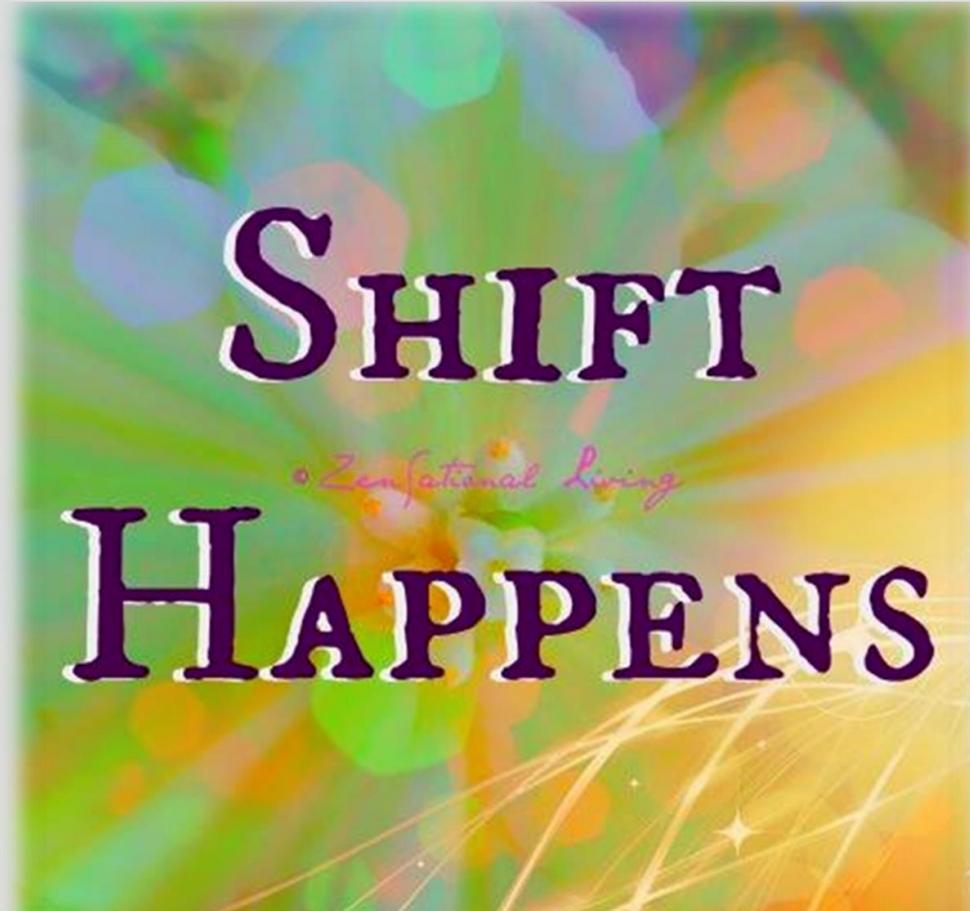


SUCCESS COACHING



California State University
SAN MARCOS

**Becoming a Student-Ready College-Student Life Cycle: Attract,
Guide, Nurture, Graduate**



What is Success Coaching?

- ❑ Success Coaching is a critical individualized practice designed to motivate students, teach them how to plan, reflect, make-decisions and learn effective strategies for being successful.
- ❑ Involves life skills development & consistent conversations with students from the point of admission through the first year.
- ❑ Builds relationship with students and integrates them into the university support system.
- ❑ Success Coaches will provide the following services (or refer and follow up at later date)
 - *Goal Setting*
 - *Financial Literacy Training*
 - *Academic Support & Referral*
 - *Health & Wellness Support & Referral*
 - *Career Readiness Support & Referral*
 - *Organizational Skills/Time Management*
 - *Decision Making Skills*
 - *Engagement with Campus Community/Sense of Belonging*
 - *Crisis Management & Referral*
 - *Graduation Guidance*

We know...



“RESEARCH ON COLLEGE STUDENT RETENTION STATES THAT ONE OF THE BEST PREDICTORS OF STUDENT SUCCESS AND PERSISTENCE IS MEANINGFUL INTERACTION WITH A MEMBER OF THE COLLEGE (COX, MCINTOSH, & TERENCEZINI, 2010; DRAKE, 2011; KUH, KINZIE, & SCHUH, 2005; PASCARELLA & TERENCEZINI, 1977).”

We want to increase your meaningful interactions to sustain and expand those points of connections and not replace any of the good work you’ve been doing!

