

Coaching Through Transformational Change

How to Embed a Successful Program in a Climate of Transition

Elizabeth Rainey, Director of Student Success



OUR TIME TOGETHER

- Overview of Loyola University New Orleans
- Need for Transformational Change
- Success Coaching with InsideTrack
 - Year 1
 - Year 2
- Opportunities and Lessons

- Chartered in 1912
- Private liberal arts institution
- One of 28 Jesuit colleges and universities
- Located in Uptown, New Orleans

A photograph of the Loyola University New Orleans campus. The main building is a large, multi-story brick structure with Gothic-style architecture, featuring tall, narrow windows and a prominent tower. The name "MARQUETTE HALL" is visible above an arched entrance. To the left, a modern, dark-colored building with large glass windows is visible. In the foreground, there is a green lawn with a large, abstract sculpture. The sky is blue with some light clouds.

LOYOLA UNIVERSITY NEW ORLEANS



2,500+
undergraduate
students



47%
students
of color



52%
from
out of state



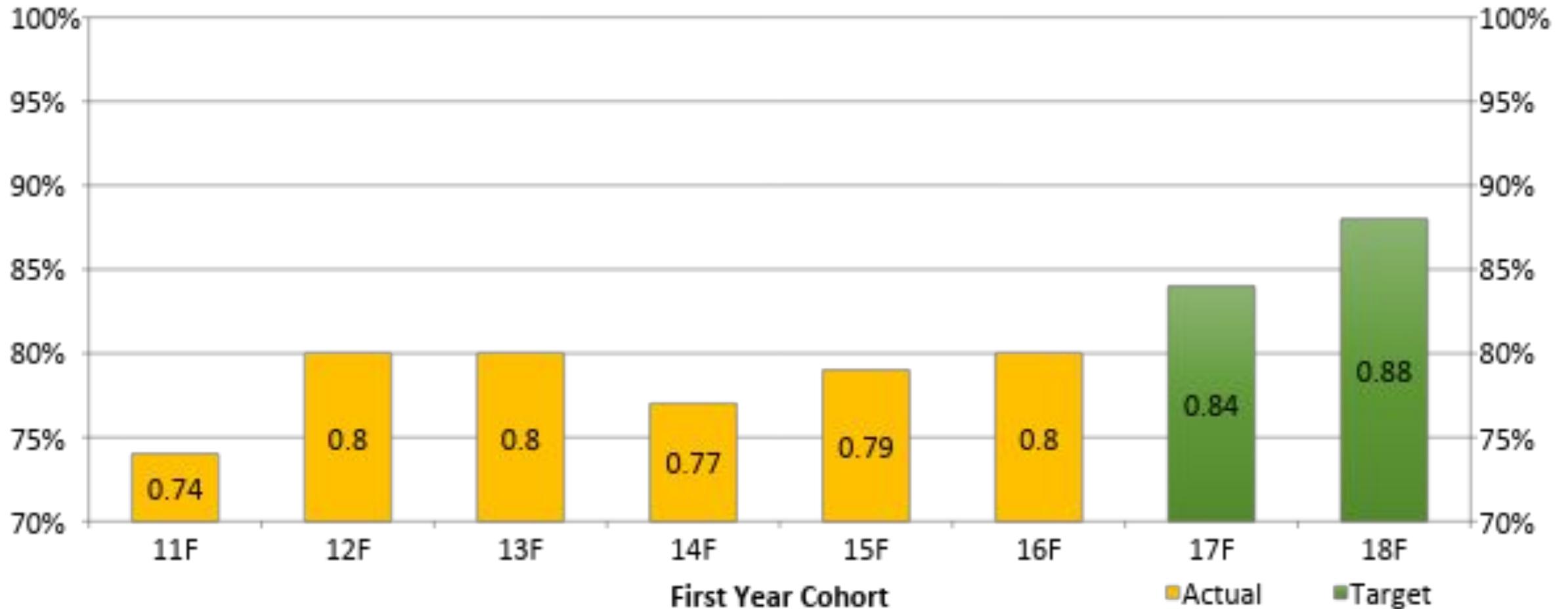
3%
international



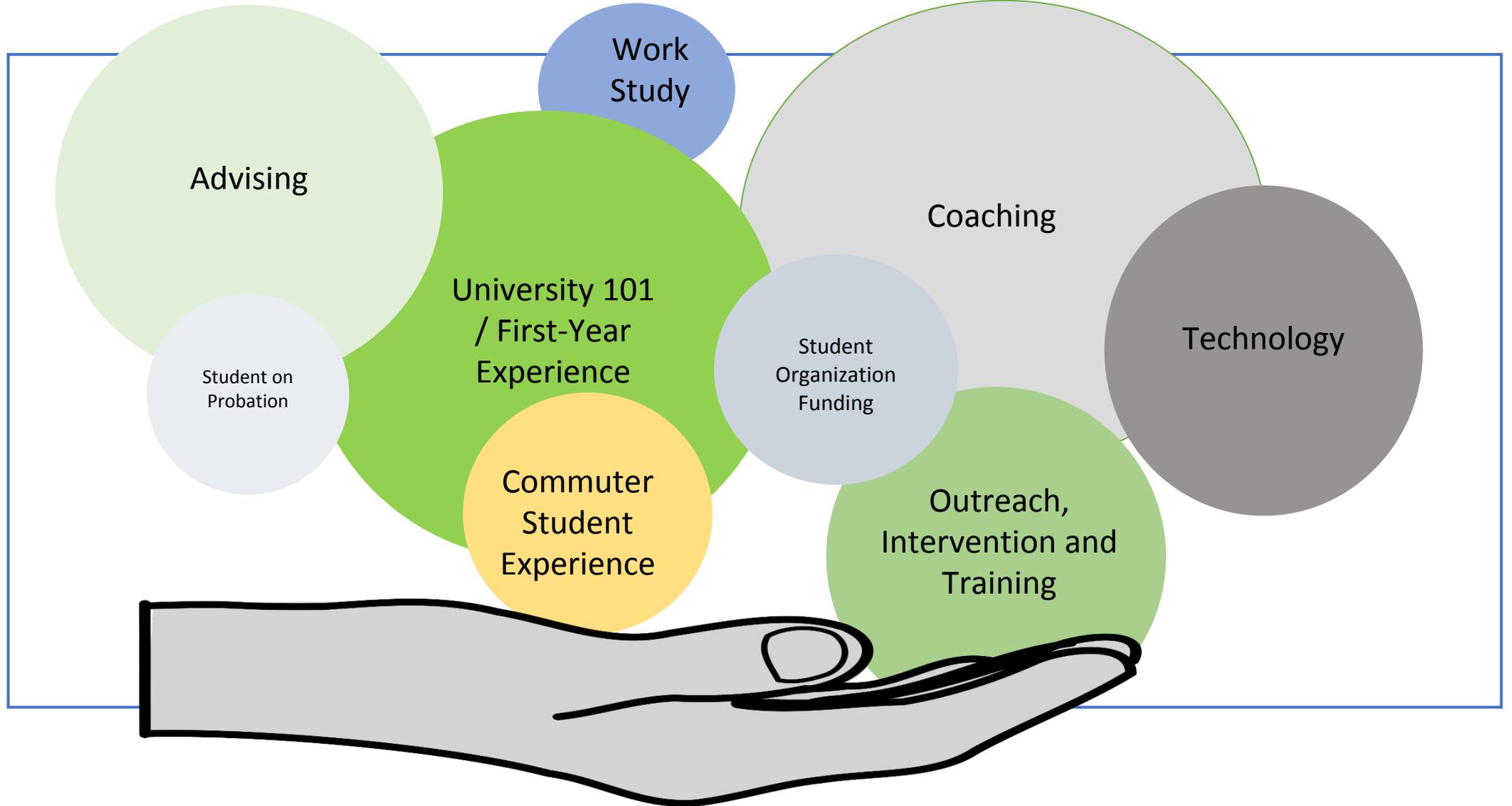
Financial Challenges

- Fall 2013 – Fall 2016: 4 consecutive years of low first year enrollment
 - Cuts did not account for the lost revenue for the four years of each class
- Dec. 2016: Accreditation body (SACSCOC) reaccredited Loyola while continuing to monitor financial stability
 - Passed 96 standards
 - 2 year monitoring for financial stability
- 2017: Board of Trustees hires consultants for transformation period called *Project Magis*
 - Identified key areas for investment: Enrollment and Retention
 - Opportunities for more efficiency

