



FLORIDA STATE UNIVERSITY  
DIVISION OF UNDERGRADUATE STUDIES

Welcome to the second annual College Life Coaching Institute at Florida State University! Our talented and dedicated College Life Coaches have designed this program to share their innovative model in an interactive environment. Our goal is to provide you with the most personal and helpful experience possible. Whether you are seeking to build a program or focusing on hands-on skills development, I am confident that you will come away with new ideas about how to foster student success on your campus.

It is exciting and fulfilling to support students through the new experience of university life. 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, the Florida State University 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 from the university.

To accomplish this, coaches must develop the expertise to establish a connection that empowers students to take their academic lives into their own hands. The results of college life coaching here at Florida State University have been quite inspiring. For the year 2017-18, we saw an overall first-year retention rate of 93% 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 what we have learned, learn from your experiences, and strategize together about how best to help students make the most of their college experience. Keeping students engaged, helping them make timely progress toward degree completion, and deepening their understanding of themselves and their world are common goals for all of us involved in higher education. I trust that your participation in the Institute will help bring you closer to achieving these goals and will enhance your commitment to this important work.

A handwritten signature in cursive script that reads "Karen L. Laughlin".

Dean of Undergraduate Studies  
Florida State University

# 2019 College Life Coaching Institute

## Schedule at a Glance

### Gold Track

#### Wednesday, June 5, 2019

7:30 am-8:30 am	Check-in & Breakfast
8:30 am-9:30 am	Welcome & Keynote Address
9:45 am-11:00 am	Session
11:15 am-12:15 pm	Session
12:15 pm-1:15 pm	Lunch
1:30 pm-2:30 pm	Session
2:45 pm-3:45 pm	Session
4:00 pm-5:00 pm	Session

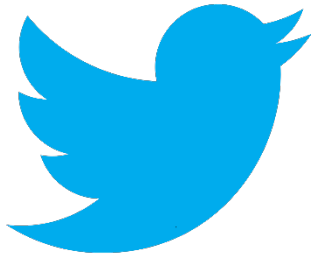
#### Thursday, June 6, 2019

8:30 am-9:30 am	Session
9:45 am-10:45 am	Session
11:00 am-12:00 pm	Session
12:00 pm-1:00 pm	Lunch
1:15 pm-2:15 pm	Session
2:30 pm-3:30 pm	Concurrent Workshops
3:45 pm-4:45 pm	Team Meetings

#### Friday, June 7, 2019

8:30 am-9:30 am	Session
9:45 am-10:45 am	Session
10:45 am-11:15 am	Closing Session
11:15 am-12:00 pm	Celebration

## Social Media and WiFi Information



### Follow us!

Twitter: @FSULifeCoaching  
Facebook: FSU Advising First Center for  
College Life Coaching



# #FSUCLCInstitute



## *A Decade to Celebrate*

### How to connect to WiFi:

1. Turn on your WiFi and select "FSUGuest."
2. Open your browser and click "Guest Registration."
3. Enter your cell phone number and carrier.
4. Click "Register."
5. Check your cell phone for a text with a username and password.
6. Enter the username and password.
7. Click "Log In."

## Keynote Speaker

Lynise Harris Simpson, MS



Lynise began her career as a human resources professional in 1995 where she developed a love of helping people reach their full potential. After a rewarding U.S. Peace Corps experience in South Africa, she further developed this passion by becoming a certified executive coach, and a certified John Maxwell leadership coach. Since 2002, Lynise has supported students and professionals in reaching their goals and achieving personal and professional success.

Lynise was one of the first Program Managers from InsideTrack in 2008 who helped set up the FSU Success Coaching Program. For five years, she supported, managed and coached advisors and coaches at FSU, collaborating closely with Advising First Leaders.

After successfully transitioning her role over to the highly capable FSU team, Lynise went on to set up successful student coaching programs at colleges in Alabama, Hawaii, Indiana and Montana from 2012-2015- each demonstrating gains in college retention, student and staff satisfaction and clear growth in professional development.