SUCCESS COACHING OVERVIEW

Historical Context:

- Adapted from business model of talent planning, life coaching, and executive coaching.
- Emerged in higher education in approximately 2000 to increase student retention. Although there is evidence to show that it may have been introduced as early as the '70's.
- Coaching is motivational, prescriptive, and developmental.
- It is transformational not transactional.

(Robinson, 2015)

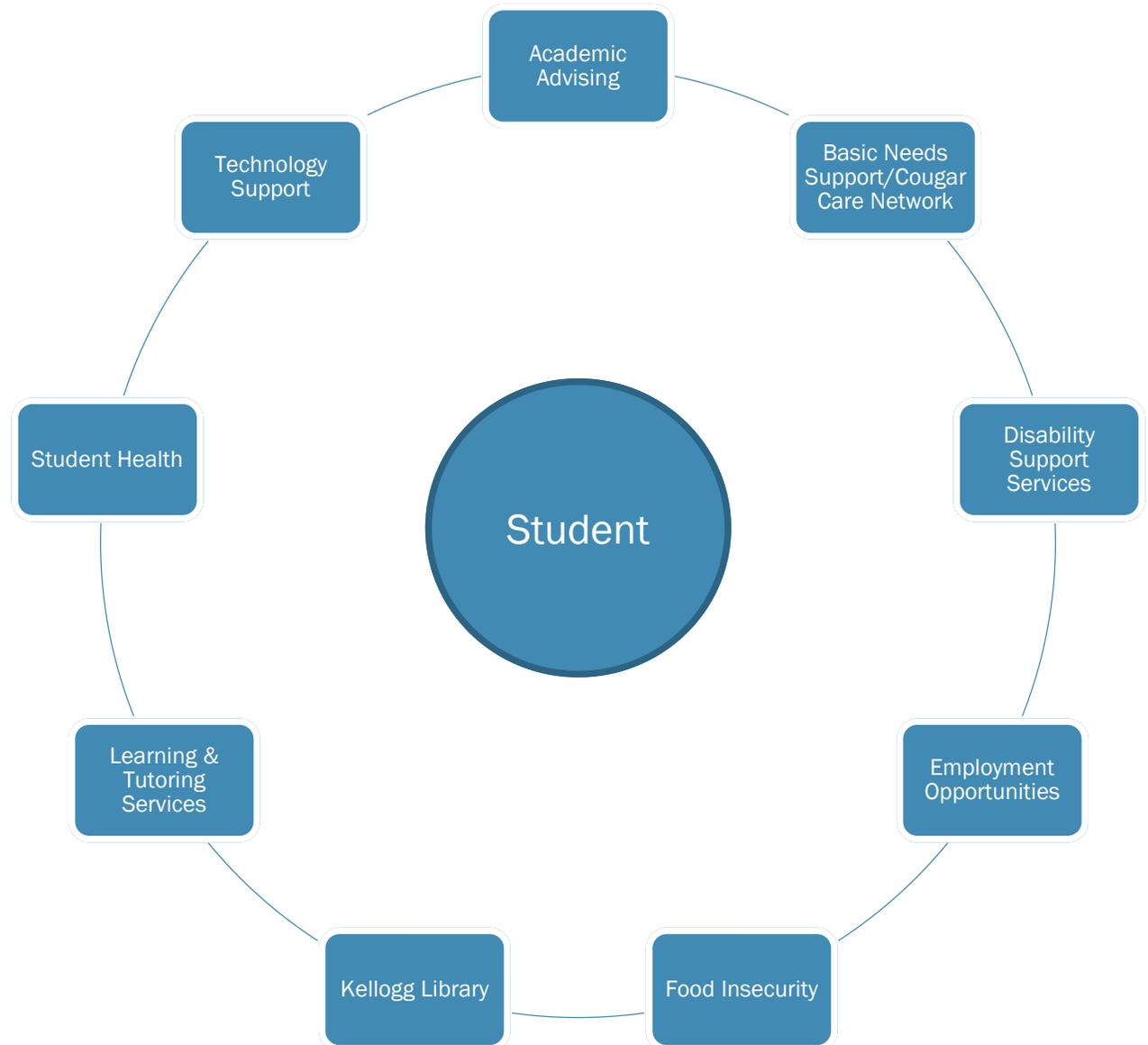


Interconnected Services

A student isn't owned by one area or division and...let's acknowledge that everyone is responsible:

- to ensure services are widely known.
- to ensure services are meaningful.
- to ensure a positive student experience.
- to improve retention and increase graduation rates.

