



Grow Your Coaching Program!

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2022 CHEC Conference

Objective

Provide an example of how a coaching program can be established and expanded with limited resources.



Overview & Strategic Thinking Outcomes



- Graduate student staffing models
- Building campus partnerships
- Targeted student outreach
- Key areas of program development
- Evaluation and assessment



What to Expect



- Brainstorming
- Reflection
- Small Group Discussion



University of Denver

- Private research university
- 5870 undergrad, 8260 graduate
- Quarter system
- Faculty major advising model



Office of Academic Advising



- Undergraduates
- New students
- Academic probation
- Exploratory/Undeclared
- New: First-year students



Coaching Program History

- LifeBound training
- Academic Coaching and Empowerment (ACE)
- 2017-2018 Academic Coaching established
 - Shared supervision and oversight
 - Graduate work-study employees
 - Near-peer model
 - Voluntary participation
- Associate Director program supervision 2020-2021
 - Student Success Coaching Program
 - Directive - Grow!



Growth Chart	2020-2021	2021-2022
Coaches	3-5	7-8 (60% increase)
Appointments Scheduled	290	445 (53% increase)
Appointments Attended	233	336 (44% increase)
Individual Students Served w/ Appointments	104	201 (93% increase)
Workshop Requests	3	15 (400% increase)



What growth would you like to see for your coaching program?



Staffing Model

Graduate work-study students

- Increased starting pay
- 9 hrs/week
- 2 returning, 5 new
- Variety of graduate programs
- Fulfill graduate program requirements



MSW Intern



- 1st Year Foundational Internship
- Spring/Summer Block
- 400 hours
- Coaching + Program Development



Coach Schedules & Workspace

- Coaches set their own schedules within office hours
- Virtual and in-person appointment options
- Open/flex workspace in our suite
- In-person meetings can be held across campus
 - Informal/relaxed
 - Open seating
 - Coffee shop
 - Study room reservations
 - Outside



What staffing opportunities could you expand, explore, or implement to grow your coaching program?



Campus Partners & Promotion

- Top Referral Sources
 - Academic Advisors
 - Academic Alerts
 - Student Outreach & Support
 - Faculty
 - Student Rights & Responsibilities
- Focused Promotion
 - New Student Orientation
 - First-Year Seminar faculty
 - Coaching is for everyone!



Campus Partners & Promotion

- 1st year to 2nd year retention initiative funding
 - Secured hourly funding for coaches
 - Path Forward Program
 - Pilot launched late winter
 - Pairs positive behaviors with financial incentives
 - Meeting with a Student Success Coach included as a program requirement



Campus Partners & Promotion

Help Students Thrive: Take a Coach Approach!

This three-day intensive training will provide you with effective coaching strategies to help students overcome setbacks, navigate challenges, and achieve their goals. Coaching centers the student as the expert in their own life and supports the development of accountability and self-management. You will build foundational coaching skills, such as asking powerful questions to inspire self-awareness, problem solving, and action.



Inaugural cohort – Summer 2022



Who are your strongest campus partners for referrals? How can you strengthen these relationships?

Who are your potential campus partners? What are some first steps you can take to initiate a partnership?



Student Outreach

- **Previous Quarterly Outreach**
 - All student email
 - Academic warning
- **Expanded Quarterly Outreach**
 - Academic warning
 - Precipitous decline
 - Exploratory/undeclared
 - New and recent transfer students



Who are you serving? Who are you not serving? How can you strategize outreach and communication to reach your target audience?



Program Development

- **Resources:** discussion guides, worksheets, handouts, videos
- **Research:** best practices, policy, resources, student development
- **Workshops:** new student orientation, first-year seminar classes, campus partners
- **Evaluation and assessment:** intake forms, student surveys, focus groups
- **Marketing and communication:** flyers, email campaigns, campus partner promotion, website content, social media content
- **Leadership and training:** coach training materials, training facilitation, new coach support



Intern Projects

- Videos
- Transfer Student Guide
- Major Exploration Map
- Summer Coaching!
 - Second Year Success Plan
 - Social Media
- Data summary and infographic



If your coaching program grows significantly, do you have the appropriate resources to meet the needs of both your coaches and students?

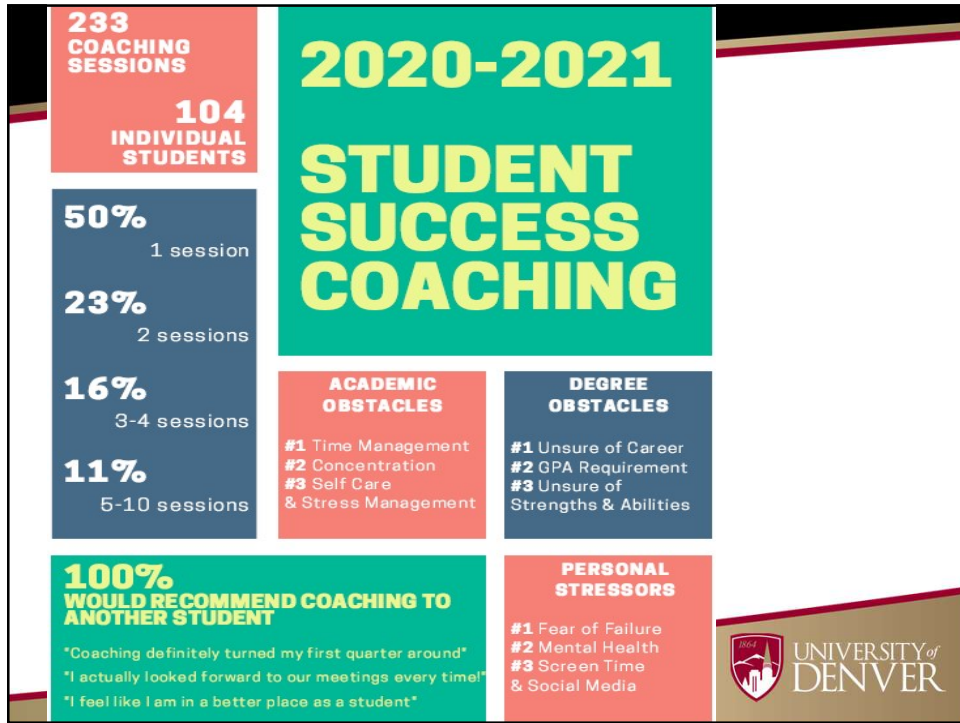
What will you need and who will develop these resources?



Assessment & Evaluation

- Build campus buy-in and inform program improvement!
- Intake forms
- Student evaluations – win a DU hoodie!
- Appointment data





What metrics will you use to measure growth?

How can you leverage data and assessment to promote growth?

What data are you missing and how can you collect this data?



**Breakout
Small Group Discussion**

Based on your personal reflection during this session, share your goals and next steps for growing your coaching program.



What's Next for 2022-2023?

- Assistant Director program supervision
- 5 coaches returning!
- MSW intern hired for fall/winter/spring
- Higher Education intern position posted
- Hourly funding continued through spring
- Career & Professional Development partnership
 - Student Employment badging
 - “Take a Coach Approach to Student Supervision” training



Future Growth Opportunities

- Offer coaching to graduate students?
- Partnership with Residence Life



Thank you!

Questions?

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