Students,

"We had people from all walks of life, different majors, different ethnicities...really brings a sense of community to a school."

—Marissa Minor, 'today' Student Director

"The nice thing about the show is that it is complete technically so that everything happens in this one solid space...it can stand on its own on one stage."

—Jessica Greene, Ph.D., Assistant Professor of Design

"It`s like meeting a person randomly on the street, striking up a conversation, and suddenly you are best friends. You don`t know how it happens it just did... it was just startling that a ghost, somebody I`ve never met, could be so close to me in such a short instant. There were so many things to connect with. Problems that we`ve been dealing with, problems that we can`t cope with alone, could bring us together in friendship."

—John Dolan, College Student Actor

"Today College Tour has an impact on campus on a variety of levels."

—Scott Strader, Ph.D., Director College Counseling Services

"I coach rugby for a local school rugby team in Indiana. Last season we had a player commit suicide. It was difficult for many of the boys to move on after that tragedy; something like your program would have done a lot of good. In my own high school days we had a player get killed in the cafeteria; nothing like your group was available then either."

—Travis Pulper, Coach and Writer

"I think that it brings life into the bubble of college."

—Amanda McKlevey, College Student Actor

"Truthful. Genuine. Honest." "Intriguing."

"Unique." "MADE me look at myself – my most personal thoughts and feelings." "Inspirational." "Still trying to understand the meanings." "Real, Wow."

"I have to be more accepting." "Intense." "Left me thinking about my Mom, my Dad, and how I love."

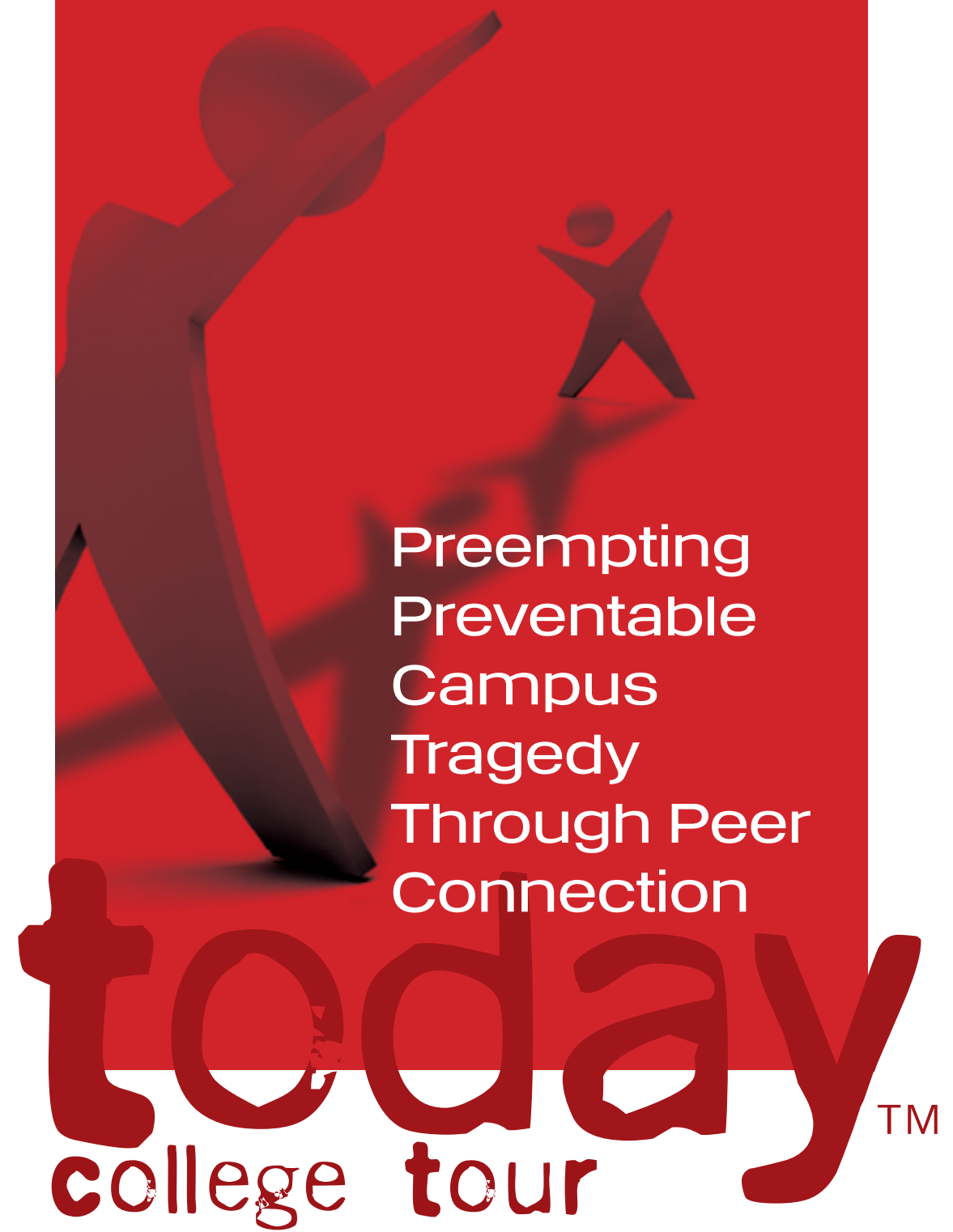
—Post-show feedback session comments from college audiences

