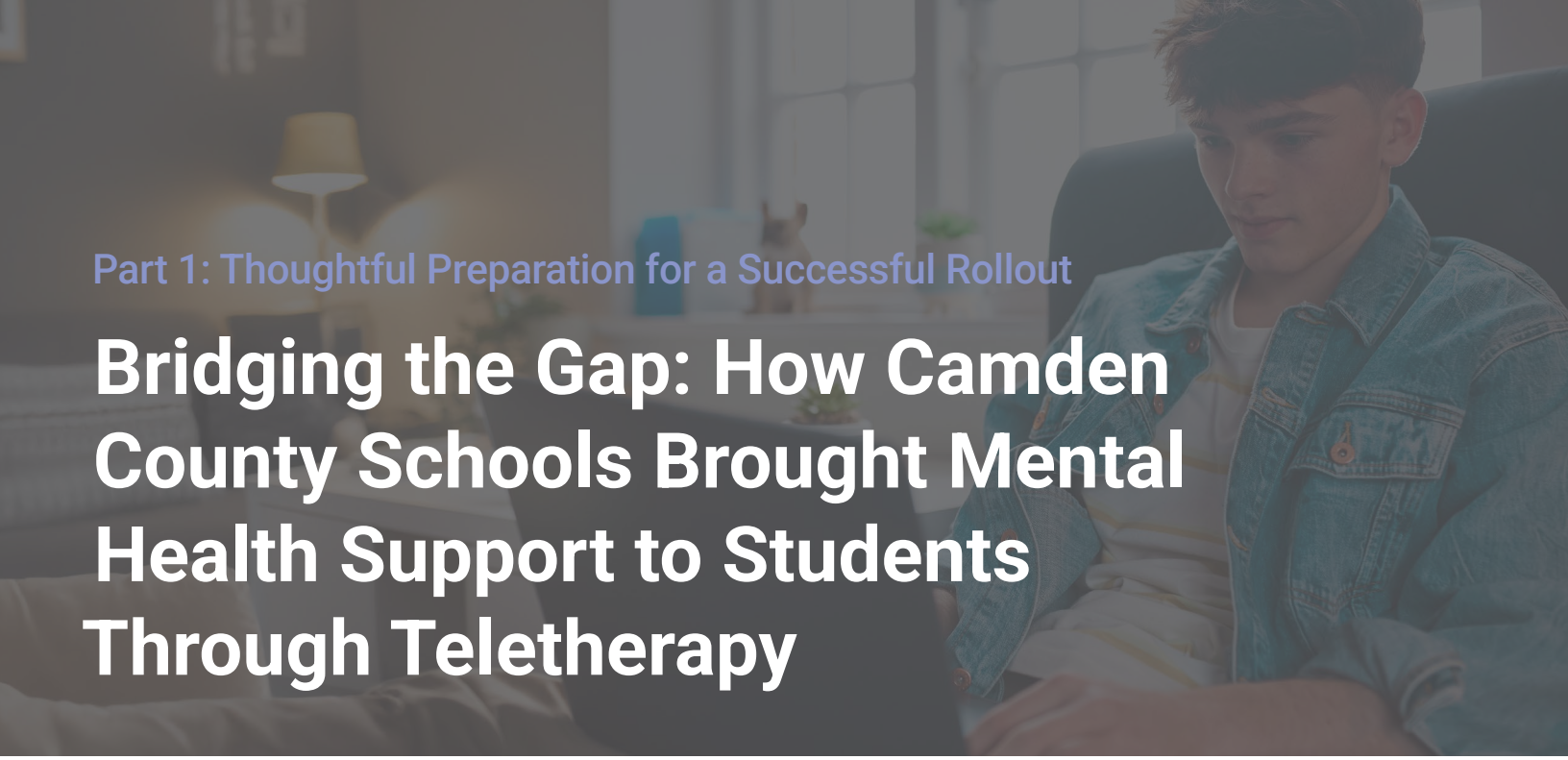


Part 1: Thoughtful Preparation for a Successful Rollout

Bridging the Gap: How Camden County Schools Brought Mental Health Support to Students Through Teletherapy

Camden County Schools, a district with about 1,900 students, faced a significant challenge: there were no local mental health providers in the county. Following an increase in student mental health needs after the COVID-19 pandemic, the district took action. Under the leadership of Michael Reaves, Director of Student Services and former middle school principal, the district used a $100,000 state grant to implement Gaggle Coaching & Therapy, offering teletherapy support to students who needed it.

FAST FACTS

Director of Student Services: Michael Reaves

Schools: 5

Students: 1,990

THE CHALLENGE

Families in Camden County often had to travel to neighboring counties or even across state lines, for mental health services. This presented an insurmountable barrier for many. At the same time, post-pandemic mental health concerns were escalating across student populations.

STRATEGIC PLANNING AND EXECUTION

The district approached the rollout of teletherapy with thoughtful planning and stakeholder collaboration:

Leadership Buy-In: Reaves engaged principals early to ensure support.

Flexible School-Level Implementation: Each school managed the program based on their unique structure. In some, principals were hands-on making student referrals and in others, counselors led the effort.

Clear Parent Communication: A protocol was created to explain the service to families before any referral was made.

Reducing Stigma: Staff used alternative language like “coaching” to bring comfort to hesitant families.

As Michael Reaves emphasized, Gaggle Coaching & Therapy is “not a silver bullet” but rather an important tool within a comprehensive approach to student well-being.

- Principals and counselors identify students in need
- Parents are engaged before referrals
- The service complements existing in-person therapy options for high-need students
- Staff assist families with registration and logistics

IMPLEMENTATION LOGISTICS

- Therapy sessions for older students occur both at home and during school hours in private spaces, based on the needs of the student and the family.
- For younger students, therapy usually happens at home with some parent involvement.
- The district team supports parents with tech help during registration.

Reasons Students are Referred



gaggle

Gaggle’s mission is to provide a human-centric approach to student well-being in K-12 districts. Let us help you create a safe and supportive environment for your students.

Learn more about the benefits of Gaggle Coaching & Therapy.