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### Retention and Student Success: It's Everybody's Business

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# Retention and Student Success: It's Everybody's Business!

2014

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## Retention/Student Success Challenge

Colleges and universities are challenged to move the needle on student retention and success, especially in online programs. Student success coaching is effective when working in collaboration with professors, support staff and tutors to ensure that students who are potentially at risk can succeed.

Higher Learning Commission (HLC) (2012) indicated, "An institution demonstrates a commitment to educational improvement through ongoing attention to retention, persistence, and completion rates in its degree and certificate programs" (p.7).

## Putting a Face on the At-Risk Student

Green	Yellow	Red
Has resources, support and technology such as internet in home or access	Has resources but unsure how to use them	No resources for success, lack of technology or ability to navigate college systems
See the value of a degree to sustain or advance work/career	Just barely passes one class and withdraws or drop from another before the drop/withdraw deadline	Lack of supports in the home or in social circle
Motivated	Very slow progression towards degree goals	Lack of genuine interest to be enrolled in an academic program
Grades a B or better	Previous history of various colleges on record	No experience with college
Present in class online or F2f as well as the overall university environment	Unsure of distance education or the process of involving academic advising, tutors or connection with faculty	Last minute registrations for class
Early Registrations	Doesn't see the real value of being in school. Just there.	Provisional or conditional due to low GPA
Usually a transfer student from a 2 year college or community college and has transfer credits-can see the light at the end of tunnel on degree progression	With the right coaching and guidance, can be persuaded to take college serious	Unsure of how degree will help them or not really passionate about education just feel they should be in school with no sight of light at the end of tunnel.

## Success Coach Role

- Takes ownership of students as needed per trimester
- Works collaboratively with student advisors and faculty for all online/f2f students who are either new, at risk of failing, or conditionally admitted
- Has more one on one time with students regarding their progress and checks in on students with Instructors during the term
- Has the ability to coach and mentor students either to a path of success or to a track out of university and on to a community college if necessary

## Success Coaching and Registration

Success Coaches will remind students to register for classes early. Can also recommend early withdrawal if student has not attended classes.

## Success Coaching and Academic Advising

- Can assist advisors in filling classes by having a more personalized and engaged look into program plans to see what courses students should take based on current life factors
- Works proactively with advisors

