



FLORIDA STATE UNIVERSITY
DIVISION OF UNDERGRADUATE STUDIES

Welcome to the seventh annual College Life Coaching Institute at Florida State University! Our talented and dedicated College Life Coaches have designed this program to help you foster student success on your campus.

Each student brings a unique story and set of experiences and reacts to the college transition in a distinctive way. What it means to find community and flourish in an academic setting also varies from student to student and involves developing a range of new skills.

Since 2009, FSU's innovative Advising First Center for College Life Coaching has worked to help students make the smoothest possible transition to the university setting, engage fully in their own personal and professional development, and overcome obstacles that may lead to dismissal or withdrawal.

Our results have been quite inspiring. For the year 2021-22, we saw an overall first-year retention rate of 94% in the populations selected to receive coaching services as well as a significant improvement in students' satisfaction with their educational experience.

We are excited to share with you the knowledge we have gained, learn from your experiences, and strategize together about how best to help students make the most of their college experience. We look forward to a robust exchange of ideas at this year's Institute, and we're grateful for your participation.

Joe O'Shea, Ph.D.
Associate Provost
Dean of Undergraduate Studies
Florida State University



2023 College Life Coaching Institute

Schedule at a Glance

Gold Track

Wednesday, June 7th, 2023

8:00 AM – 9:30 AM	Check-in & Breakfast	Turnbull Room 103
9:30 AM – 10:00 AM	Welcome Address	
10:15 AM – 11:45 AM	Session	Turnbull Room 214
12:00 PM – 1:00 PM	Lunch	Turnbull Room 103
1:15 PM – 2:15 PM	Session	Turnbull Room 214
2:30 PM – 3:30 PM	Session	Turnbull Room 103
3:45 PM – 4:45 PM	Session	

Thursday, June 8th, 2023

8:00 AM – 8:30 AM	Grab and Go Breakfast	Turnbull Room 103
8:30 AM – 9:30 AM	Session	Turnbull Room 214
9:45 AM – 10:45 AM	Session	
11:00 AM – 12:00 PM	Workshops “Flip the Script on Failure: Let’s Reframe the Conversation” “Don’t You Know That You’re Toxic?” Masculinity in Higher Education “Can You Be More Specific?: Using Stories as Examples in Exploratory and Coaching Conversations”	Turnbull Room 103 Turnbull Room 214 Turnbull Room 205
12:15 PM – 1:15 PM	Lunch	Turnbull Room 103
1:30 PM – 2:30 PM	Session	Turnbull Room 214
2:45 PM – 3:45 PM	Session	
4:00 PM – 5:00 PM	Student Panel	Turnbull Room 103
5:00 PM – 5:15 PM	Closing Session	



Welcome Address Speaker

LaShae Roberts



LaShae Roberts serves as the Assistant Dean of Undergraduate Studies and Director of Advising First at Florida State University. Under her purview is a robust team of decentralized academic advisors, the College Life Coaching program, an Exploratory program, Exploratory course, and Academic Guidance. Before her current role, Shae served as the Center for College Life Coaching manager for eight years. She is a long-time member of the National Academic Advising Association (NACADA) and founding executive board member and co-chair of the Training and Best Practices committee of the Consortium for Coaching in Higher Education (CHEC). Shae enjoys building relationships with campus partners, innovating advising and coaching practices, mentoring the leadership team.



Detailed Schedule

WEDNESDAY, JUNE 7TH, 2023

8:00 AM – 9:30 AM	Check-in & Breakfast	<i>Turnbull Room 103</i>
9:30 AM – 10:00 AM	Welcome Address	Ivan Myers, Assistant Director LaShae Roberts, Director <i>Turnbull Room 103</i>
10:15 AM – 11:45 AM	Group Introductions & Theory Review <i>Icebreaker and reviewing retention data and theories</i>	Ivan Myers, Assistant Director <i>Turnbull Room 214</i>
12:00 PM – 1:00 PM	Lunch	<i>Turnbull Room 103</i>
1:30 PM – 2:30 PM	College Life Coaching Program Overview <i>History, structures, staffing & training</i>	Roly Torres, Asst. Program Manager <i>Turnbull Room 214</i>
2:45 PM – 3:45 PM	Coaching Session Observation & Discussion	Drew Stapp, FTIC Senior Coach <i>Turnbull Room 103</i>
4:00 PM – 5:00 PM	Recap and Practice	<i>Turnbull Room 103</i>

