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Social Mobility & Student Success: Old Dominion's Innovative Approach

Student Success Symposium

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Old Dominion University



DRAGAS
HALL



ODU #14 in Nation for Graduating African American Students





Social Mobility

Social mobility of students refers to their upward socioeconomic movement in relation to their parents.

- Influences on economic mobility
 - Education
 - Savings
 - Neighborhood poverty



Land of Inequality or Land of Opportunity





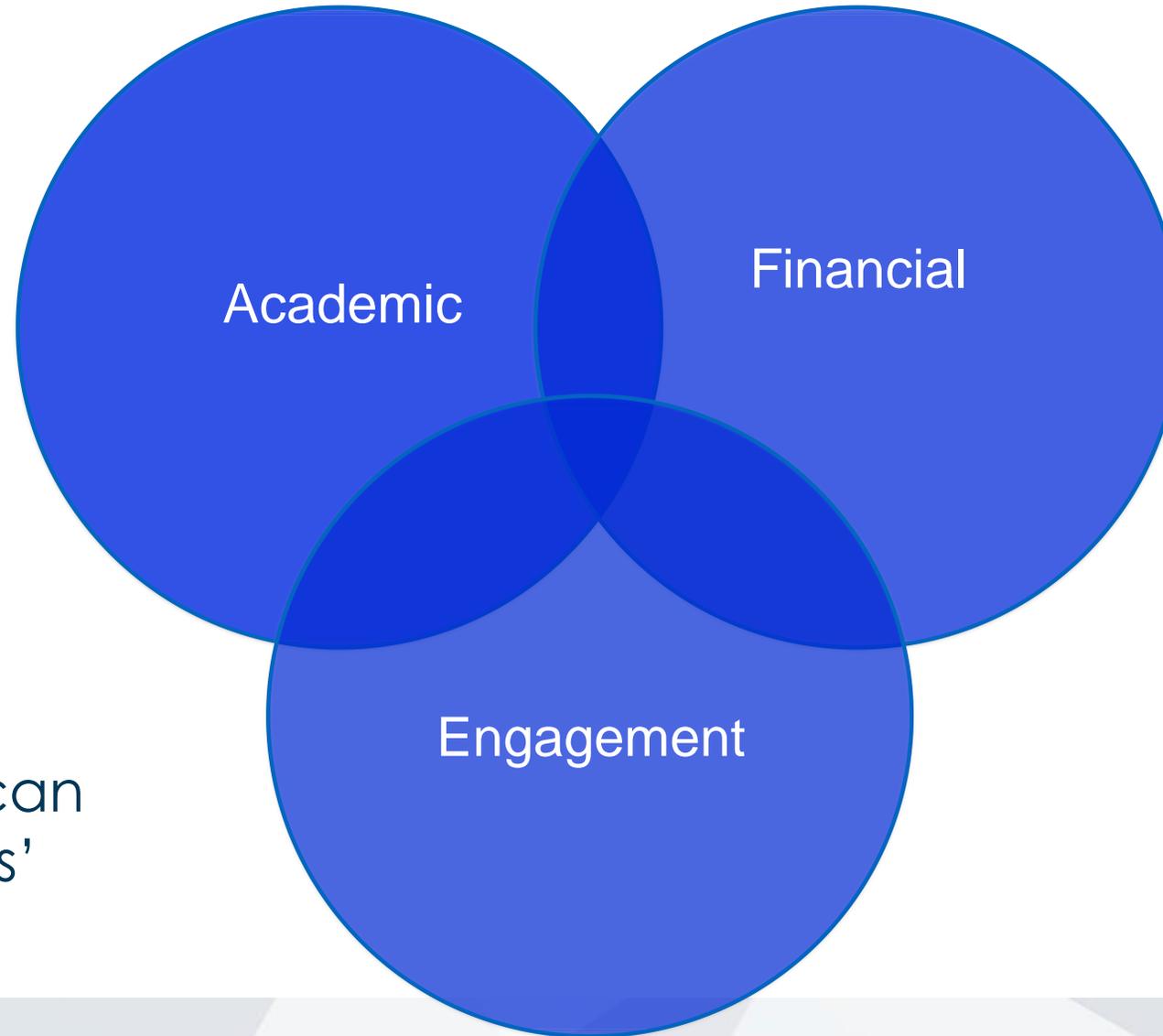
Social Mobility Index

- 2018 Social Mobility Index Rankings
- 1,300 institutions
- <http://www.socialmobilityindex.org/>

- ODU is in the top 15 percent of the nation's institutions in CollegeNET's Social Mobility Index



Success Factors: Supporting Students



A challenge (or mix of challenges) in these areas can impact students' retention.

(Kruger, 2018)



Social Mobility...what can we do?





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Student Success Coaching





Why Did we Implement Coaching?

