



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

Student Success Symposium

Ellen J. Neufeldt
Vice President for Student Engagement &
Enrollment Services

Sherri Watson
Director of Mane Connect Success Coaching &
Center for Major Exploration

April 4, 2019

Old Dominion University





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



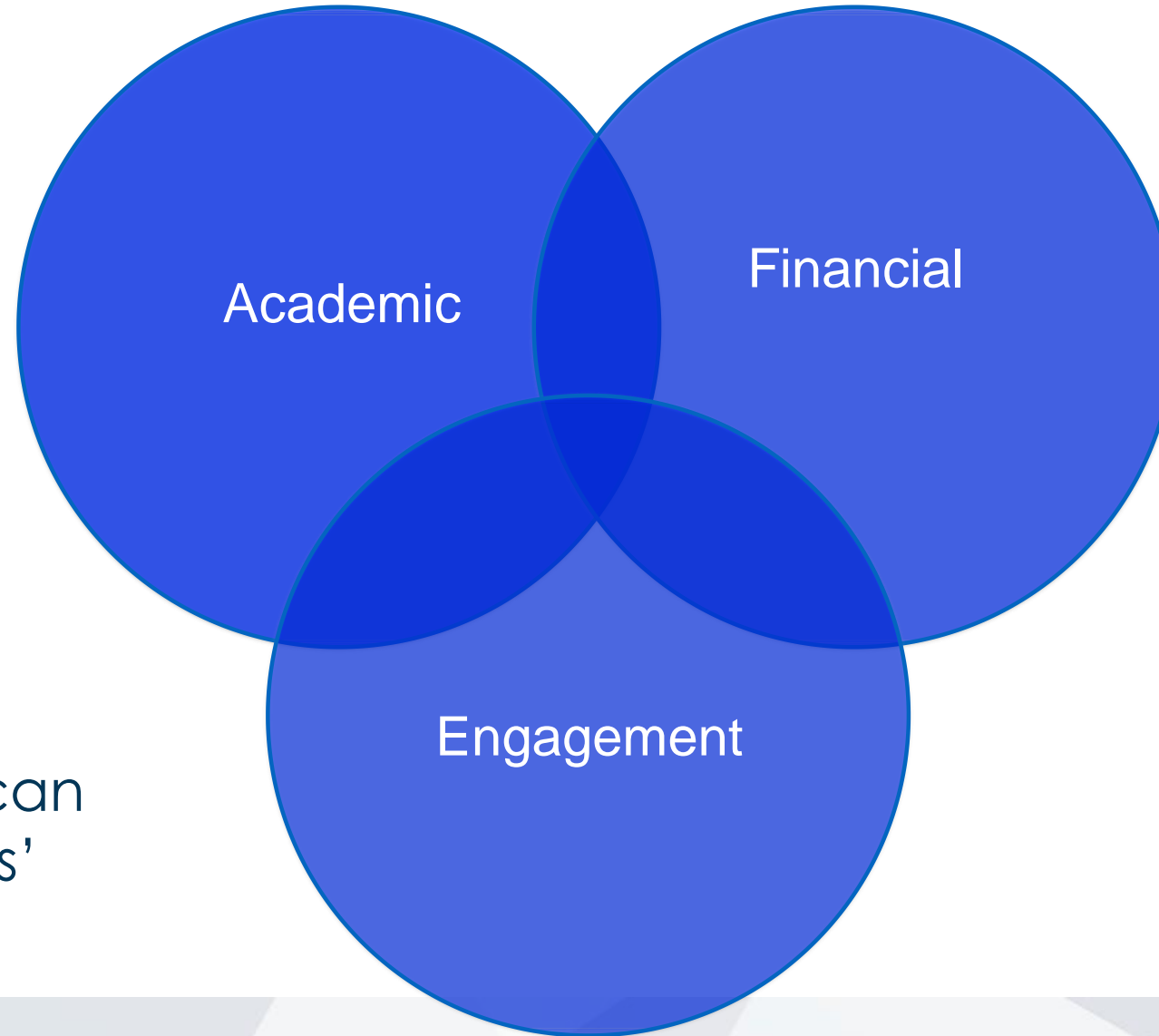


Social Mobility Index

- 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?