THURSDAY, JUNE 8TH, 2023

8:00 AM – 8:30 AM	Grab and Go Breakfast	<i>Turnbull Room 103</i>
8:30 AM – 9:30 AM	Developing Program Outcomes <i>Overview of FSU's coaching program's outcomes and a brainstorming activity for participants' outcomes</i>	Roly Torres, Asst. Program Manager <i>Turnbull Room 214</i>
9:45 AM – 10:45 AM	Program Evaluation (Data Review) <i>Program evaluation theories, FSU coaching data, and a group discussion</i>	LaShae Roberts, Director Ivan Myers, Assistant Director <i>Turnbull Room 214</i>
11:00 AM – 12:00 PM	Concurrent Workshops "Flip the Script on Failure: Let's Reframe the Conversation" "Don't You Know That You're Toxic?" Masculinity in Higher Education "Can You Be More Specific?: Using Stories as Examples in Exploratory & Coaching Conversations"	Flip the Script on Failure Sam Dezerga Jorlyse Dickens <i>Turnbull Room 103</i> Don't You Know That You're Toxic Anthony Kurza Corbin Nall Drew Stapp <i>Turnbull Room 214</i> Can You Be More Specific? Sarah Lovins Bacani <i>Turnbull Room 205</i>
12:15 PM – 1:15 PM	Lunch	<i>Turnbull Room 103</i>
1:30 PM – 2:30 PM	Panel Discussion <i>Administrators will be available to answer questions about the inception of coaching and other questions related to starting and maintaining a coaching program</i>	Shae Roberts, Director Ivan Myers, Assistant Director John Carter, Associate Director <i>Turnbull Room 214</i>
2:45 PM – 3:45 PM	Special Topics & Program Planning / Next Steps <i>Last opportunity to complete proposal worksheet and use strength of the group to gain more ideas and clarity</i>	Ivan Myers, Assistant Director <i>Turnbull Room 214</i>
4:00 PM – 5:00 PM	Student Panel	Various panelists <i>Turnbull Room 103</i>
5:00 PM – 5:15 PM	Closing Session	Ivan Myers, Assistant Director <i>Turnbull Room 103</i>



Workshop Abstracts

Thursday, June 8, 2023 11:00 am-12:00 pm

“Flip the Script on Failure: Let’s Reframe the Conversation”

Sam DeZerga and Jorlyse Dickens
Turnbull Room 103

College is not always a linear journey. The journey is a road filled with many ups-and-downs, twists-and-turns, successes and failures. How students respond to these challenges can be indicative of their mindset. Seeing failure as fixed value is detrimental to student engagement and retention. Resilience is an essential skill for viewing failure as a first attempt in learning. Students succeed because of challenges not in spite of them. Learn how reframing the conversation helps students flip the script on failure and redefine success in a post-pandemic world.

“Don’t You Know That You’re Toxic?” Masculinity in Higher Education

Anthony Kurza, Corbin Nall, and Drew Stapp
Turnbull Room 214

Throughout the past few years, many higher education institutions report low retention rates for male students compared to non-male college students across the country (National Clearinghouse, 2022). Such observations have led many to investigate how they navigate college life. Toxic masculinity has framed many of these conversations. One significant consequence of toxic masculinity is that it inhibits help-seeking behaviors and academic support services, which resists our jobs as College Life Coaches. Our role is to support students’ individual needs and help them achieve their personal, academic, and professional goals. Thus, how can we, as coaches and other academic support professionals, help male students when the tight grip of toxic masculinity prevents a positive relationship? The presentation will evaluate several critical factors through the lens of hegemonic masculinity (Connell, 1987 & 2005) and student engagement theories (Tinto, 1987; Astin, 1984; Sanford, 1966). Further, the presentation will include discourse to explore the critical relationship between higher education, retention rates, and toxic masculinity culture. It also hopes to address how coaching can empower male students to understand themselves better, promoting healthier environments and behaviors.

