

Stress Management for the Masses Feasibility Report

Tyler Upchurch, Burak Polat, Ryan Edelen, Conor Byrne, Edward Zapanta

Miami University

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Dr. Amanda Stevens

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Stress Management for the Masses

Introduction

Stress Management for the Masses is a new nonprofit organization just getting its start in Oxford, Ohio. Oxford is a rural college town in northwestern Butler County with a population of around 21,000 that is also home to Miami University. During the school year Miami University is home to close to 19,000 students, making Oxford a perfect location to provide stress relief services to college students, the majority of whom are between the ages of 19-22.

The building location for Stress Management for the Masses is not yet determined, but there are many prospective locations that are under construction at the current moment. There are two possible areas for the new nonprofit on Locust Street near the Oxford Lane Library, and there is a new building being rectified on College Corner Pike on State Route 27. Although the exact location of the physical building is not yet determined, the objective of the operation is certainly clear.

Its aim is to provide both working class citizens and students an opportunity to meet with experienced professionals that can help patients discover the causes of stress in their lives, learn how the stress affects them, and learn methods of negating and relieving these sources of stress. The main focus of Stress Management for the Masses, is to help the Oxford community as a whole alleviate the stress in their lives, and create a healthier community as a whole. Professionals will be available for contact during regular business hours from 8-5pm every weekday, and upon request on weekends so patients can access the organization's services at their convenience. This availability is one of the main goals of the organization, as they wish to alleviate the stress of visiting the doctor's office as well.

A review of the background

Stress Management for the Masses is all about helping students and working individuals manage and relieve their stress. Our goal is to make life easier for individuals of all ages in the community. Relieving individuals of stress has been proven to improve academic performance, increase attentiveness, reduce anxiety, strengthen the immune system, and increase motivation and drive, thus holistically making the community better.

The headquarters of Stress Management for the Masses will be built in Oxford, Ohio. Two potential areas for the non-profit include Locust Street near the Oxford Lane Library, and College Corner Pike on State Route 27. The exact location of the building is not yet determined; however, the aim is for a location that is not too far from campus, but away from the close quarters of Uptown. Outdoor area is essential and somewhere away from any raucous would be ideal.

An entity similar to Stress Management for the Masses does not yet exist nearby. But, on the official Miami University website, the university provides information on stress management and techniques to reduce stress (Miami University, 2012). More information about Miami University's services can be found by following the URL in Appendix B of this document. They also have non-consistent, 1-hour workshops upon scheduling an appointment. They provide instruction and practice in utilizing evidence-based stress and anxiety management

techniques. However, this is only one hour and it is by personal appointment. Our programs would be day to day and include much more activities and solutions to stress, on a much larger scale than offered at Miami.

Method

Data collection for this stress management organization was a Google form survey sent to a variety of Oxford residents. Within the survey contained ten questions that asked the participant about themselves and their habits involving stress. Within the survey, the most important details needed for this nonprofit is the stress level the participants, and if they were able or not able to properly address said stress level. The question types varied from checklists, Likert-Scales, multiple choice, yes/no, and short response answers. The various forms of asking about stress were needed as stress affects people in different proportions that can be explained in an even larger variety of ways.

After the creation of the survey, it was sent through various channels throughout the internet. Primarily, a service organization along with other Oxford residents were the participants in the survey. Sending the survey online is the preferred method of sending out the survey due to its simplicity and ease of use.

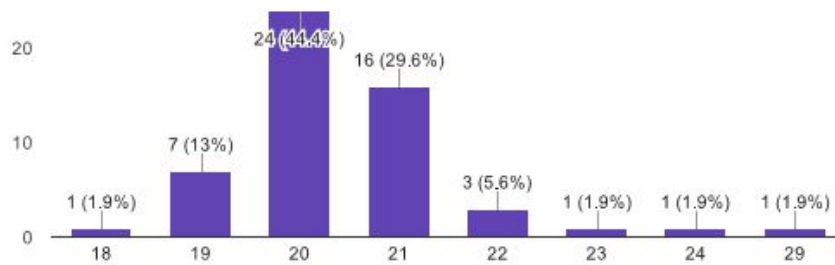
Stress is a normal part of day to day life, and everyone experiences it on the psychological and physical levels. In reality, small amounts of stress can positively affect lives as it can be motivational force, but stress does not always come in these small doses. With the demands of a college education ever-present in the minds of the many students that live in Oxford during the academic year, the amount of stress that may come their way can be overwhelmingly large. A negative stress cycle can occur that can lead to a myriad of health problems including headaches, muscle pain, sleep problems, and depression. Stress Management for the Masses hopes to help people of all ages cultivate proper stress management techniques so that they may lead better, healthier lives.

