What You Can Find Here...

The Office of Success Coaching works collaboratively with other student affairs departments, colleagues, and faculty to ensure that all new students have a smooth transition throughout their first year in college. From helping students adjust to college life, to offering strategies for college success, success coaching serves as the thread that is used to weave the fabric of college life together.

For press inquiries and/or additional information please contact the Associate Director of Success Coaching, Jay Franklin at jfrankli@csusm.edu.

1. About Us
2. Our History
3. Meet The Team
4. Success Fellows
5. Student Engagement
6. Campus Partnerships
7. Assessments & Reports
8. Initiatives
9. Media + Press

https://www.csusm.edu/successcoaching/index.html
OFFICE OF SUCCESS COACHING
CAL STATE UNIVERSITY SAN MARCOS

ABOUT US
Success Coaching is a collaborative relationship between the student and coach to discover who the student is and how they can be successful. Individual meetings can be scheduled throughout the semester with an academic coach to develop study skills, set goals, and ask for academic guidance. The success coach’s overall goal is to help students perform to the best of their abilities.

SERVICES
- Assistance in organizing and planning your semester.
- Someone to keep you accountable for your academic plans.
- Help improving academic study skills (time management, note-taking, test-taking, etc.).
- Referral to other appropriate campus resources.

BENEFITS
- Self-awareness, self-discoveries and a sense of belong in a safe and trustworthy environment.
- Students are guided as they gain increased awareness of their interests and abilities.
- Students are guided as they learn how to make decisions that promote goal achievement and success.
- Students are guided as they learn why certain decisions hindered their goal achievement and success.
- Students are exposed to new possibilities and options that can result in goal achievement and success.
OUR HISTORY

2020

Launched and led in 2020 by Dr. Valita Jones. She has made inspiring efforts to build and establish a collaborative and innovative team.

All coaches were trained by experts in the field and began meeting with students in October 2020.

2021

Spring → A strong team continues to work together to produce results.

Fall → The first data and reports are released. Design Thinking Labs and Student Success Podcast launched, offering a unique opportunity for students to get involved on campus. See more details on this later.

2022

By continuing partnerships and our current initiatives we plan for a year of success and increased growth, where we successfully coach even more students.

https://www.csusm.edu/successcoaching/index.html
Jay Franklin
Associate Director
jfrankli@csusm.edu

Erika Vazquez
Interim Director
evazquez@csusm.edu

Scott Hagg
Associate Vice President
shagg@csusm.edu

Angelina Gutierrez
Student Success Coach

Chantelle Fung
Student Success Coach

Mark Taylor
Student Success Coach

Ericka Wells
Student Success Coach

Jennifer Rodriguez
Student Success Coach

Fernando Brown
Student Success Coach

Joshua Foronda
Student Success Coach

Juliana Corona
Student Success Coach

Lauren Moreno
Student Success Coach
MEET OUR FELLOWS

Bethany Hargraves
Success Coach Fellow

Ryan Groth
Success Coach Fellow

Danielle Tildahl
Success Coach Fellow

Tyler Morrison
Success Coach Fellow

Caitlin Decker
Success Coach Fellow

Celeste Gottschalk
Success Coach Fellow

Jeanette Espinoza
Success Coach Fellow

Jordan Friske
Success Coach Fellow

Mindy Mills
Success Coach Fellow

John Bowman Jr
Success Coach Fellow

Rachel Wilson
Success Coach Fellow

CSUSM
success@csusm.edu
California State University San Marcos
333 South Twin Oaks Valley Road
San Marcos, CA 92096
WHAT IS STUDENT ENGAGEMENT?

Student engagement is the energy and effort that students employ within their learning community, observable via any number of behavioral, cognitive or affective indicators across a continuum. It is shaped by a range of structural and internal influences, including the complex interplay of relationships, learning activities, and the learning environment. The more students are engaged and empowered within their learning community, the more likely they are to channel that energy back into their learning—leading to a range of short- and long-term outcomes that will likely further their engagement.

