There are four pillars that hold up Active Minds: Attraction, Exposure, Education, and Reduction.

Attraction:
Active Minds cannot function without members. The personal experiences, the fascination, and the desire to get information to the community is what drives this group. We seek like-minded individuals to join our group. We continuously to attract new members via events, promotions, word of mouth, and information sessions.

Exposure:
We believe that is important to be exposed to mental illness and mental health issues. Your peers and others you encounter may have aspects of their lives that they do not understand or do not feel comfortable talking about. We wish to provide an environment in which one can be open about those issues and in the process expose others to the importance of mental health knowledge. By passing out fliers on disorders, publishing articles in The Daily News, and partnering with BSU’s counseling center, we will expose the community to the stigmas attached to mental illness. We will also demonstrate the fallacies and truths in stereotypes and characterizations involved in mental illnesses.

Education:
We believe that the entire Ball State campus community would benefit from a better understanding of mental health and mental health issues. Through this organization, a person can learn how to cope with stress, relationship issues, death, depressive thoughts, anxiety, and other thought processes. We plan to educate the community and achieve this education through a series of seminars, global speakers, pamphlets, and demonstrations. We are committed to providing quality information to the BSU campus and surrounding Muncie community.

Reduction:
We plan to reduce the stigma surrounding mental disorders on campus and the surrounding community. We will open up about personal experiences and encourage others to do the same. We plan to work with the National Association for Mental Illness of Delaware County, help recruit candidates for the crisis hotline, and hold meetings, which will include discussions about different disorders and topics.

The purpose of Active Minds shall be to: Increase the campus students’, faculty’s and staff’s, awareness of issues surrounding mental health, symptoms related to mental disorders, and mental health resources available both on campus and in the surrounding community.