For the last four years, Lynise has served as Chief Program Officer at Lighthouse Academies where she expresses her passion for coaching and education by leading the college and career advising team and by setting up the first K-16 program, which includes alumni coaching, an internship program and a scholarship program.

Lynise has a strong track record of building high performing, sustainable educational programs. Under her leadership, Lighthouse Academies reached a nine-point gain in high school graduation rates (85-94% average) and a 13 point gain in college matriculation rates (60-73%) in just a few years, and doubled the amount of college credits scholars obtained prior to high school graduation.

## Detailed Schedule

WEDNESDAY, JUNE 5, 2019		
7:30 am-8:30 am	<b>Check-in &amp; Breakfast</b>	<i>Turnbull Conference Center 103</i>
8:30 am-9:30 am	<b>Welcome &amp; Keynote Address</b>	Shae Roberts, Program Manager Lynise Harris Simpson, Keynote <i>Room 103</i>
9:45 am-11:00 am	<b>Group Introductions and Research</b> <i>Icebreaker activity and reviewing retention data and theories</i>	Shae Roberts, Program Manager <i>Room 114</i>
11:15 am-12:15 pm	<b>Program Specifics</b> <b>(History, Structures, Staffing &amp; Training)</b>	Ivan Myers, Asst. Manager <i>Room 114</i>
12:15 pm-1:15 pm	<b>Lunch</b>	<i>Room 103</i>
1:30 pm-2:30 pm	<b>Developing Program Outcomes</b> <i>Overview of FSU's coaching program's outcomes and a brainstorming activity for participants' outcomes</i>	Ivan Myers, Asst. Manager <i>Room 114</i>
2:45 pm-3:45 pm	<b>Proposal Drafting Time</b> <i>Fill in information on proposal packet, giving attendees the opportunity to put the pieces together and collaborate with other attendees</i>	Shae Roberts, Program Manager <i>Room 114</i>
4:00 pm-5:00 pm	<b>Special Topics</b> <i>Address topics and questions submitted in the survey</i>	Shae Roberts, Program Manager <i>Room 114</i>

THURSDAY, JUNE 6, 2019		
8:30 am-9:30 am	<b>Coaching Skills Overview and Live Role Play</b>	Ivan Myers, Asst. Manager Rolando Torres, FTIC Senior Coach <i>Room 114</i>
9:45 am-10:45 am	<b>Dynamic Circular Model</b> <i>Overview of the framework FSU's coaching program utilizes</i>	Hannah Byrd, CARE Senior Coach Rolando Torres, FTIC Senior Coach <i>Room 114</i>
11:00 am-12:00 pm	<b>Program Evaluation</b> <i>Program evaluation theories, FSU coaching data, and a group discussion</i>	Jacourie Clark, CARE Coach Shae Roberts, Program Manager <i>Room 114</i>
12:00 pm-1:00 pm	<b>Lunch</b>	<i>Room 103</i>
1:15 pm-2:15 pm	<b>Coaching Leadership</b>	Lynise Harris Simpson, Keynote <i>Room 114</i>
2:30 pm-3:30 pm	<b>Concurrent Workshops:</b> <b><i>"Trauma-Informed Coaching"</i></b> <b>-OR-</b> <b><i>"Shock and Awe: Mentoring Transfer Students Through the First Year"</i></b>	<b>Trauma-Informed Coaching</b> Erica Martinez College Beyond <i>Room 103</i> <b>Shock and Awe</b> Dr. Kimberly Burgess Dawn Adolfsen, Florida State University <i>Room 114</i>