Retention Patterns and Targets



Workstream: Focus on Increasing First-Year Retention



Year 1: Team Coach

Student Success	<input type="checkbox"/> Full-time Success Coach
	<input type="checkbox"/> 1 Staff and 2 Graduate Assistants
Career Development	<input type="checkbox"/> Career Coach
Inside Track	<input type="checkbox"/> 2 Inside Track Coaches
Faculty	<input type="checkbox"/> 4 Faculty from Classical Studies, Communications, English, Honors
Business	<input type="checkbox"/> Staff Member
Marketing & Communications	<input type="checkbox"/> Staff Member
University Counseling	<input type="checkbox"/> Staff Counselor, Initiative Owner

Fall 2017 entering class:

- InsideTrack coached 311
- Loyola coached 474

Strengths:

- Embedded buy-in among faculty and staff
- Mix of Academic and Student Affairs

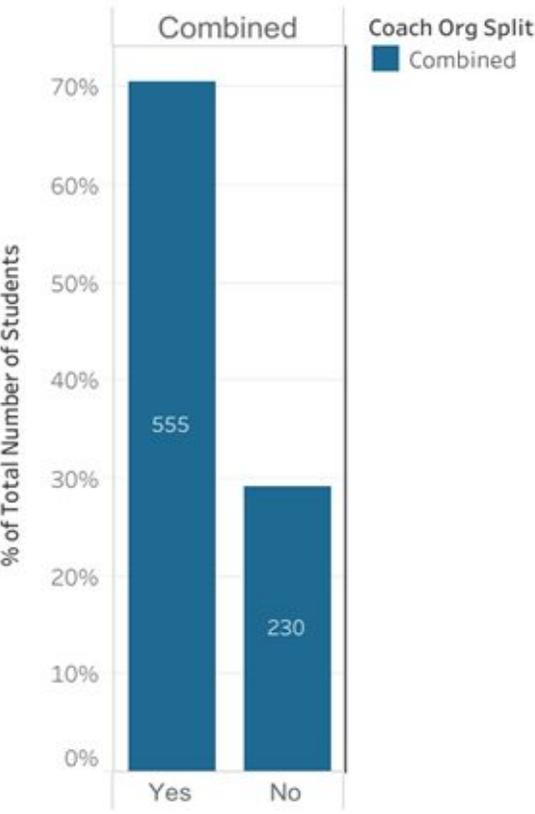
Challenges:

- Lack of technology
- Volunteer management

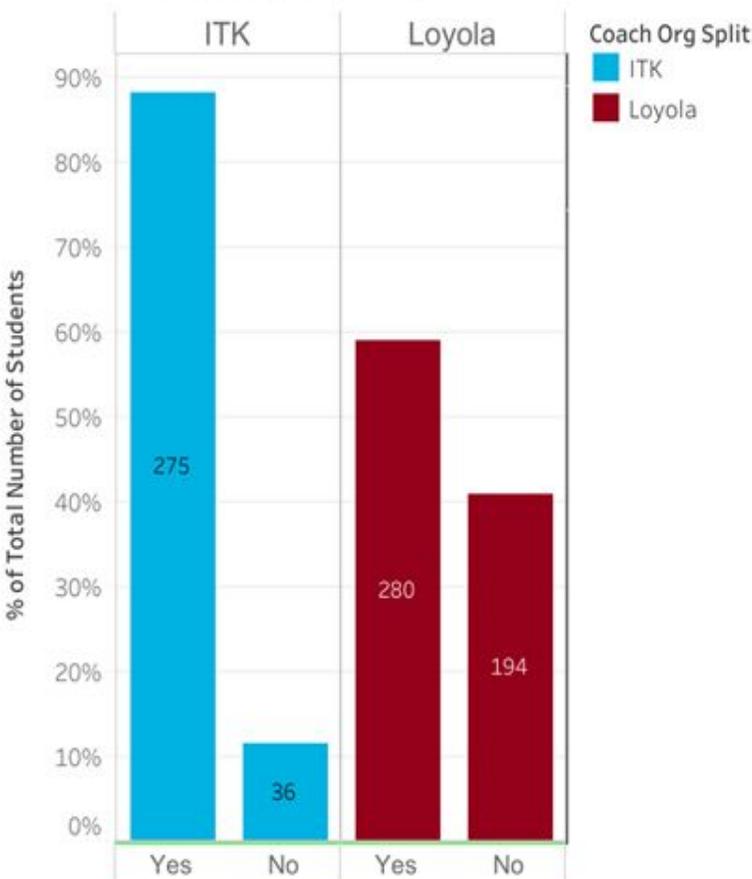
Year One: Coaching Outcomes

Meeting and Adoption Numbers

Distribution Of Met



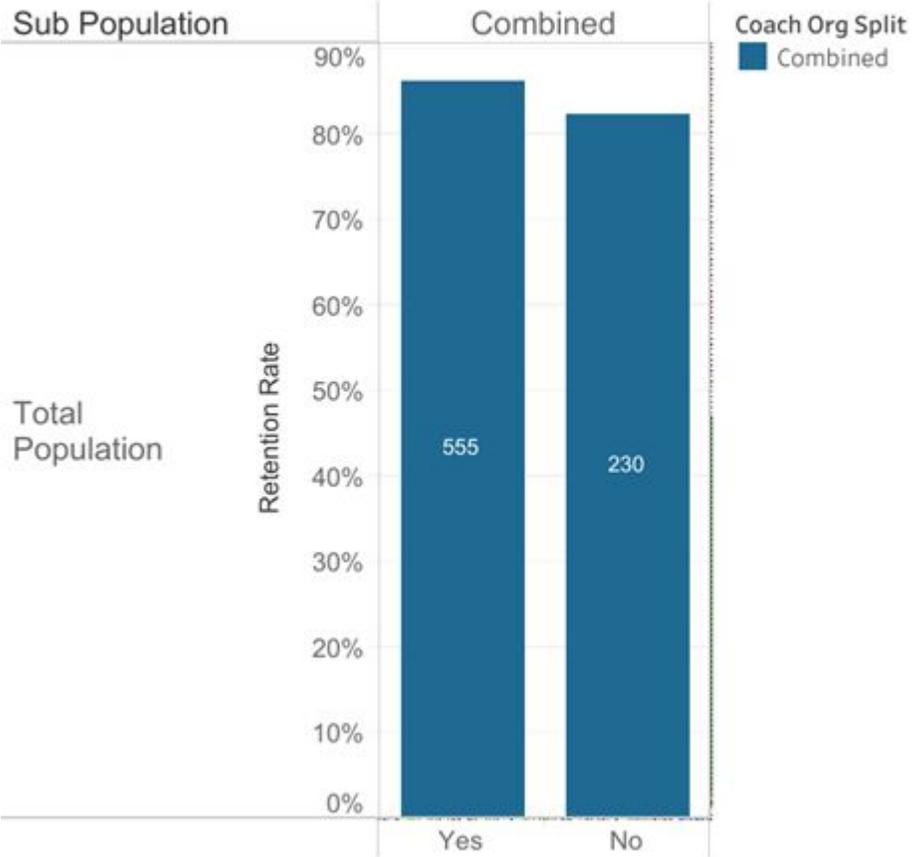
Distribution Of Met



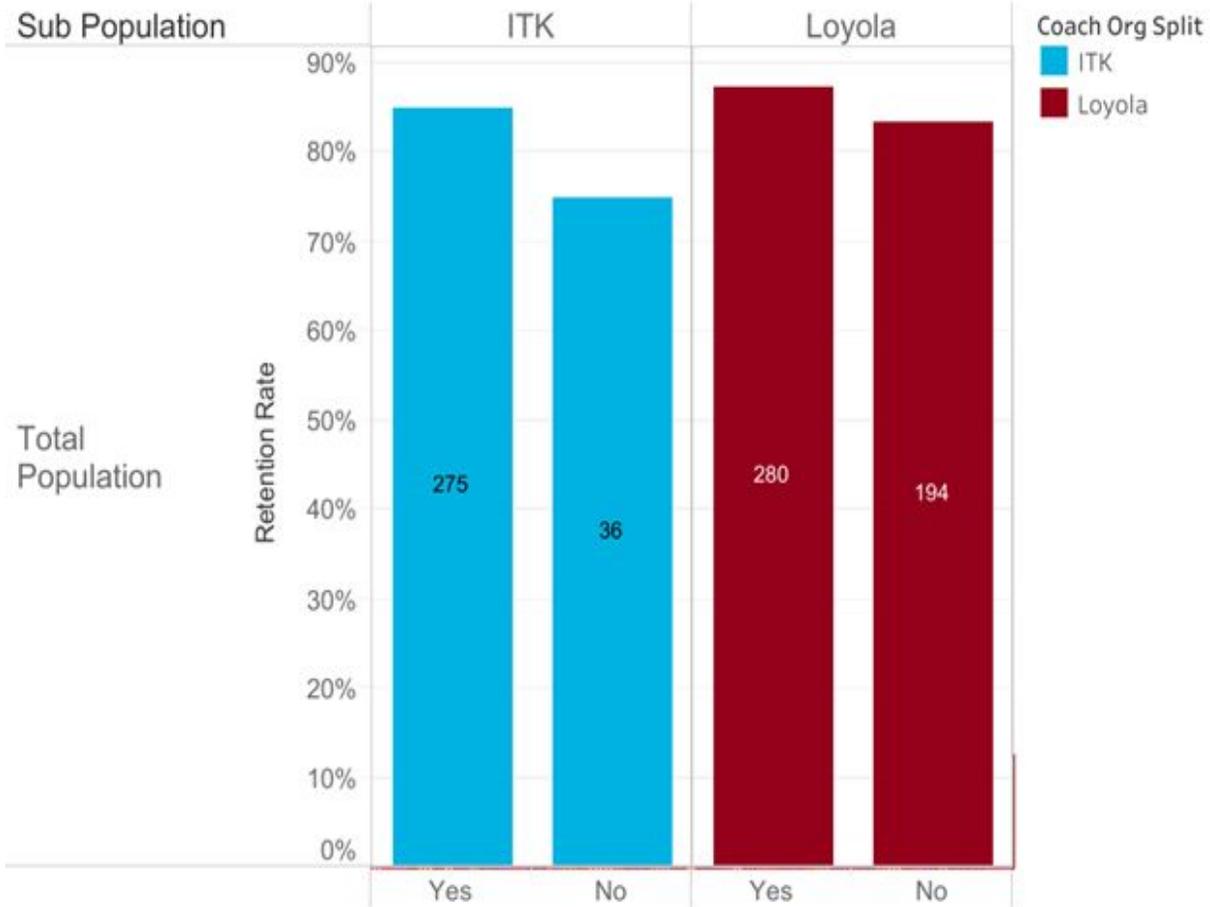
- 71% of the 801 freshman class at Loyola had at least 1 meeting with a coach in their first year
- InsideTrack had at least one meeting with 88%
- Loyola had at least one meeting with 59%

Year One: Coaching Outcomes Retention Rates

Retention: Total Population (Rows) By Met (Columns)



Retention: Total Population (Rows) By Met (Columns)

