

# Serving the Whole Student:

Blue Love, a Success Network, & Success Coaching



March 21, 2024



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Pronouns: she, her, hers



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# NCCCS Mission

- Education, training and retraining for the workforce including basic skills and literacy education, occupational and pre-baccalaureate programs.
- Support for economic development through services to and in partnership with business and industry and in collaboration with the University of North Carolina System and private colleges and universities.
- Services to communities and individuals which improve the quality of life.





# Presentation Objectives



## Attendees will learn

how to create a data-informed approach to meeting the holistic needs of students creating a culture of service and connection NCC calls "Blue Love"



## Attendees will learn

strategies for creating a Success Network that is student-centered and resiliency building, strengthening belonging and inclusion



## Attendees will learn

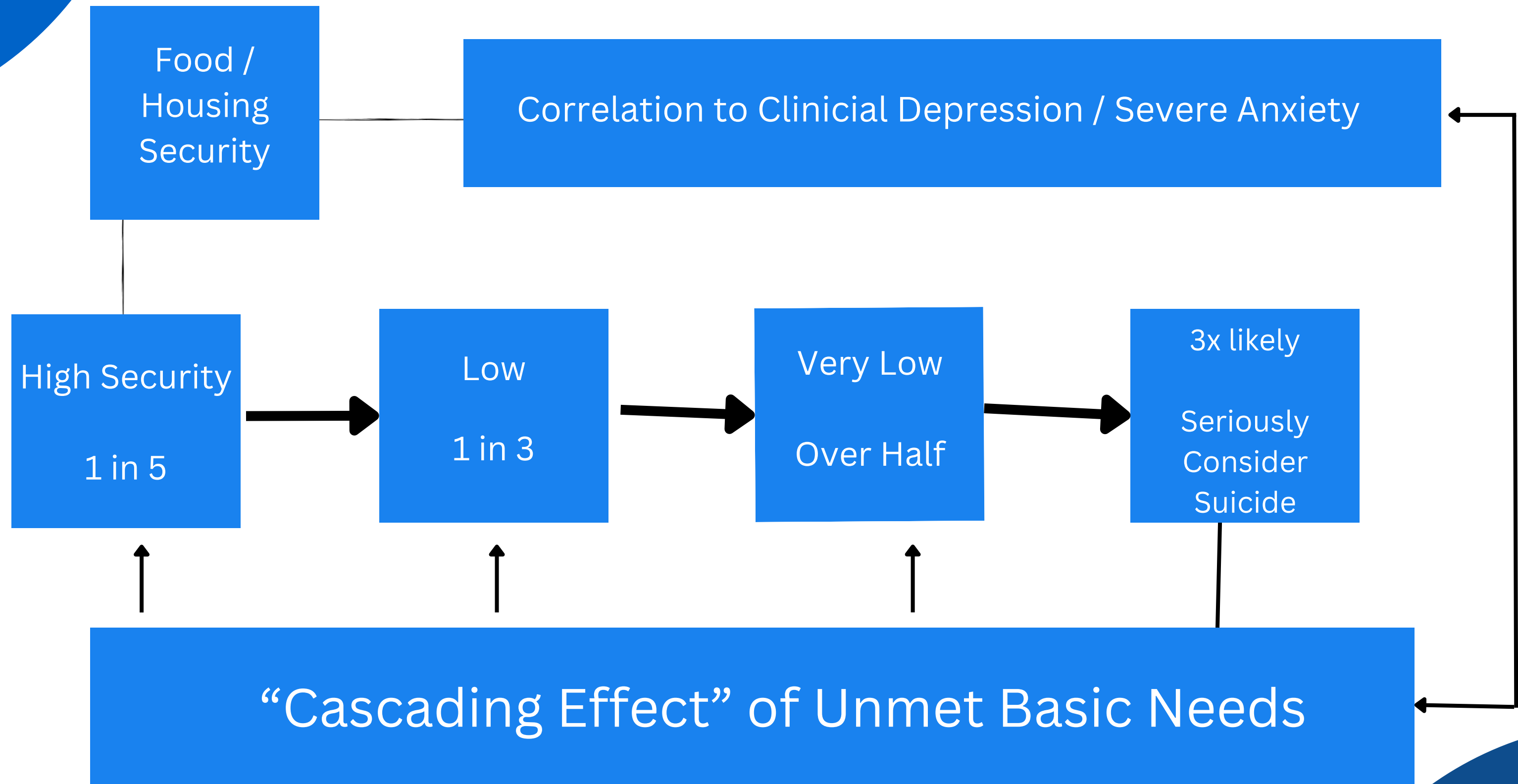
how to facilitate student resiliency and academic success using Appreciative Advising and Success Coaching through a trauma-informed lens



