

# OFFICE OF SUCCESS COACHING

CAL STATE UNIVERSITY SAN MARCOS

CONNECT

ENGAGE

EMPOWER



@csusmsuccess



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success@csusm.edu

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

# WHAT YOU CAN FIND HERE...

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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](mailto:jfrankli@csusm.edu).

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# 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 top 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

## 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



## 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

# MEET THE TEAM



**Jay Franklin**  
Associate Director  
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**Erika Vazquez**  
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**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



# STUDENT ENGAGEMENT



## 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.



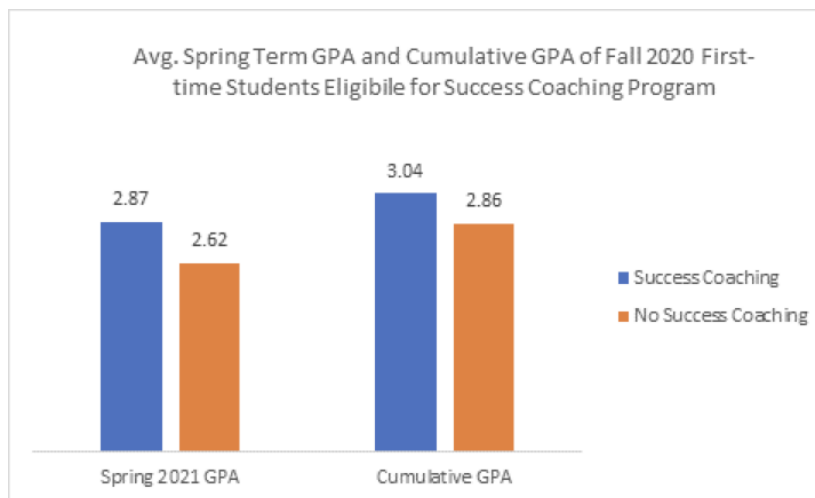
## CHARACTERISTICS OF AN ENGAGED STUDENT:

- 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



# 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).



- 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.”***





# CAMPUS PARTNERSHIPS

## 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](mailto:success@csusm.edu). Some of our previous presenters are highlighted below:

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



# INITIATIVES



## 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](mailto:success@csusm.edu)



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

# MEDIA + PRESS

## 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](http://www.youtube.com)

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