## Success Coaching and Faculty

### Works collaboratively with Faculty

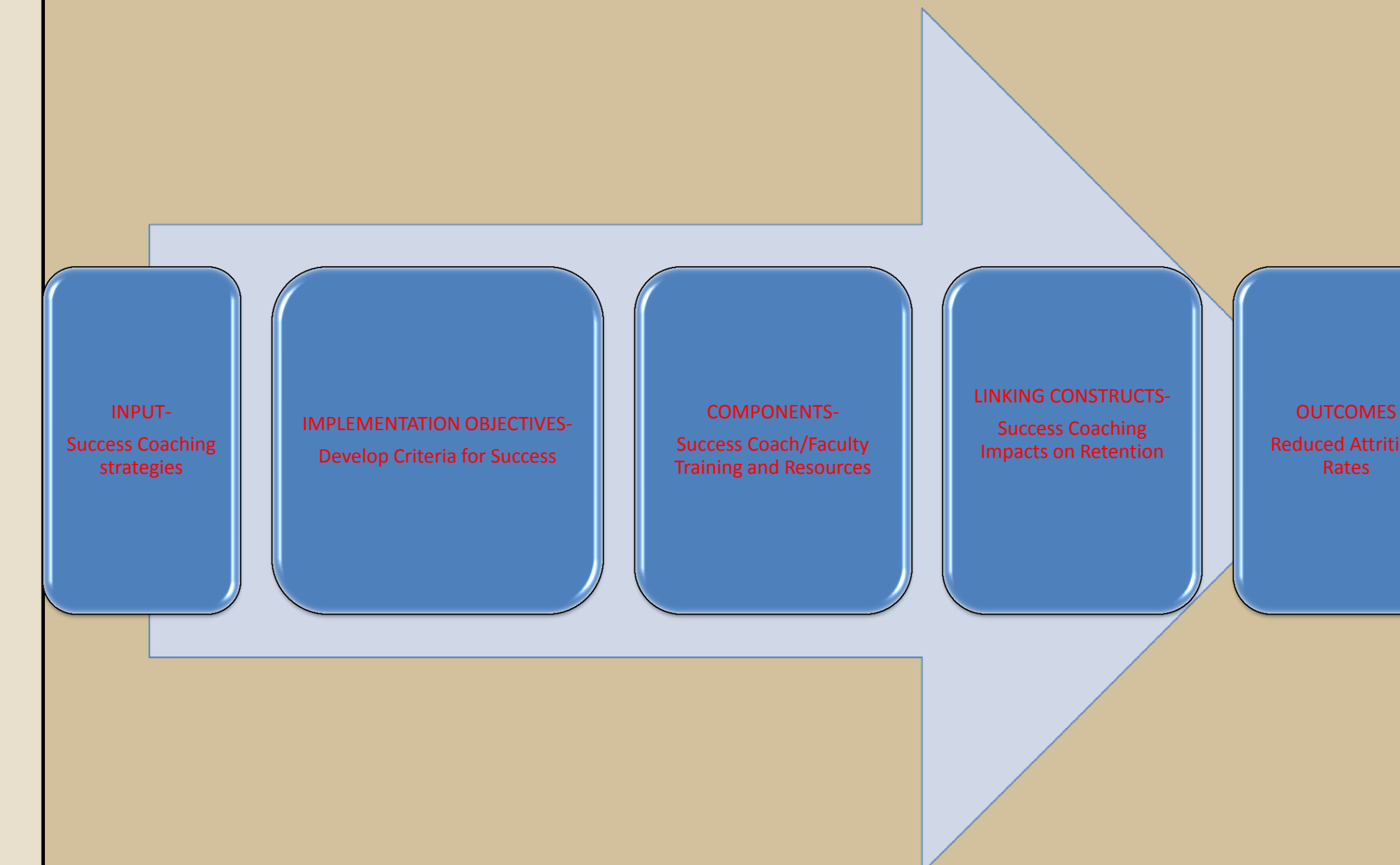
- Faculty notices absences and/or lack of student engagement, then submits an academic alert or early warning ticket
- Alert appears in Success Coach's workspace
- Success Coach consults with Faculty for clarity on student progress
- Success Coach begins high touch coaching and mentoring and reports back to faculty, advisors and students services regarding at risk student

## Why Success Coaching?

- Frees up Advisor's time for program plan appointments.
- Assists students services with registrations and/or re-entry questions or concerns.
- Having a dedicated person(s) to focus solely on the student's success and their own individual needs could increase retention and reduce attrition.
- A customer relationship management system can act as the record keeping of all contact between Success Coach and Student.
- Why not pilot this for 6 months to see if it has an impact?