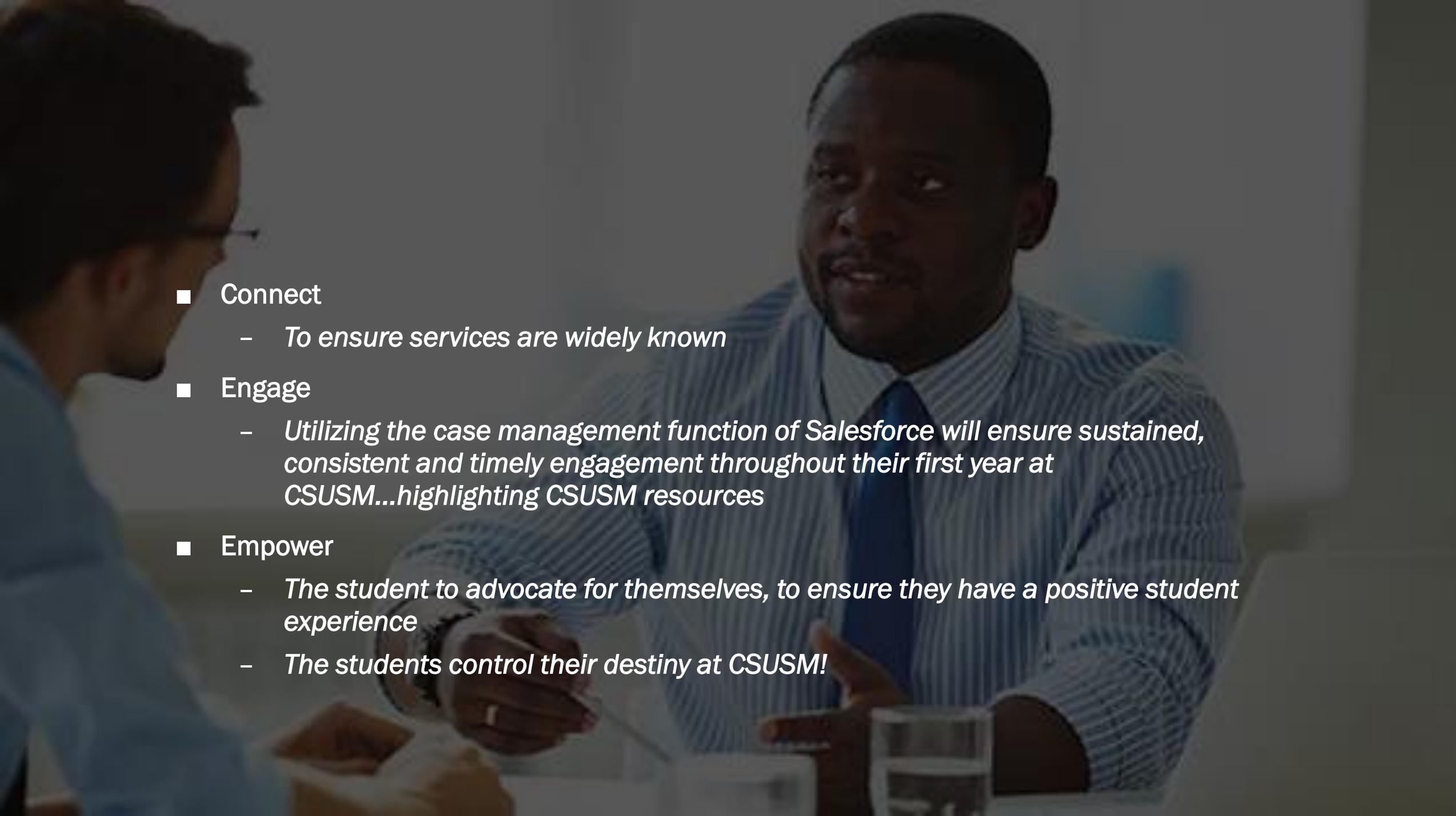
Adopting the framework of managing student cases, Success Coaching will ensure sustained and consistent engagement to highlight each of these areas.





WHERE IS COACHING IN THE PROCESS OF SERVING STUDENTS?

Success Coaching connects recruitment, engagement, active learning and student success.

A photograph of two men in business attire sitting at a table, engaged in a conversation. The man on the right is speaking and gesturing with his hands. The man on the left is listening. The image is dimmed to serve as a background for the text.