"Urgent...you can't turn away...thoughtfully capturing serious dynamics of the human condition."

—Anonymous student review

"Part of the whole process of the (programming) was this feedback that allowed a community to be built... and they (students) became more aware of ideas about their own questions about life."

—Cynthia Totten, Ph.D., Professor of Theater



Preempting
Preventable
Campus
Tragedy
Through Peer
Connection

todayTM
college tour

"Really, really powerful, so be prepared to think afterwards... there are issues that you probably never think about in daily life...after the show you will...I think the overall message of the "today" (programming) is that...you are not the only one with trouble, you are not alone."

—Naoki Tanaka, College Student

TODAY COLLEGE TOUR'S DIRECTORS AND ADVISORS

Keith Light, Ed.D. Brown University	Scott Strader, Ph.D. Eckerd College	George Slavich, Ph.D. University of California San Francisco	Jarrod Reisweber, Psy.D. University of Pennsylvania	Virginia Garay, M.D. University of Texas Health Sciences Center	Wayne Erishman, Ph.D. Southwest Mental Health Center	Christopher Cutter, Ph.D. Yale School of Medicine	Sean Sullivan, Psy.D. Executive Director, Today College Tour Center
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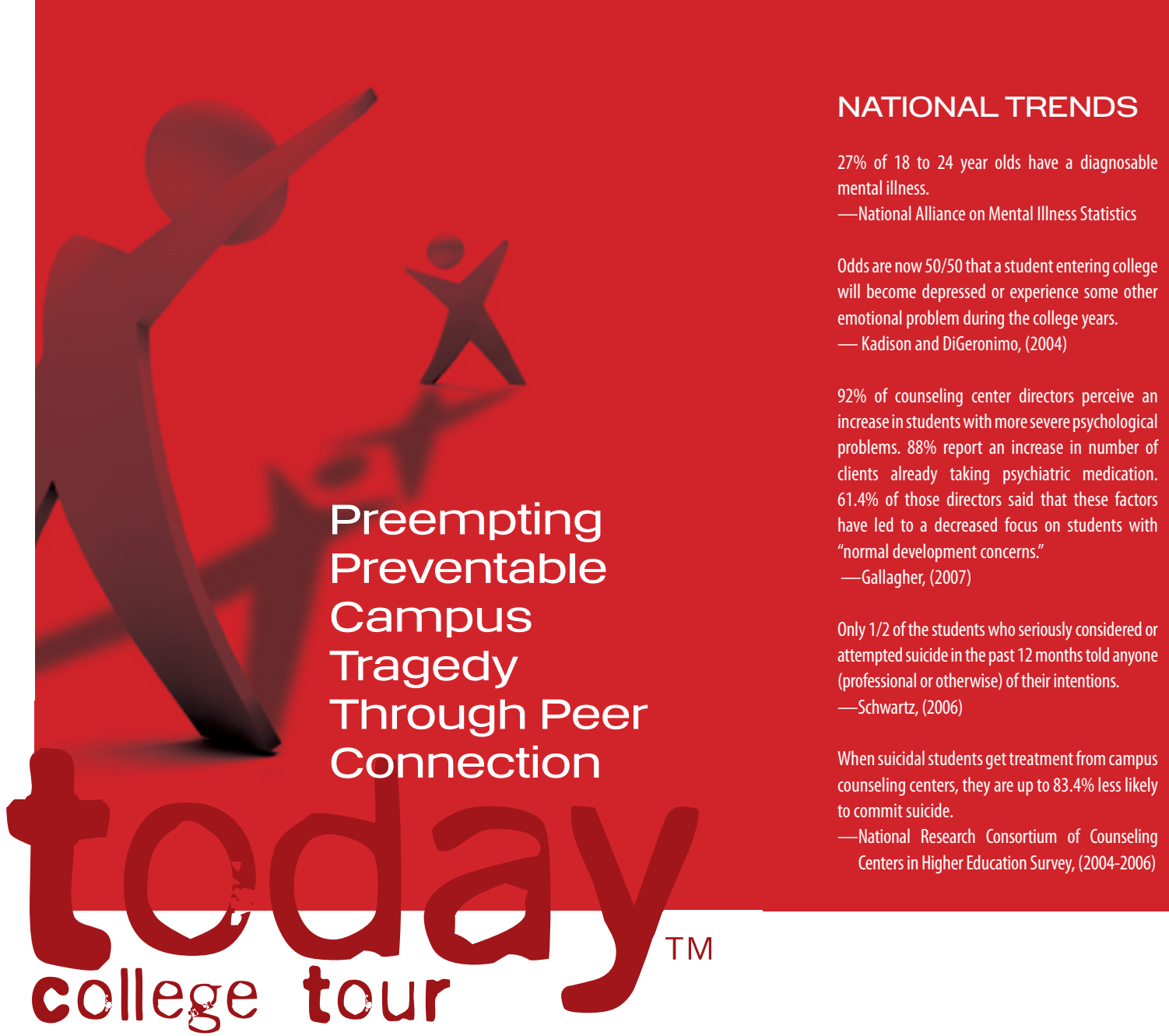
