



**EMPOWERMENT  
SUCCESS COACH**

**HOW THE EMPOWERMENT SUCCESS STUDENT RETENTION PROGRAM  
HELPED A COMMUNITY COLLEGE BY  
EQUIPPING THEIR STUDENT SUCCESS COACHES TO  
EMPOWER AND RETAIN STUDENTS**



**Northwestern  
Michigan  
College**

# Northwestern Michigan College Case Study

Northwestern Michigan College is a Community College which has benefited from our Student Success Retention Program since 2015. In the 2021-22 school year they reported that the retention rate of students who did not meet with a Success Retention Coach was 58%. The retention rate of students who did meet with a Success Retention Coach 1 time was 68%. The retention rate of students who met with a Success Retention Coach 2 times increased to 81%; 3 visits – 84%; 4 visits – 91%, and the retention rate of students who had 5 or more visits with a Success Retention Coach was 100%. Their increase in freshmen retention translated into an income gain of \$859,000 between Fall 2021 and Spring 2022.

This increase in retention and revenue came about because the Success Coaches had learned how to truly coach, and students who were interacting with the Success Retention Coaches were truly being helped.

One Success Retention Coach remarked, *“I’ve had 30 years of teaching experience and being a business owner. I was doing coaching my own way, but I know now that it wasn’t really coaching. I felt nervous and uncertain when I was coaching. I wasn’t asking the specific questions I should have to help students open up. Now, because of this training, I have the skills to be a college success coach. Now I don’t feel like I need to have all the answers because the coaching process allows the person to come up with the solutions they need, not the ones I think they should come up with.”*



A student remarked, *“This was the start of my college journey. I was 36, first generation in college, coming to America from England, and without my interactions with my Success Retention Coach, I wouldn’t be where I am today with my academic progress. For me personally, it’s been absolutely life changing. Honestly, on a scale of 1 – 10, this experience has probably been a 15! It’s impacted me not only academically, but personally, and it’s built my confidence as a person.”*

The Director of the Success Retention Coach Program remarked, *“Over my 30 years in education, I have attended many training sessions, and, on many occasions, I have also been the one facilitating training. I am impressed with the professionalism, organization, and delivery of this program. After just six hours of training, I am already a better coach! The training is practical, hands-on, and immediately useful. After the very first week, I put the coaching skills that I learned into action and saw greater outcomes in my sessions with students.”*

Sally Smarsty, Program Director