Results

In order to get a better understanding of the demographic that would use a large portion of the services at Stress Management for the Masses, a survey was conducted of Miami University college students. This section will serve to analyze some of the questions that were asked, and provide insight into how the organization will tailor their services and acquire new customers.

Graph 1

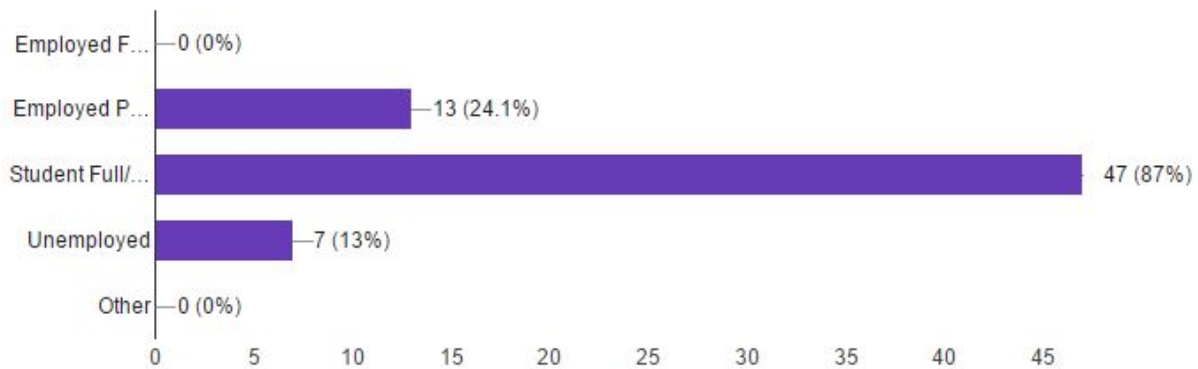
How old are you? (54 responses)



Graph 1: Participants were asked their age. This will likely give the organization a better insight into what kind of stress will affect their lives, in terms of education level and professional experience levels (Google, 2017).

Graph 2

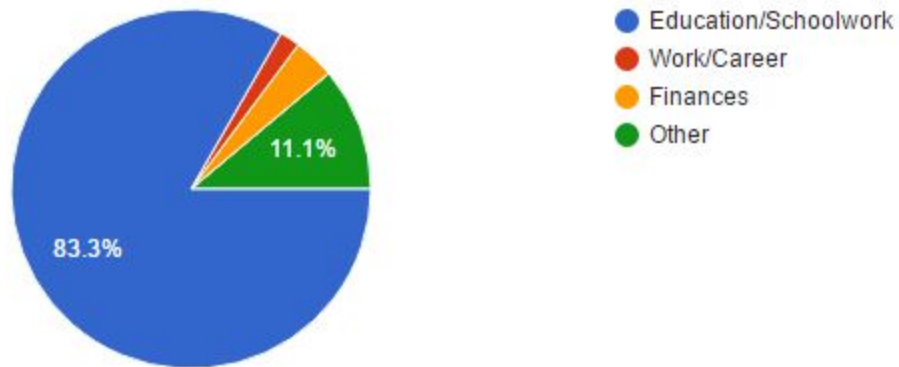
What is your occupation status? (54 responses)



Graph 2: Along with the age, asking about occupation status gives the nonprofit an understanding of what issues the population faces on average (Google, 2017).