3:45 pm-4:45 pm	<p style="text-align: center;"><b>Team Meetings:</b>  <b>Attendees who traveled in a group</b>  <i>Teams will come together and engage in a team builder, then spend time discussing how to create open environments in team meetings.</i></p> <p style="text-align: center;"><b>-OR-</b>  <b>Individual Attendees</b>  <i>Individual attendees will engage in a discussion about hot topics in higher education.</i></p>	<p style="text-align: center;"><b>Group Attendees</b>          Jacourie Clark, CARE Coach          Shae Roberts, Program Manager  <i>Room 103</i></p> <p style="text-align: center;"><b>Individual Attendees</b>          Rolando Torres, FTIC Senior Coach  <i>Room 114</i></p>
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**FRIDAY, JUNE 7, 2019**

8:30 am-9:30 am	<b>Panel Discussion</b>	Various Panelists <i>Room 114</i>
9:45 am-10:45 am	<b>Program Goal Planning/ Next Steps</b>	Shae Roberts, Program Manager <i>Room 114</i>
10:45 am-11:15 am	<b>Closing Session</b>	Shae Roberts, Program Manager <i>Room 103</i>
11:15 am-12:00 pm	<b>Celebration w/ cupcakes</b>	<i>Room 103</i>

## Workshop Abstracts

Thursday, June 6, 2019 2:30 pm-3:30 pm

***Trauma-Informed Coaching*** – Room 103

*Erica Martinez, College Beyond*

The Trauma-Informed Coaching presentation walks participants through brain development and how trauma presents and affects functioning in academic settings. Based on evidence-based approaches, participants will learn coaching strategies to incorporate in meetings to support students who may have experienced trauma. These coaching strategies also have practical applications that will benefit all students. The session will end with reviewing compassion fatigue and the risk-factors that professionals in helping fields face when caring for people with difficult stories.

***Shock and Awe: Mentoring Transfer Students Through the First Year*** – Room 114

*Dr. Kimberly Burgess and Dawn Adolfson, Florida State University*

As the profile of the modern college student continues to evolve and more emphasis is placed at two-year institutions on the transfer mission, the transfer student at four-year institutions has begun to earn greater attention as a population in need of specific and targeted services. Traditional assumptions of transfer students view them as veterans of the college process who have few immediate needs, are resistant to intrusive efforts, and who have little interest in daily college life. This session will allow participants to engage in active discussions of the realities of being a transfer student and how these realities affect academic and social integration on college campus. Through case scenario and role-play, specific strategies to reach and build relationships with this population will be explored.

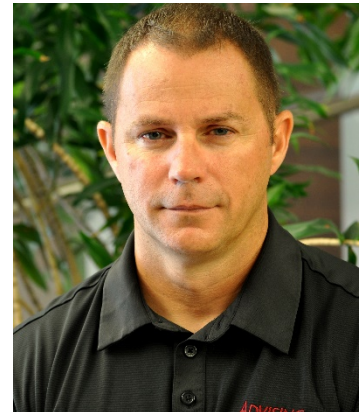
## College Life Coaching Institute

### Gold Track Panelist Profiles



**Rose-May Frazier** serves as the director of Advising First in the Division of Undergraduate Studies. Throughout the past 14 years Rose-May has developed a deep understanding and appreciation for the organizational process of helping students achieve their goals. A significant part of this expertise was developed while working as an advisor for two years, and as a College Life Coach for an additional two years. The Director of Advising First is responsible for the effective day-to-day functioning, oversight, and interfacing of Advising First academic advising and coaching units in the Division, as well as selection and supervision of academic advisors and coaches. Rose-May collaborates across various departments and campus-wide committees developing policies to better meet the advising/coaching needs of students. She is also a liaison to academic deans' offices and departments to coordinate academic advising and coaching, assisting in developing policies and procedures for the purpose of maximizing successful student outcomes. Rose-May and her teams have shared their works at NACADA, NASPA and other professional organizations. Her work also includes receipt of the NACADA Commission-Sponsored Conference Presentation by the Multicultural Concerns Commission. Rose-May is from Miami Gardens, Florida by way of New York City, earning her bachelor and master's degrees from Florida State University, while currently a PhD candidate at Florida A&M University. Rose-May believes that College Life Coaching impacts her current role daily with students and colleagues. Not only have these skills been beneficial with students, but she finds herself utilizing these skills outside of the university as well. Rose-May remains thankful for the continued training that has supported her in becoming a more effective leader.

