



Nurturing Students from Recruitment to Career Launch

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FORVIS



The Council of
Independent Colleges

Under
the Big Tent

2024 Presidents Institute

Independent Higher Education in a Democratic Society

Presenters

La Jerne Terry Cornish, President, Ithaca College

Michael Hammond, President, Gordon College

Kathleen Harring, President, Muhlenberg College

Chair: Jeff Docking, President, Adrian College



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MUHLENBERG COLLEGE

COACHING PROGRAM



» WHO WE ARE

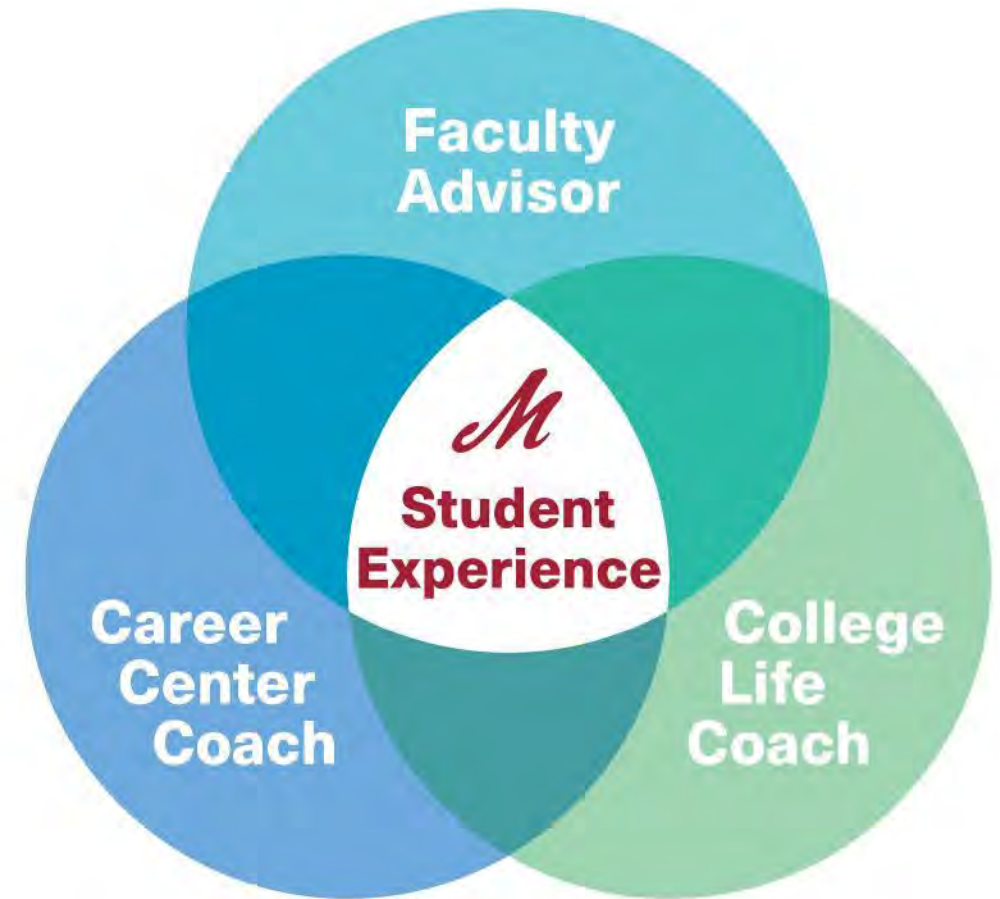
- » Independent liberal arts institution affiliated with the Evangelical Lutheran Church in America (ELCA)
- » Located in Allentown, PA
- » Traditional undergraduate students: 1,900
- » Adult learners and graduate students: 100
- » Student body is religiously diverse with increasing racial and economic diversity
- » Traditional liberal arts and select pre-professional programs such as business, accounting, education and public health
- » Focus on interdisciplinary programs, experiential learning, and community engagement





» COACHING PROGRAM

- » Muhlenberg provides every student with a personalized coaching team dedicated to guiding students throughout their college experience.
- » This ensures that they maximize their potential and take advantage of holistic opportunities for personal growth and professional development.