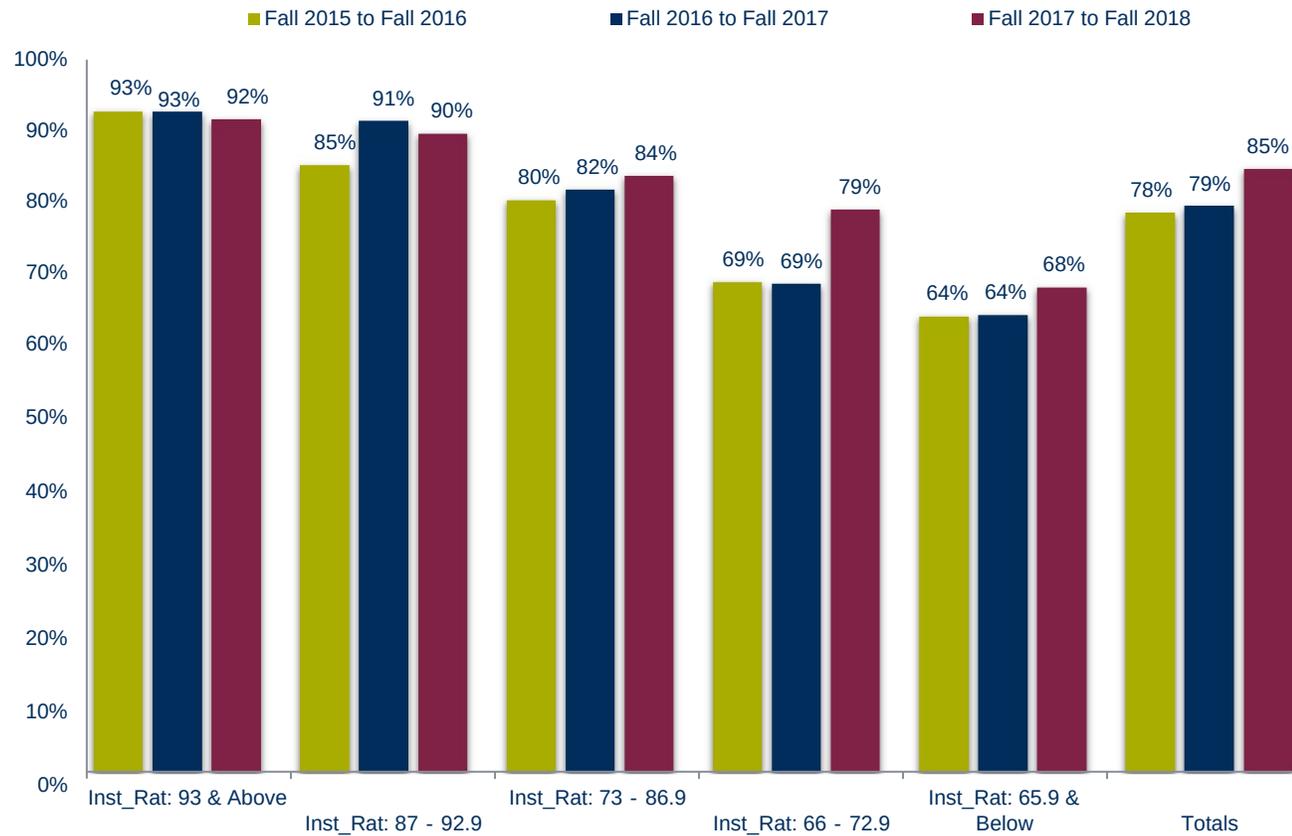


Role of Coaching in Retention Improvement



- Moved away from deficit approach to retention
- Resonates with our Jesuit Mission
- Visibility and investment from the Provost and Leadership
- Constant communication: Marketing, Instagram, visiting Colleges

Loyola University New Orleans: Total First-Year Students Fall-to-Fall Retention by Academic Levels



We did it!