“Can You Be More Specific?: Using Stories as Examples in Exploratory & Coaching Conversations”

Sarah Lovins Bacani
Turnbull Room 205

An old Jewish saying says, “What’s truer than truth? The Story.” For centuries, people have been telling stories to one another to share ideas, cultural values, and knowledge, and to inspire action. Stories are at the core of how learning and understanding are fully accomplished. When assisting an Exploratory advising team with students shared between Exploratory advising and coaching or even students who are questioning their major, coaches may spend some their time busting myths, explaining how career paths are often not so linear or how the major is only one piece of the puzzle. They try to help students eliminate tunnel vision and see many possibilities that can unfold through actively engaging in authentic experiences. However, saying this alone and even presenting statistics to students is not nearly as effective as sharing stories, as students need more concrete, specific examples to make meaningful connections. According to Hagen (2008), one of the most important tools we have to persuade students to take the right path is to use storytelling. Taking this concept and applying it to undecided students is a powerful tool in exploratory conversations. Indeed, creating a storytelling toolkit makes the process of sharing stories more powerful in coaching conversations.



College Life Coaching Institute Gold Track Panelist Profiles

LaShae “Shae” Roberts serves as the Assistant Dean of Undergraduate Studies and Director of Advising First. Under her purview is a robust team of decentralized academic advisors, college life coaches, Exploratory advisors, an Exploratory course, and academic guides. Prior to this role, Shae served as the Center for College Life Coaching manager for eight years. Shae earned a Bachelor’s degree in Criminology and Sociology and two Master’s degrees – in Criminology and Clinical Social Work – from Florida State University. She has presented at several statewide, regional, and national conferences. Conferences include the Florida Academic Advising Association (FLACADA), National Academic Advising Association (NACADA), National College Learning Center Association (NCLCA), and Association for the Coaching and Tutoring Profession (ACTP). Shae currently serves as the chair and co-founding executive board member of the Coaching in Higher Education Consortium (CHEC). Shae enjoys building relationships with campus partners, innovating advising, coaching, and academic recovery practices, mentoring leaders, and serving the Division of Undergraduate Studies. Other duties include strategic planning, staffing decisions, and policy development and implementation. As a first-generation college student, she understands the value coaching provides. Shae believes that coaching opens opportunities to students that allow them to get the most out of college.



Ivan Myers serves as the Assistant Director of Advising First and manages the Center for College Life Coaching. Ivan received his Bachelor’s degree in Finance and Sport Management from Florida State University in 2012 and received his Master’s degree in Sport Management from FSU in 2021. Ivan has worked for the CCLC since 2016, and previously served as a College Life Coach followed by Assistant Program Manager until Fall 2021. As the Program Manager, he handles the day-to-day operations of the center while supervising a staff of 16 coaches. Ivan enjoys contributing to the culture of the Center for College Life Coaching, analyzing program data, mentoring the leadership team, and serving the students of Florida State University. Other duties include strategic planning, staffing decisions, and policy development and implementation. Ivan believes that coaching is most powerful and impactful when the coach does not define what’s best for the student, but encourages the student to take self-authorship and agency over their goals and aspirations.



John Carter is a Tallahassee native by birth. John received his Bachelor's degree from Florida State University and has since stayed to work at Florida State for twenty-eight years. His very first job was in the Registrar's Office at FSU. John has been the Associate Director of Advising First for over 20 years and has had the privilege of seeing it transform over time. In his role, John is responsible for not only the logistical operations of the Advising First department but also plays a key role in leadership decisions with regards to the direction of Advising First. John believes that coaching has created an effective way to reach and engage students, connecting them with campus resources and opportunities that can positively influence their time at Florida State.