**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-four years. His very first job was in the Registrar's Office at FSU. John has been the Associate Director of Advising First for over 10 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.







**Dawn Matthews** is an Associate Director of Advising First at Florida State University. Dawn received both her M.Ed in Education Administration and B.A. in Sociology from Virginia State University and is currently pursuing a Ph.D in Higher Education Administration at Florida State University. Dawn has experience in residence life, orientation, teacher preparation and certification, and has been an adjunct for academic success courses and First Year Experience colloquiums. In her current role, Dawn assists in the supervision of academic advisors and college life coaches, facilitates advisor mentoring initiatives, advisor trainings, and conducts departmental assessments. Dawn has worked at Florida State

University since 2013 and has presented at several regional and national NACADA conferences on topics surrounding supporting underserved student populations. Dawn is dedicated to ensuring that all students develop the skills and confidence needed to be successful and achieve their goals. Outside of work, Dawn enjoys spending time her family and traveling.

**LaShae “Shae” Roberts** serves as the Assistant Director of Advising First and manages the College Life Coaching Program. 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. She has worked with Advising First for nine years, serving in several capacities including Coach, Senior Coach, Assistant Program Manager and Program Manager of the Coaching Center. As the Program Manager, she handles the day-to-day operations of the center while supervising a staff of 16 coaches. Shae enjoys building relationships with campus partners, managing data, creating reports, analyzing performance, mentoring the coaching leadership team, and serving the Advising First department. Other duties include strategic planning, staffing decisions, and policy development and implementation. As a first-generation college student, she wishes she had a coach. Shae believes that coaching does not tell the student what to do, instead, through collaborative relationships, we encourage students to be proactive and involved in their own success. This concept has transformed her approach as a professional and leader.





**Ivan Myers** serves as the Assistant Program Manager of the Advising First Center for College Life Coaching at Florida State University. Ivan received his Bachelor's degree in Finance and Sport Management from Florida State University in 2012 and is currently pursuing a Master's degree in Sport Management. Ivan has worked for the CCLC since 2016 and has taken on a number of responsibilities including the training of staff, student programming, and staff development. He also participated in the CCLC's Pilot Engage 100 program which involved leading student small groups and supporting students in their transition to Tallahassee and the FSU community. Ivan works closely with the Senior Coaches to support them as they mentor the coaches on their roster. Ivan is over quality assurance of the staff, ensuring that coaches are utilizing the Coaching Model and skills appropriately as they support their students. Ivan assists the program manager with the management and coordination of day-to-day personnel functions, strategic planning, and staffing decisions. He collaborates with the program manager on developing and implementing policies for the coaching center, and develops new ways to engage students in the coaching program. 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.

**Samuel Lloyd** serves as the Program Manager for Advisor Training and Development at Florida State University. Samuel received his Bachelor's degree in English in 2009, a Master's degree in Education in 2012, and another Master's degree in Instructional Design in 2014, all from Florida State University. He has worked for Advising First since 2012 and has spent most of his tenure in the Center for College Life Coaching. During his time with the coaching program, he helped implement the new skills-based model created by the CCLC in 2013. As he moved into a leadership role in the center, he then assisted in revising the rubric, skills verbiage, and training manual to help ensure the staff had additional clarification of the skills and model. In his current role, Samuel leads training and onboarding of new staff, manages the information hubs via Canvas and e-mail listserv, and facilitates staff development opportunities through partnerships with campus allies. He collaborates with University leadership on onboarding advising systems and helps identify impact from any changes in legislative policies, and works at developing training solutions via instructional videos or job aids, all in an effort to ensure advisors and coaches can best support their students.

