Benchmarking Student Success Coaching Programs

What are successful metrics and practices among leading and peer institutions with specialized student coaching programs?

**Methodology**

- Leading institutions in student coaching and peer institutions with coaching programs were identified for benchmarking and asked to participate in an online survey or phone interview with identical questions.
- Survey questions were piloted with a staff person who oversees the Veteran Coaching program at DePaul to ensure clarity and gather DePaul responses.
- The primary investigator performed data analysis that included coding notes and responses for themes.

**Demographics**

- 7 of 13 invited institutions, including DePaul, completed the benchmarking survey.
- Including DePaul, 6 were private universities and 4 have over 10,000 students enrolled.
- 4 institutions have coaching programs that target specific students such as veterans, students of color, or low performing students.

**Key Findings**

- Institutions implemented coaching programs for different reasons that included increasing student learning (2), student retention (3) and both student learning and retention (3 including DePaul).
- Coaching programs use a variety of success metrics that include: session counts (4), retention rates (3), trends in coaching visit purpose (3), communication counts (2), having different outcomes depending on different coaching needs (1), GPA Improvement (2), removal of academic probation status (1), event/workshop attendance (1), online surveys on outcomes with student self-reporting (1), and satisfaction (1).
- Coaching programs varied in staffing with one institution hiring 8 full-time staff coaches while another institution hired 25 student coaches.
- Ratios of student engagement were higher among programs that target specific student populations.

**Plan of Action**

- Adapt coaching plans for unique needs of target student groups (e.g., students on academic probation, academically successful students).
- Incorporate a larger educational framework into the coaching program.
- Evaluate the purpose and goals of DePaul’s relatively new student veteran coaching program.

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