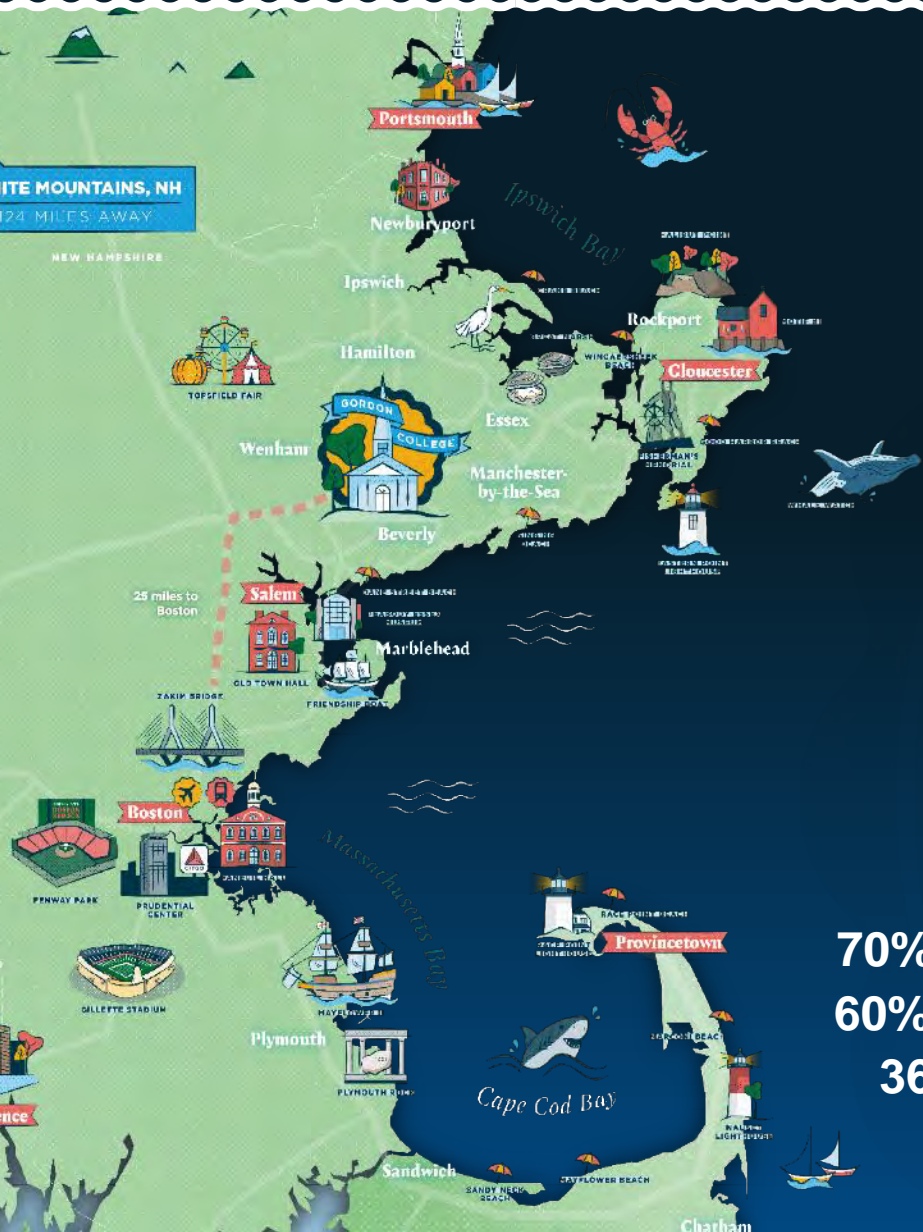


Gordon College *Learn to thrive*

WHITE MOUNTAINS, NH
124 MILES AWAY



NEW YORK CITY
170 MILES AWAY



14:1

STUDENT
FACULTY RATIO

44

STATES
REPRESENTED

1294

UNDERGRADUATE
STUDENTS

334

GRADUATE
STUDENTS

Class of 2027

34 US States

70% from the Northeast

60% from New England

36% Massachusetts

9 Africa

13 Asia

1 Latin America

2 Middle East

366 North America

1 Western Europe

19.2%

First Gen



Gordon College *Learn to thrive*

Gordon by the numbers:

90+

ACADEMIC
PROGRAMS

40+

DENOMINATIONS
REPRESENTED

21

NCAA DIII TEAMS STUDENT-LED CLUBS
AND COUNCILS

55+

1,628

STUDENTS FROM 25
COUNTRIES AND 44 STATES

100%

OF STUDENTS RECEIVE
SCHOLARSHIPS

93%

JOB & GRAD SCHOOL
PLACEMENT RATE

25

miles from
Boston

3

miles from
the ocean

485

acre wooded
campus

90%

of students live
on campus





WHITE MOUNTAINS, NH
124 MILES AWAY




NEW YORK CITY
170 MILES AWAY





Learn to thrive



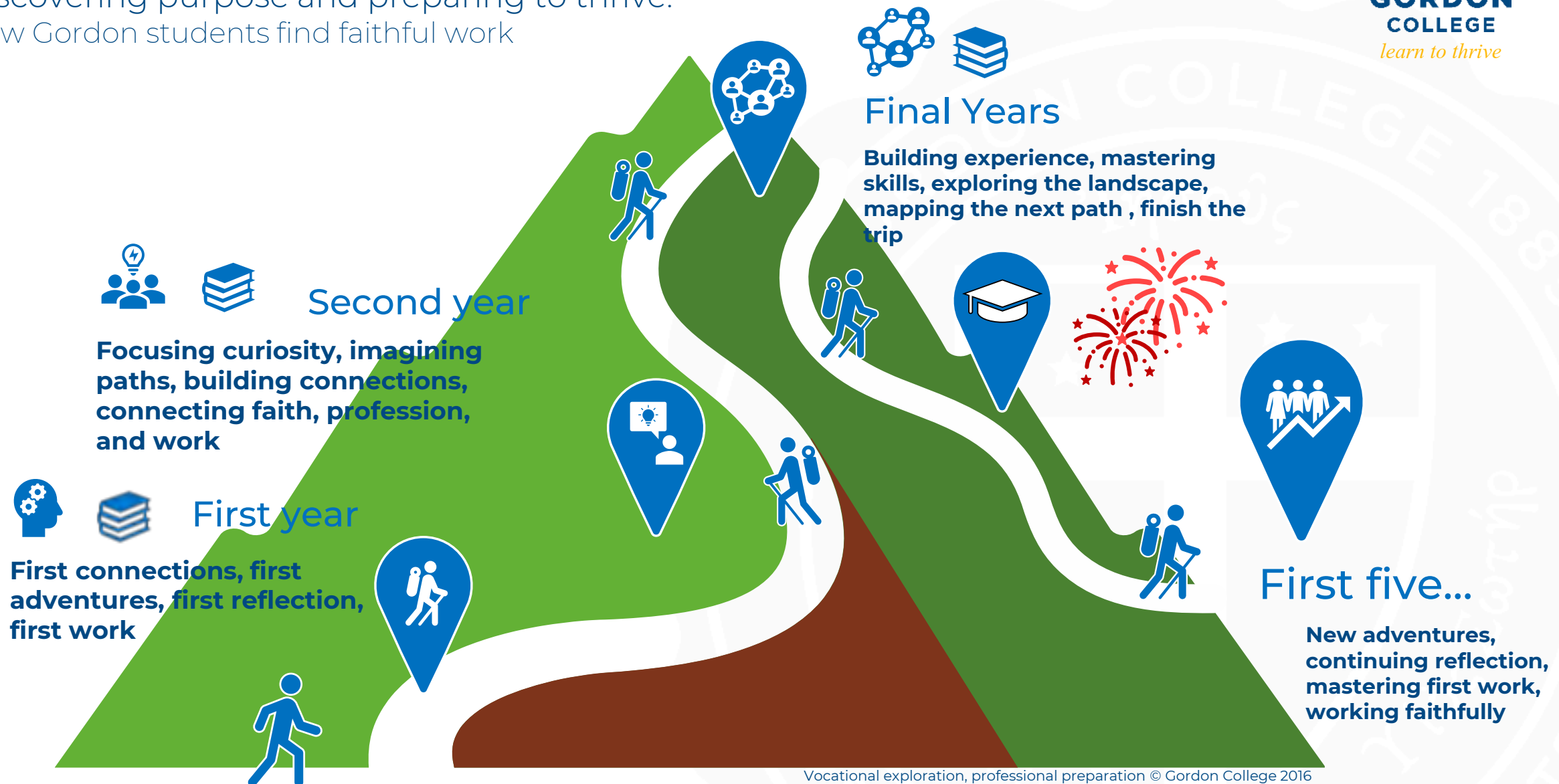

LA VIDA
AT GORDON COLLEGE

Common experiences, unique paths

Discovering purpose and preparing to thrive:
How Gordon students find faithful work



**GORDON
COLLEGE**
learn to thrive





Prepared to thrive

- Vocational Discovery and Professional Preparation
 - *Holistic career development reimagined within the context of what Gordon does best*
 - *La Vida/Outdoor Experience; TGC Seminar; embedded vocational explorations in program curriculum; live student experience transcript*
- A journey from First Year to First Work
 - *Pathways for vocational exploration and for marketplace skills*
 - *Framed by culture of common Gordon experiences*
- A student's own journey in manageable stages with trusted guides along the way
- Personal whole-person formation



#1

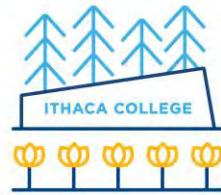
Best Undergraduate
Teaching, North

5

Schools

140+

Majors and Minors



11:1

student-faculty ratio



4,600

undergraduate
students

20 students

average class size

400

graduate students



Students from

49

states

45

countries

2

U.S. territories

The Ithaca College Center for Career Exploration & Development

Visit our website!



Pursue the Possibilities. Design Your Life.

Whether you're not sure what you want to "do" yet or you've always known, energize your exploration with our support and connections. Create a personal four-year plan—or discover a surprising passion. Network with confidence. Whether your path is straightforward or more zig-zag, we offer one-on-one coaching and career check-ins with trained coaches and peer career advisors—as well as career fairs and networking opportunities.