# The Social Determinants of Mental Health



# How Basic Needs Affect Students



# **Nash-Edgecombe Counties Community Realities**

Rural Resource Desert and Barriers to Access  
Chronic Poverty; Long-Term Economic Stagnation

Large Population of Color and Minoritization

High Rates of Foster and Kinship Care

Experience Generational Undereducation

Community Trauma and Distrust

Community & Individual Resiliency Catastrophic Events

Gang Violence, Drug and Human Trafficking (I-95)

Disproportionate Rates of Incarceration Male Youth of Color

Emerging Entrepreneurship and Proven Resilience





# Meeting Students Where They Are AS They Are

- Students of Color: African American, Latino, Native Americans
- First Generation College Students
- Students with Disabilities / Caretakers
- Identify as LGBTQI
- System “Graduates” CPS, Foster Care, Incarceration
- Parents (Usually Single) with Children
- Undocumented
- Recipients of Inadequate Financial Aid
- Experience Chronic Poverty and Low Wage Jobs
- Vulnerable to Unwanted Sexual Contact and at Early Ages
- Housing Insecure (30%-50% of cc students)

Goldrick-Rab, Richardson, & Hernandez, 2017

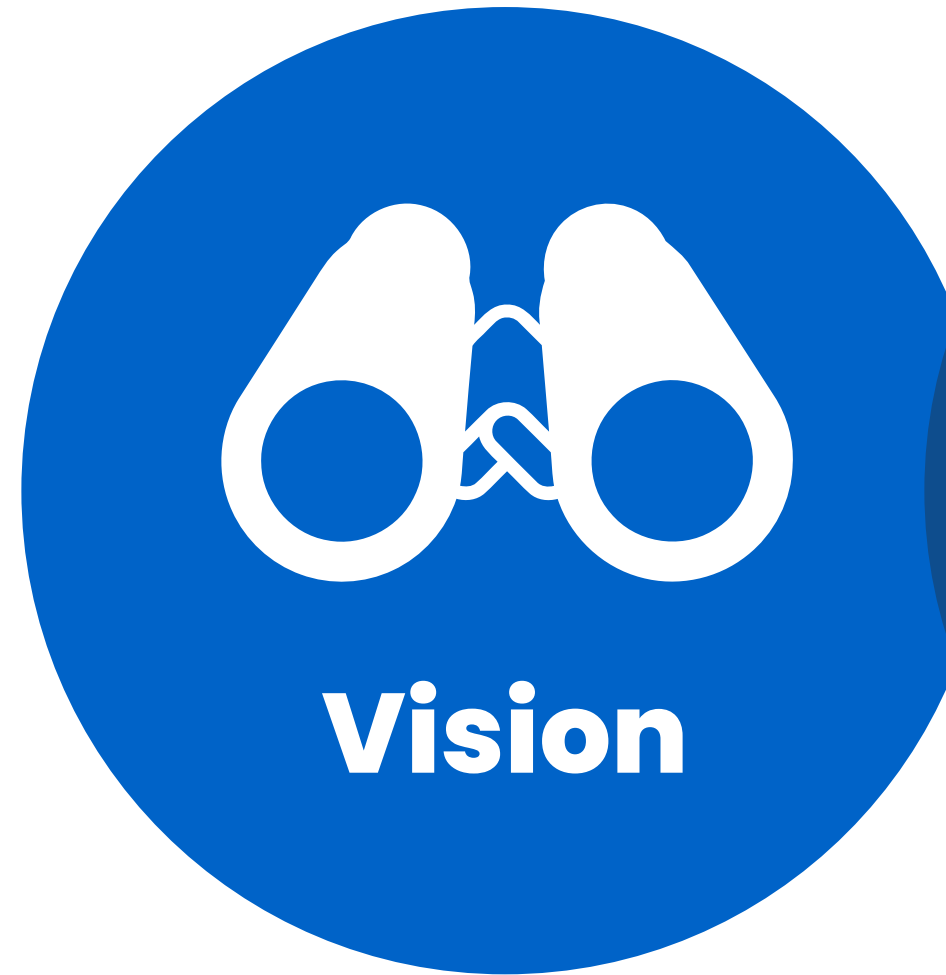


# Experiences of Community College Students



- 20–40% Food Insecurity
- 63% Parenting Students Food Insecurity
- 50% Housing Insecurity
- 13% Adult Homeless
- 29% Foster Youth Homeless
- Work Longer Hours at Lower Wages, Low-Quality Jobs, Less Sleep
- Lower GPAs and Part-Time Enrollment

# From the Nash CC Strategic Plan



## **Vision**

\*Nash Community College will be a leader and primary educational partner in elevating the region's economic prosperity and educational attainment.