Graph 3

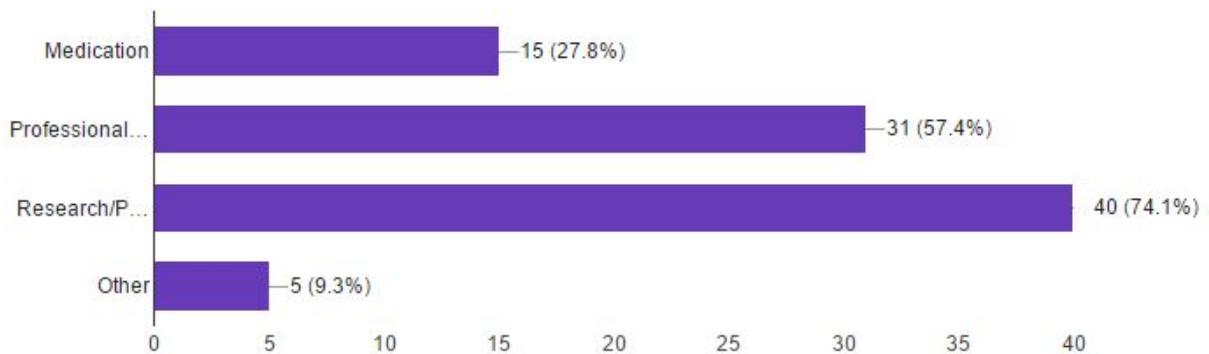
What's the cause of your stress? (54 responses)



Graph 3: This graph gives an almost definite answer that all participants experience stress, and it tells exactly the exact cause of that stress. This helps the organization determine what kind of services they should provide (Google, 2017).

Graph 4

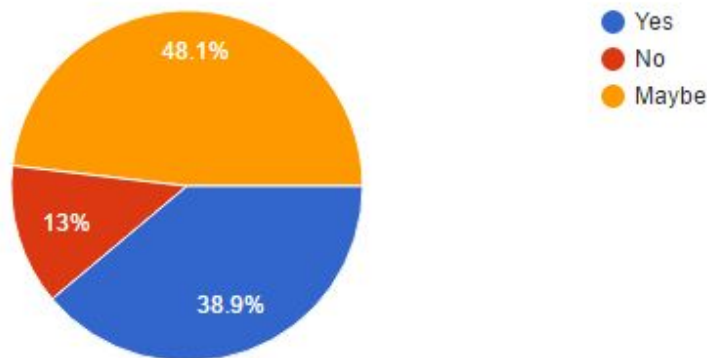
Of these methods, which of these options would you be open to? (check all that apply)
(54 responses)



Graph 4: Similar to Graph 3, this graph answers the question “How will the organization provide help to individuals?” This graph indicates that participants would be most interested in receiving professional counseling and receiving research about personal remedies they can use (Google, 2017).

Graph 5

Would you be interested in a program aimed toward reducing stress?
(54 responses)



Graph 5: This graph is one of the most important because it gives evidence that the nonprofit will be successful in this market because 87% of survey participants indicated some level of interest in the services provided (Google, 2017).

Discussion

The results have shown that a large portion of the survey participants who live in Oxford have interest in a program that will help reduce their stress. Along with the large population of students that inhabit the area for most the year, Stress Management for the Masses also aims to target all non-college students within Oxford as well. Surprisingly, only 47% of the 21,000 people living in Oxford is between the age range of 20 to 24, which shows how many younger and older demographics that the local university counseling resources cannot properly address.

When working with students, the goal would be to host events open to their students and faculty within Miami University's own facilities, which allows it to be as accessible as possible for them to approach. These events would be primarily aim to be stress relief activities that aim to educate the students about our organization, what we offer, and facts about stress. When it comes to working with the greater Oxford area, the city has a large community center just right next to the uptown area. Once again, locating events that are close to a central area of the city will only encourage local residents to come to similar events geared towards specific age ranges.

There are many startup costs in order to make this nonprofit a reality. The first of which is to be legally recognized as a nonprofit by the federal government in order to be exempt from income taxation. This process is begun by filling out a 501(c)(3) form, which requires a \$850 fee along with the application. Other than this, the largest cost would come from hiring a full-time licensed professional counselor (LPC). This person is essential to conducting the efficient stress management techniques and outreach to the diverse residents of Oxford, in addition to being a

resource for people who do plan to reach out to the organization. The average annual salary of a LPC is approximately \$43,000.