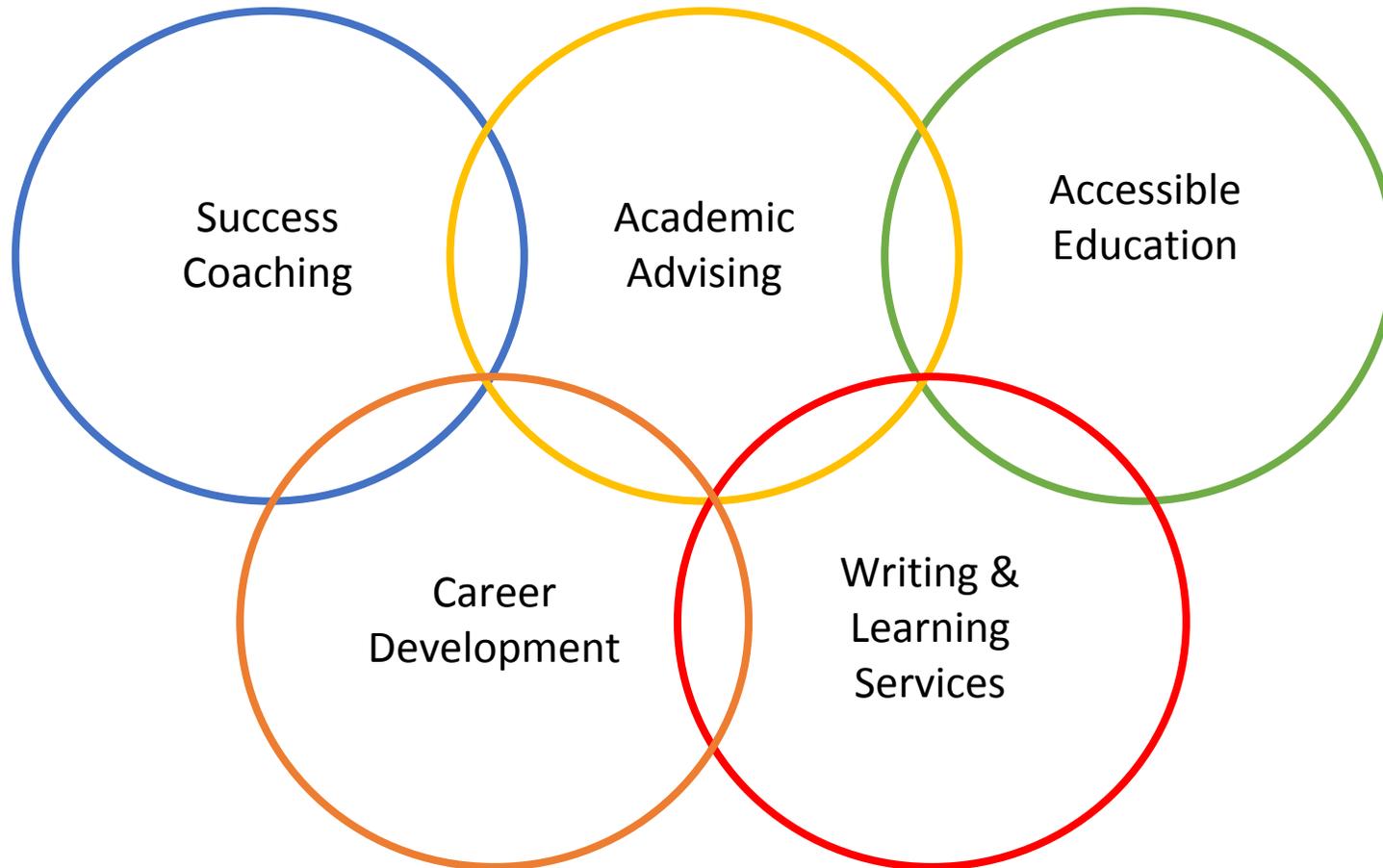


Year Two: More Changes at Loyola



- April 2018: New Interim Provost
- June 2018: New donor-funded Student Success Center
 - New Leadership = Me
- Summer 2018: Reductions in force
- Sept. 2018: New President

Pan-American Life Student Success Center



Pan-American Life Student Success Center



My coach helps me stay on track and get back on my feet whenever I'm feeling down or stuck. As a first-generation student, I can't really go to my parents for advice on navigating my college journey since they've never been to college or attended any formal education. So it's been great to have someone to talk and text with when I need guidance or a sounding board for my ideas. It has really helped me adjust to and thrive in college life.

She is the person on campus that I go to for everything. I talk to her multiple times a week. She is so kind and caring I feel like she's my mom away from home. My life at Loyola would be completely different without her guiding and helping me along the way.

*Sophomore Zontre City ('21)
reflects on his experience
with Coaching & the
Student Success Center*

Year Two: Strengths and Challenges

Strengths

- Training
- Second full-time staff person
- Graduate student attuned to communication strategies with first years
- Stunning donor-funded space and centralization of key resources

Challenges

- Adoption rates down
 - 60% of first years engaged
- Technology ongoing struggle
- Role clarity
- Organizational health
- Maintaining momentum
- Diminished capacity

Opportunities and Lessons

New Opportunities

- Partnerships with Financial Aid and Financial Wellness
- Growing Online population
- Coaching admitted students this Spring

Lessons

- Constant communication
- Limit faith in technology: It may not make life easier in the short term
- Leverage partnership
- Ask for help in managing and transferring ownership
- Delete what's less important
- Allow for time to heal and adjust

Questions?

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