today[™]collegetour presents groundbreaking programming developed by distinguished university mental health and higher education professionals to build community and preempt preventable campus tragedy. Our non-profit, innovative, student-centered approach engages campus communities in sustained dialogue about campus communication and pertinent mental health issues.

targets a range of campus issues including:

- Suicide Awareness & Prevention
- Depression & Anxiety
- Identifying at Risk Students
- Empathic Communication

tailored to supplement existing programs on campus:

- Alcohol/Substance Abuse Awareness
- Eating Disorder Awareness
- Violence & Sexual Assault Awareness
- Campus-wide awareness initiatives



NATIONAL TRENDS

27% of 18 to 24 year olds have a diagnosable mental illness.
—National Alliance on Mental Illness Statistics

Odds are now 50/50 that a student entering college will become depressed or experience some other emotional problem during the college years.
— Kadison and DiGeronimo, (2004)

92% of counseling center directors perceive an increase in students with more severe psychological problems. 88% report an increase in number of clients already taking psychiatric medication. 61.4% of those directors said that these factors have led to a decreased focus on students with “normal development concerns.”
—Gallagher, (2007)

Only 1/2 of the students who seriously considered or attempted suicide in the past 12 months told anyone (professional or otherwise) of their intentions.
—Schwartz, (2006)