Characteristics of an Engaged Student:

- Self-determined
- Self-sufficient
- Autonomous
- Collaborative
- Interactive with peers
- Skilled at problem-solving
- Immersed in learning tasks
- Curious and interested
- Committed to enjoyment of the process
- Positive towards learning
- Satisfied
- Willing to respond to challenges

https://www.csusm.edu/successcoaching/index.html
ASSESSMENTS + REPORTS

- Initially outreached to 1,580 incoming first time students. Served 437 for the fall and 463 for the spring semester.
- Set up individual meetings throughout the Fall and Spring semester with 900 students.
- 1508 student referrals were made to needed resources and other services.
- Assisted 907 students with the student registration process and referred to Academic Advising for further support.
- Assisted 248 students with their annual FAFSA and referred to the Office of Financial Aid for further support.
- 14% of undeclared students declared a major by the end of the spring semester (24 out of 43).

![Graph showing GPA comparison](image)

- Average GPA of coached students 3.0 for fall 2020 and 2.7 for spring 2021. Compared to non-coached students 2.6 for fall 2020 and 2.2 for spring 2021.

- Fall 2020 to spring 2021 retention rate was 90% while the spring 2021 to fall 2020 is 78%. Compared to spring 2021 to fall 2021 for non-coached students is 64%.

"Without my Success Coach I might not have learned about opportunities, resources, and time management techniques."

https://www.csusm.edu/successcoaching/index.html
Wisdom Exchanges

Professional development is continuous learning. The Office of Success Coaching takes a community learning approach to identifying and sharing knowledge. Every Friday we offer “Wisdom Exchange” opportunities. We entertain formal trainings and development opportunities, stakeholder presentations and collaborative information exchanges from our team members.

Partnering with various departments on campus, we have had the opportunity to learn from our very own community. If you would like to get involved, we would love to have you! Email us at success@csusm.edu. Some of our previous presenters are highlighted below:

<table>
<thead>
<tr>
<th>GUEST</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Juan Alvarez, SHCS Psychologist</td>
<td>Self-Maturation &amp; Setting Goals</td>
</tr>
<tr>
<td>Dr. Barbara Taylor, IITS Academic Tech</td>
<td>General overview of Cougar Courses</td>
</tr>
<tr>
<td>Andrew Reed, Digital Media Content</td>
<td>Best practices and current trends of</td>
</tr>
<tr>
<td>Specialist</td>
<td>social media</td>
</tr>
<tr>
<td>Dr. Jennifer Fabbi, Dean of Library</td>
<td>Overview of Library Resources</td>
</tr>
<tr>
<td>Robert Aiello-Hauser, Director of LGBTQA</td>
<td>Overview of LGBTQA Pride</td>
</tr>
<tr>
<td>Pride Center</td>
<td></td>
</tr>
<tr>
<td>Dr. Renzo Lara, Director of Latin@/x</td>
<td>Overview of Latin@/x Center services</td>
</tr>
<tr>
<td>Center</td>
<td></td>
</tr>
<tr>
<td>Tiffany Gabbard, Assistant Director</td>
<td>Study Abroad Programs</td>
</tr>
</tbody>
</table>

https://www.csusm.edu/successcoaching/index.html
Student Success Podcast

The Success Coaching Podcast Project is designed to provide a voice to students. It is a place for them to create dialogue and discourse around how their undergraduate college experience is going and sharing with other students how they are navigating a path towards academic and personal success. Using principles of Human-Centered Design allows for a collaboration and problem solving. It is creative, iterative, and practical.

Visit our Spotify and Youtube Channels to tune in!

Design Thinking Labs

The Office of Success Coaching is a learning organization with Design thinkers as solution engineers. As design thinkers, we move ideas to materialization. Design thinking offers a creative way to solve problems using practical methodology, while also answering relevant questions for developing an improved product or service. Design thinking uses technology to drive solutions which makes it a 21st century tool.

GET INVOLVED TODAY!

Email us at success@csusm.edu

https://www.csusm.edu/successcoaching/index.html
CSUSM Receives National Award for Student Coaching Program:

AASCU Excellence & Innovation Award
2021

CSUSM News Article

Times Of San Diego News Article

CSUSM Office of Success Coaching - Year End Message
https://www.csusm.edu/successcoaching/index.html
www.youtube.com

https://www.csusm.edu/successcoaching/index.html