## Success Coaching Logical Model

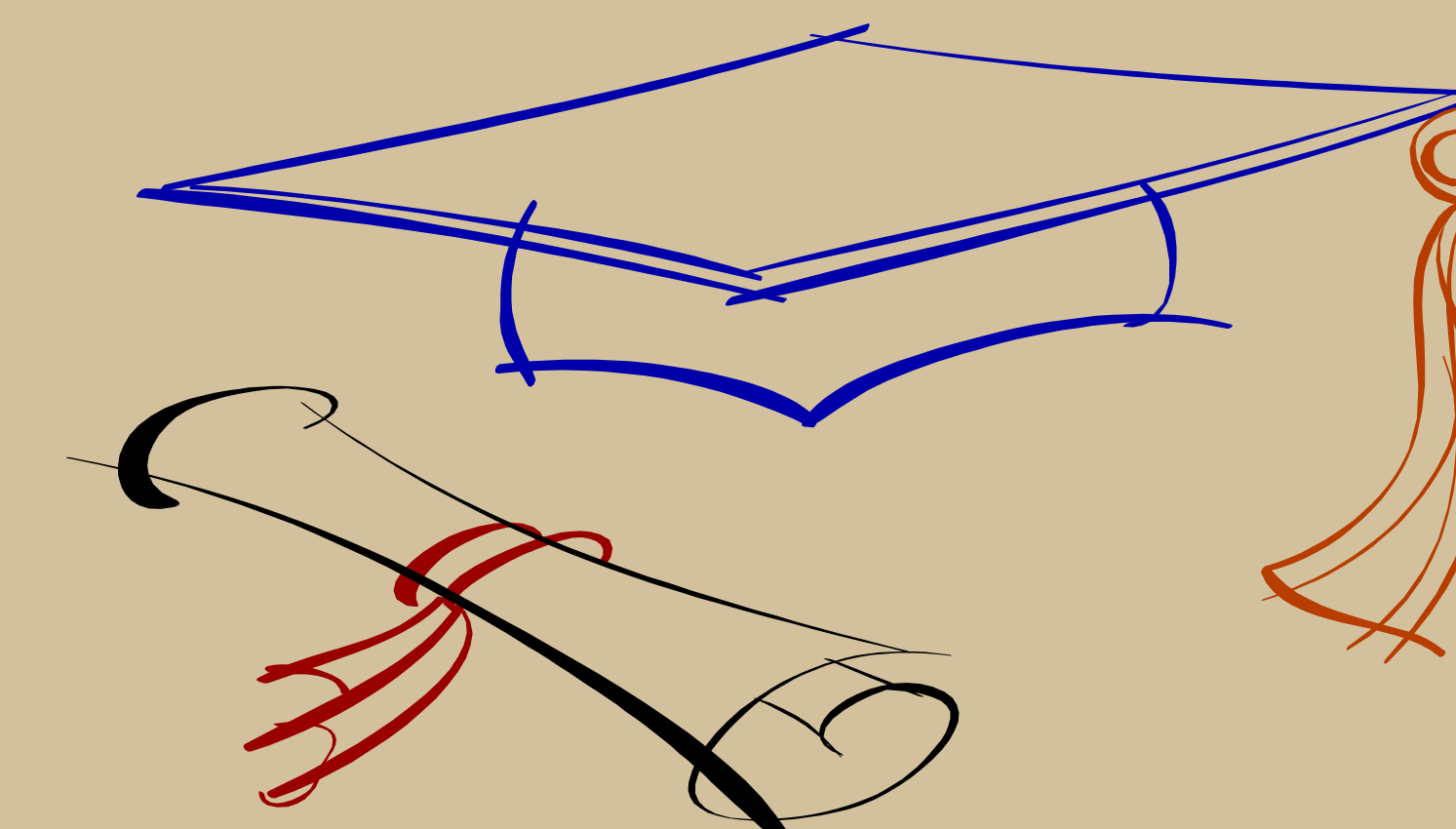


## Success Coaching Pilot Timeline

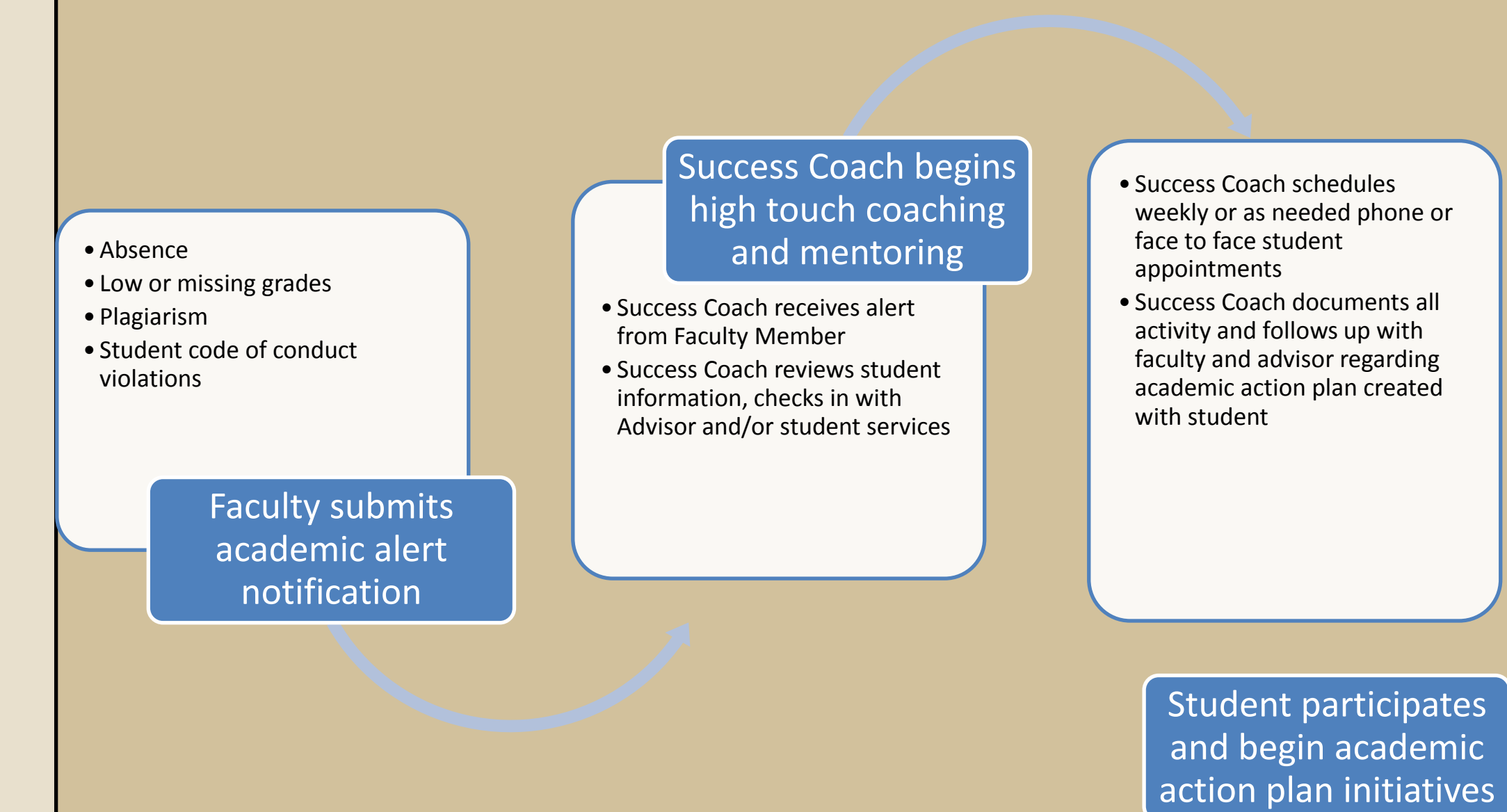


## Success Coaching Objectives

- Establish a data-driven approach to measuring student success
- Develop a strategic set of criteria to determine how to coach students to success
- Develop a strategic retention system directed toward targeted segments
- Review and enhance marketing efforts to increase awareness of success coaching among target segments
- Develop a strategic planning process for monitoring yearly retention and student success efforts



## Descriptive Analysis of Model



## Questions to Consider

- How can the institution balance generally recognized indicators of success with more personal indicators of success that respond to individual students' goals such as improved self-esteem, staying in school or any other personal factors?
- To what extent should the institution make its data about student success public in an effort to build awareness of the importance of retention?
- Will students be receptive to success coaching?

## Future Research

- Success Coaching and Mentoring success rates
- Explore University of Toledo's Success Coach model
- The impact of success coaching on online programs
- How to engage students and faculty in a coaching/mentoring partnership

## References

- Habley, W.R., Bloom, J.L, & Robbins, S. (2012). *Increasing Persistence: Research-based Strategies for College Student Success*. San Francisco, CA: Jossey-Bass.
- Higher Learning Commission. (2012). The new criteria for accreditation. Retrieved from <http://ncahlc.org/Criteria-Eligibility-and-Candidacy/criteria-and-core-components.html>

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