Listen to our podcast!



Facing Challenges and Overcoming Obstacles



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Challenges Faced by the Center for Career Exploration & Development Over the Last 2 Years

- Student Engagement
- Faculty Engagement
- Meeting Our Students Where They Are

Response to Challenges

- Name change and implementation of new campus-wide model of services
- Building intentional partnerships with deans, faculty and department heads across campus
- Infusion of NACE competencies and in-demand skills
- More Career Fairs, Career Caravans, Weekly Workshops, a Headshot Photo Booth, a Student-Run Podcast, and the COW!
- Year 1 of this new model saw a 400% increase in first-year engagement and an overall student engagement rate of 40%, up from 25% the year before



Obstacles to thriving

- Cohesive connection and cooperation
- Whole person: learning, living, professional preparation
- Motivation for post-COVID generation

» OBSTACLES TO SUCCESS



Faculty Resistance

- » Concerns about their role as faculty advisors
- » Use of the term “coaching”



Career Center Staff Caseload

- » Approximately 160 students assigned to each staff professional
- » Caseload did not allow for one-on-one meetings



College Life Coach Meetings

- » Process for student-coach pairings
- » Addressing students who failed to contact coaches

» OVERCOMING CHALLENGES

- » Intentional marketing of the program to faculty and staff
- » Gained faculty support by providing clarity around the role of each “coach,” uniting faculty and staff in their efforts to support students
- » Provided individual college life coach meetings and converted career center meetings to small groups
- » Dedicated time in first-year transitions course to provide clarity about the role of the college life coach
- » Reevaluating the process for pairing students with College Life coaches



Thank you for attending
this session!