Our organization benefits from having a tax exempt status via a 501(c)(3) form. If the application were to be accepted, there would not be too much trouble with the legality of Stress Management for the Masses. As long as the company is vigilant in staying within the various restrictions the state and federal governments gives in regards to requirements of keep our status, everything will run smoothly.

Stress Management for the Masses is created to be another resource for the general population of Oxford to help handle their stress. We aim to be a friendly face with a strong rapport with the various residents of Oxford. In order to move in this direction, the primary adjustment would be being able to be approachable by the younger and older demographics, and tailoring our events towards addressing stress that affects them, along with being an ally with Miami University Counseling Services to be another resource for their student population.

Limitations on the Research Design

In some ways the research design is limited. For starters, the sample size for the survey spanned only 54 people. Considering Oxford, OH has a population of around 22,000 people, in order to gain an extremely confident representation and quality models of the population, one would need a sample size of about 500 (U.S. Department of Commerce, 2015).

Another limitation of the research design is the fact that only one medium of testing was incorporated, that being a survey. In order to conduct more precise research, more mediums should be used including case studies, focus groups, and personal interviews (StatPac Inc, 2017).

Conclusion

To conclude, the findings that were obtained through the survey indicate to the organization that this will be feasible for a number of reasons. It is important to discuss the findings of the survey in this circumstance, as it gives insight into how the general public truly feels about this topic. Firstly, stress is generally seen in society as one of the most important factors in daily life, and overcoming this obstacle is a great burden to many individuals. This generalization seems to be sustained by the survey results because with a sample size of 54 participants, the average amount of stress that they felt on a daily basis was a 3.5 out of 5.0, which seems to be in the above average range. Another important finding to be discussed is the fact that 83.3% of participants revealed that their main cause of stress is due to education and schoolwork. This is important to Stress Management for the Masses because it clearly indicates the market in which this nonprofit could thrive. This is clear because according to the City of Oxford website, "about 47% of the population is between the age of 20 and 24 due to the strong influence of Miami University," which means that there is a large market for these services due to the stress caused by academic life (Oxford, 2017).

For these reasons, along with many others, it is believed that Stress Management for the Masses will be a success in this location because there is a market available for the taking. As well, the survey results indicated that around 74% of individuals would be interested in research

that will help them better manage their stress, and 57% of participants would be willing to attend a physical location to meet with a trained professional to alleviate their stress. Since Stress Management for the Masses intends to open up a location where both research can be distributed to patients and professionals can meet with patients to discuss techniques for alleviation, this is a strong indication of future success. So long as an accessible location for the organization can be attained and students and community members can be made aware of its presence, there is no doubt that this nonprofit organization will thrive in the Oxford community.

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Appendices

A. Nonprofit Survey - Stress Management for the Masses

1. How old are you?
 - a. Age
2. What is your occupation status?
 - a. Employed Full-Time
 - b. Employed Part-Time
 - c. Student Full-Time/Part-Time
 - d. Unemployed
 - e. Other
3. How often are you stressed on a daily basis?
 - a. 1 (Not stressed at all)
 - b. 2
 - c. 3
 - d. 4
 - e. 5 (Extremely stressed)
4. How much would you say your stress affects your daily tasks?
 - a. 1 (Not at all)
 - b. 2
 - c. 3
 - d. 4
 - e. 5 (Greatly affects me)
5. Do you feel that a busy schedule correlates with your level of stress?
 - a. Yes
 - b. No
 - c. Maybe
6. What is the biggest cause of your stress?
 - a. Education/Schoolwork
 - b. Work/Career
 - c. Finances
 - d. Other
7. What are some methods you use to manage stress?
 - a. List as many as possible
8. Of these methods of stress relief, which would you be interested in? (Check all that apply)
 - a. Medication
 - b. Professional Counseling
 - c. Research/Personal Remedies
 - d. Other
9. Do you feel that you have access to education about stress management?
 - a. Strongly Agree

- b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
10. Would you be interested in a program aimed at reducing stress?
- a. Yes
 - b. No
 - c. Maybe

B. Miami University - Stress Management

<https://miamioh.edu/student-life/student-counseling-service/resources/mental-health-topics/stress-management/index.html>