OLD DOMINION
UNIVERSITY

insidetrack,

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

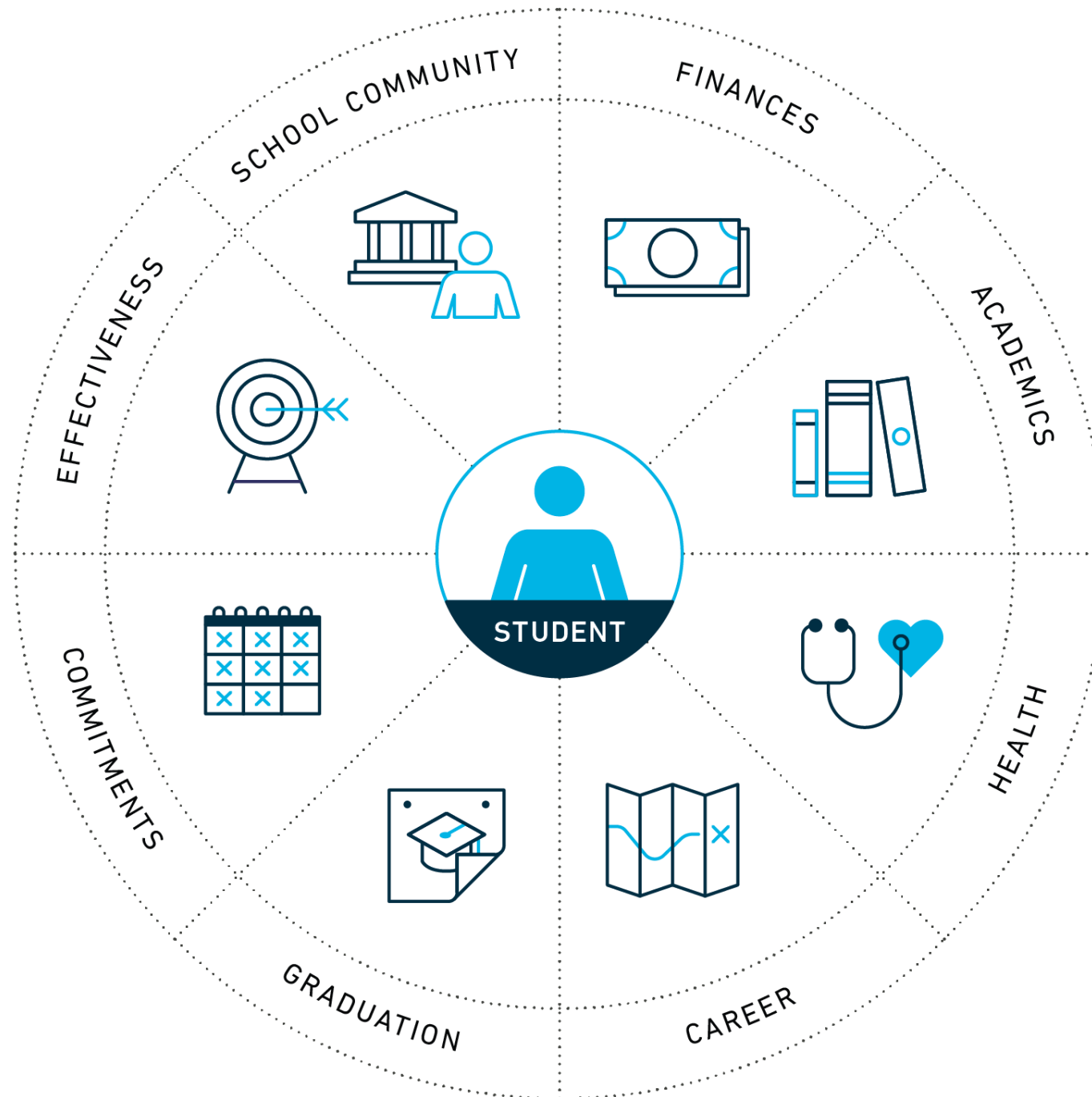
- Life skills development
 - Conversations from admission through first year
- Relationship building
 - Connecting students to support systems
- Complements academic advising
- Utilizes a developmental model
- Students identified for coaching based on risk



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.”