- Over 43% of ODU students are Pell eligible
- Almost half of ODU freshmen report they are first generation
- Students come to college less prepared for independent decision making
- Best practices indicate that we can improve student success with coaching





Model of Success Coaching

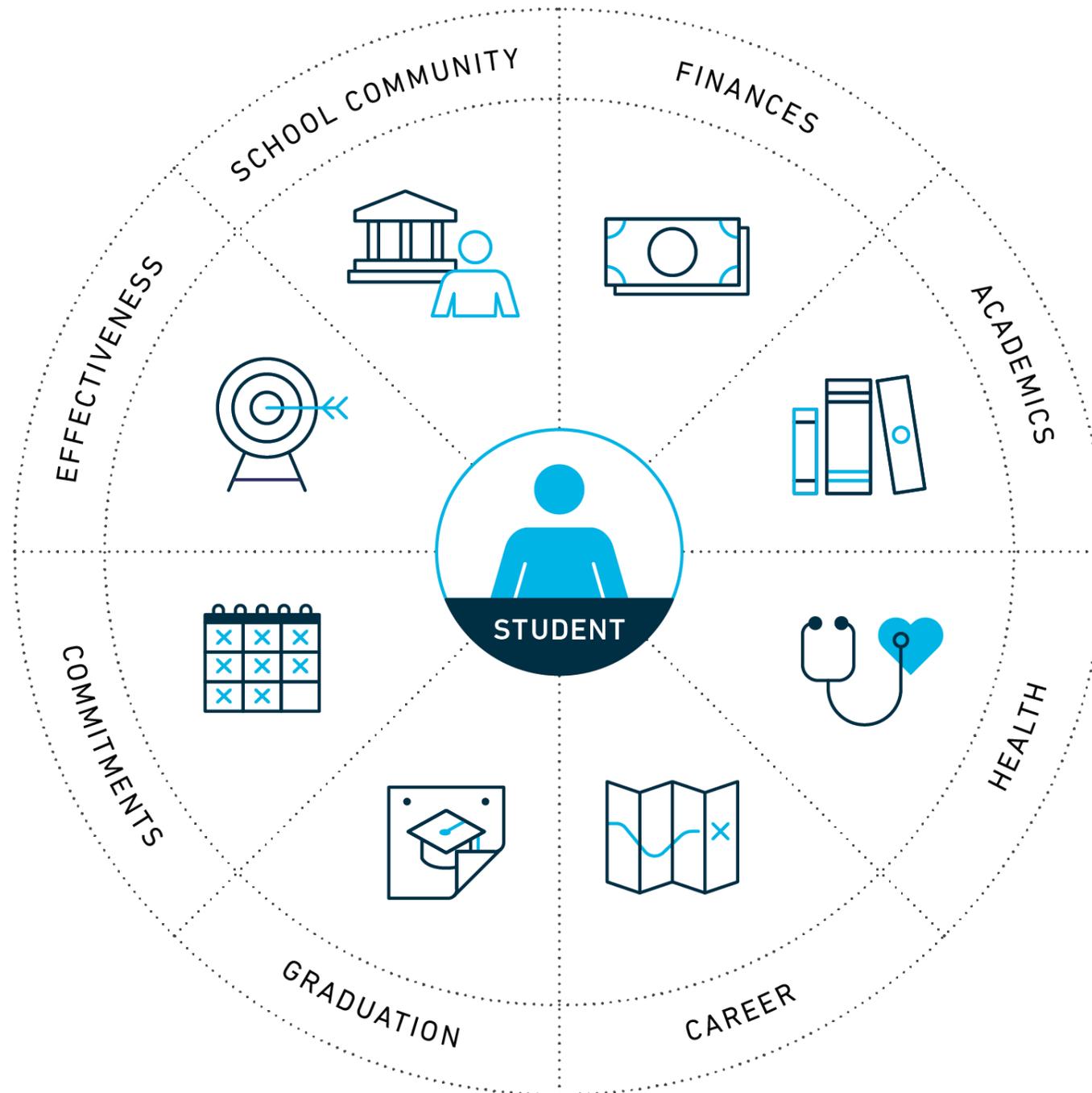
- Life skills development
 - Conversations from admission through first year
- Relationship building
 - Connecting students to support systems
- Complements academic advising
- Utilizes a developmental model
- Students identified for coaching based on risk



Intrusive Coaching

- Use predictive analytics (risk factors)
- Undecided Majors
- Academic
- Out of State
- First Generation
- Financial
- Other factors as identified







Outcomes of Success Coaching

Fall 2017 Freshman Cohort

Compared to control group

- 18.7% higher retention (first-to-second year)
- 0.41 higher GPA

Compared to overall Freshman Class

- 6.2% higher retention



- “Success coaching made me feel like I had someone pushing me to do better and they cared about me.”