- **Connect**

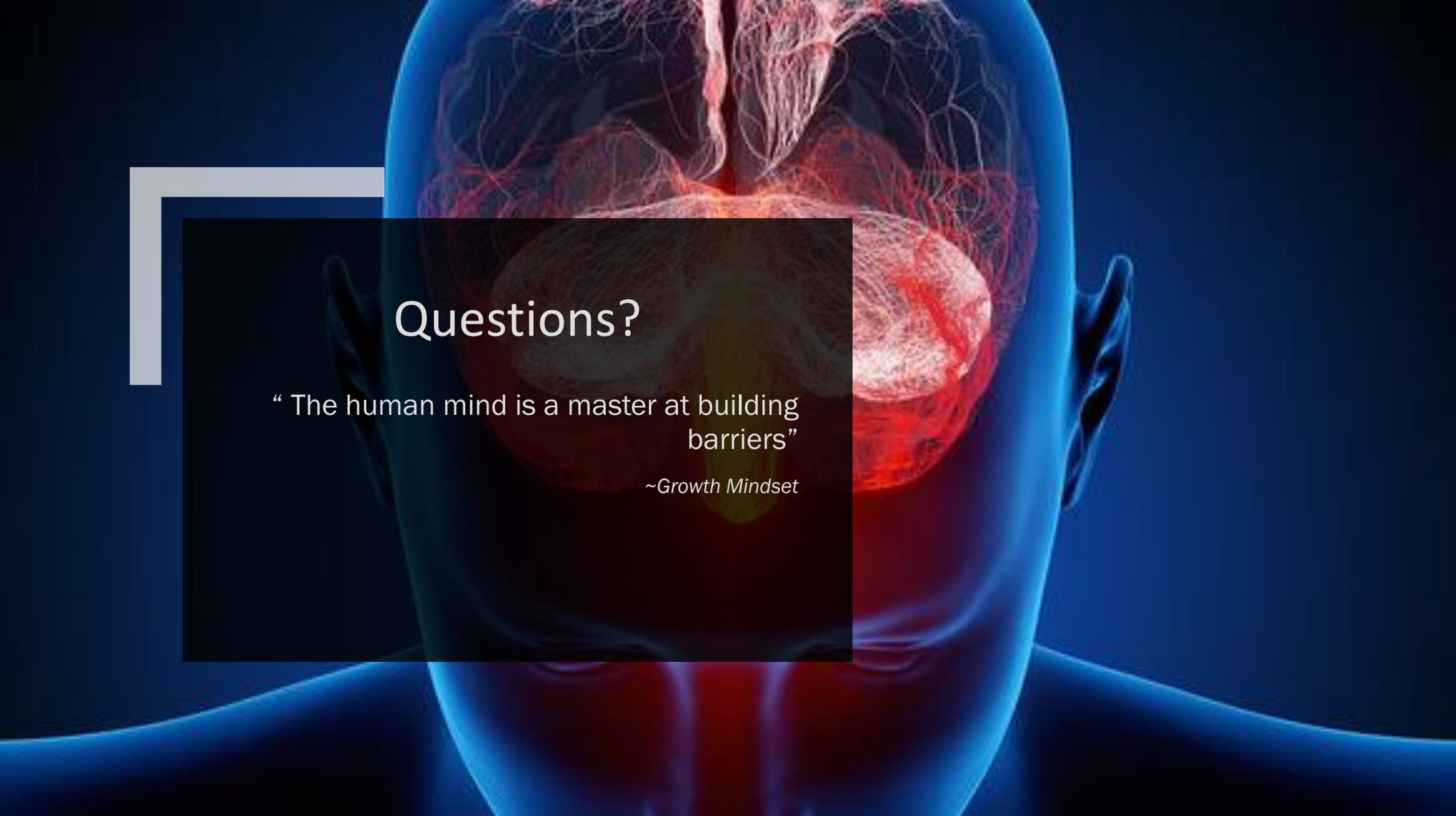
- *To ensure services are widely known*

- **Engage**

- *Utilizing the case management function of Salesforce will ensure sustained, consistent and timely engagement throughout their first year at CSUSM...highlighting CSUSM resources*

- **Empower**

- *The student to advocate for themselves, to ensure they have a positive student experience*
- *The students control their destiny at CSUSM!*



Questions?

“ The human mind is a master at building
barriers”

~Growth Mindset