When suicidal students get treatment from campus counseling centers, they are up to 83.4% less likely to commit suicide.
—National Research Consortium of Counseling Centers in Higher Education Survey, (2004-2006)

welcome to today[™] college tour, a non-profit organization providing cutting-edge professional programming targeting the preemption of preventable tragedy on campuses nationwide. Today College Tour is an innovative, proven vehicle for interacting with and educating students and extended communities about mental health issues and their potential impact on college campuses. To most effectively reach students, our on-campus programming typically culminates in performances of our acclaimed touring stage theatre production, “today,” which is **cast with students who are enrolled in each college we visit.**

Grounded in clinical, counseling, developmental and social psychology, Today College Tour is designed to spark debate about a range of life-critical issues that can tend to lie dormant; and therefore, unaddressed in college communities. Today College Tour maximizes peer education both on campus and through our peer collaboration software to promote honest and open dialogue by engaging students where they are and in a language they can relate to. Our ongoing presence on campus through our Today Tags Initiative stimulates increased and sustained levels of empathy across the community. By cultivating empathic growth and awareness, Today College Tour proactively addresses many of the evolving challenges that college communities face.

So please take a moment to learn more about how to increase your campus community's awareness of issues that can escalate into tragedy and how our process can work for you. We are pleased to further introduce ourselves by way of our *Today Trailer* video, and our *Video Introduction*. Both videos can be accessed and viewed from links located on our homepage located at: www.TodayCollegeTour.org. If you find that you are interested in gathering further information or speaking to us about the possibility of bringing Today College Tour to your campus, please contact us to receive a complimentary copy of our Introductory Packet and free DVD to share with your colleagues. We look forward to working with you!

Warm regards,
Sean Sullivan

Today College Tour Team
Dr. Sean Sullivan
Executive Director
Today College Tour, Inc.



**PACKAGE A
“today” stage production**

A Today College Tour psychologist and a host-campus student cast of six to twelve enrolled students produce and perform the first ever peer-collaborated (WikiScripted) touring stage theatre production, “Today,” on your campus. “Today” was developed by mental health professionals to entertain and educate campus communities about campus mental health issues and to preempt preventable campus tragedy while shifting the resource burden from over-extended campuses to Today College Tour’s professional staff. The “Today” production takes place on your campus on a psychotherapy office stage set where your students perform condensed psychotherapy vignettes that deal with student and life issues **alongside a Today College Tour psychologist.** To engage your entire campus community, any member of your campus community may log in to Today College Tour’s online peer-collaboration tool to edit or craft “Today” vignettes prior to “Today” performances. The condensed psychotherapy vignettes are one important component of the acclaimed “Today” production.

**PACKAGE B
today tags initiative**

Today College Tour presents the Today Tags Initiative to train students in peer education around a variety of student-centric and mental health related issues and to develop peer-to-peer connectivity. Your campus will receive at least 1000 Today Tags for distribution to and education of students. Today Tags are ‘Live-Strong’ styled bands **personalized to match the host-campus’ school colors.** Today Tags, oftentimes tied to book bags or worn by students as bracelets or anklets, come to represent tangible invitations to conversation about topics of interest to whoever is wearing a Today Tag. A Today Tag represents an issue, idea, topic, or personal frustration that a student thinks is important and breaks the barrier to communicating with other students about important issues on campus. Today College Tour mental health professionals train your peer educators and provide the structure and mechanism to spread the Today Tags Initiative throughout campus. The Today Tags Initiative engages your campus community in empathic communication and promotes awareness of risk factors.

**PACKAGE C
today college tour connected campus**

Today College Tour implements both PACKAGE A and PACKAGE B in one semester or in two consecutive semesters.

**PACKAGE D
today college tour training**

**Available only as an extension of PACKAGE C*

A Today College Tour psychologist trains campus administrators to implement Today College Tour programming on campus annually. Training enables a campus to produce the acclaimed stage theatre production “Today” and implement the Today Tags Initiative utilizing campus-based resources, on an ongoing basis.

For more information and a free demo visit: www.TodayCollegeTour.org
For booking related inquiries please contact Kirkland Productions at Booking@KirklandProductions.com or toll free at **866.769.9037**
For programming content inquiries please contact info@todaycollegetour.org