## **Mission**

\*The mission of the college is to provide an educational environment that meets students where they are and prepares them for successful and rewarding careers in a global and diverse society.



# Values

- **Student Success** – Nash Community College values an environment where all students are supported and provided with the resources needed to achieve their goals and to gain skills needed for future adaptability and success.
- **Teaching and Learning** – Nash Community College values innovative, high quality instruction and service to facilitate student growth and development.
- **Integrity** – Nash Community College values honesty and uncompromising adherence to ethical principles and responsible stewardship.
- **Respect** – Nash Community College values diversity, equity, and inclusion, believing that all should be treated with fairness and dignity.
- **Community** – Nash Community College values its role as a regional hub of educational advancement, economic development, and cultural enrichment.

**From the Nash CC Strategic Plan**

# Case Study

J is a 22-year-old AA single mother of three (ages 7, 5, 2) who lives with her grandmother in Rocky Mount. She has a license but shares a vehicle with her pgm. Her father is incarcerated; her mother is absent. J works part-time at a local restaurant and aspires to be a nurse to help others. She is a new student who placed into DRE 096 & DMA 20; she had an IEP from high school; she qualifies for financial aid. She reports feeling extremely anxious all the time and very depressed.

\*What are the challenges she faces?

\*What are her strengths?

\*Initial predictions: Will she graduate? Y or N

\*What can we do to improve the likelihood that J will graduate and accomplish her dreams??



# SAMHSA Eight Dimensions Model



# Culture of Blue Love Implemented in 2014



# **Blue Love: Wrap Around All Around Shattering Stigma of Help Seeking**

**Leadership Innovation and Proactive Strategies**  
**Professional Development and Classroom Presence**  
**Cooperative and Well-Defined Referral Process**  
**Understanding and Meeting Basic Needs**  
**Integration into Orientation, Syllabus, Media**  
**Campus-Wide Health and Wellness Initiatives**  
**On-Site Helping Services at No Cost to Students**  
**Integrated Partnerships with All Areas of College**  
**Partnerships with Local CBOs and FBOs**  
**Normalizing Help Seeking Behaviors**





**Creating safety:**

**Ethics, HIPAA, FERPA**

National Association of Social Workers (NASW),  
Health Insurance Portability and Accountability Act  
42 Code of Federal Regulations (42CFR)  
Family and Education Rights and Privacy Act of 1974  
NC Social Work Certification and Licensure Board  
NC Substance Abuse Professional Practice Board  
FERPA Federal Education Rights to Privacy Act  
Mutually Signed Confidentiality Agreements



# Student Wellness Center

## Services Offered



- Clinical Therapeutic Services
- Collegiate Recovery Program
- **Single Stop** Services **\$7.7 Million**
- Free Health Screenings and Wellness Fairs
- HIV/AIDS Awareness Events and Testing
- Access to Campus and Community Resources
- BLUE LOVE, Food Pantry, Professional Clothes Closet
- Coping Skills, Victim's Advocacy, Grief Counseling
- Problem Gambling and Suicide Prevention
- Application Assistance for Benefits and Referral Services

# Collegiate Recovery Program

## Honoring All Pathways

**Weekly Collegiate Recovery Support Meetings**

**"A Day and A Desire"**

**Weekly Clinical Session**



**Weekly Peer-Led Closed Meeting**

**Harm Reduction, MAT, and Abstinence**

**Naloxone and Narcan on Campus**

***100% Graduation***




# Bridging Financial Gaps

## **BLUE LOVE Fund**

Food Lion and WalMart Gift cards  
Food Pantry Referrals; Meal Vouchers  
Transportation Assistance (Gas and Bus)  
Finish Line Grants and WIOA Referrals

## **BLUE LOVE Reserve Fund**

Eviction  
Utility Disconnection  
Catastrophic Events  
Strong Partnerships with Faith-Based  
Organizations and other local NPOs



# Leaning In Through COVID

- New President, SACS Accreditation, Strategic Plan
- AVISO Retention Software through NCCCS MMSI Grant
- QEP: Success Network Creates Connection and Continuum of Care
- No Mass Exodus; We Stayed Open for Students; Stood In
- **Increases in Unemployment, Basic Needs Insecurity, Negative Classroom Behaviors, General Irritability, Anxiety, Depression, Substance Use, DV or Discord, Self Harming and Suicide, Overdoses, Lower self esteem, less self confidence, increase in withdrawals, more part-time job seeking, Death w/out Comforts**
- New Meaning to Meeting Student Where They Are & Basic Needs
- Blue Love Systems, Trauma Informed Approaches in Place
- We Trained and Went Virtual, Online, on Campus, By Phone, Text, TicTok, YouTube



# But Also Along Came 2020 The Harder Stuff to Discuss

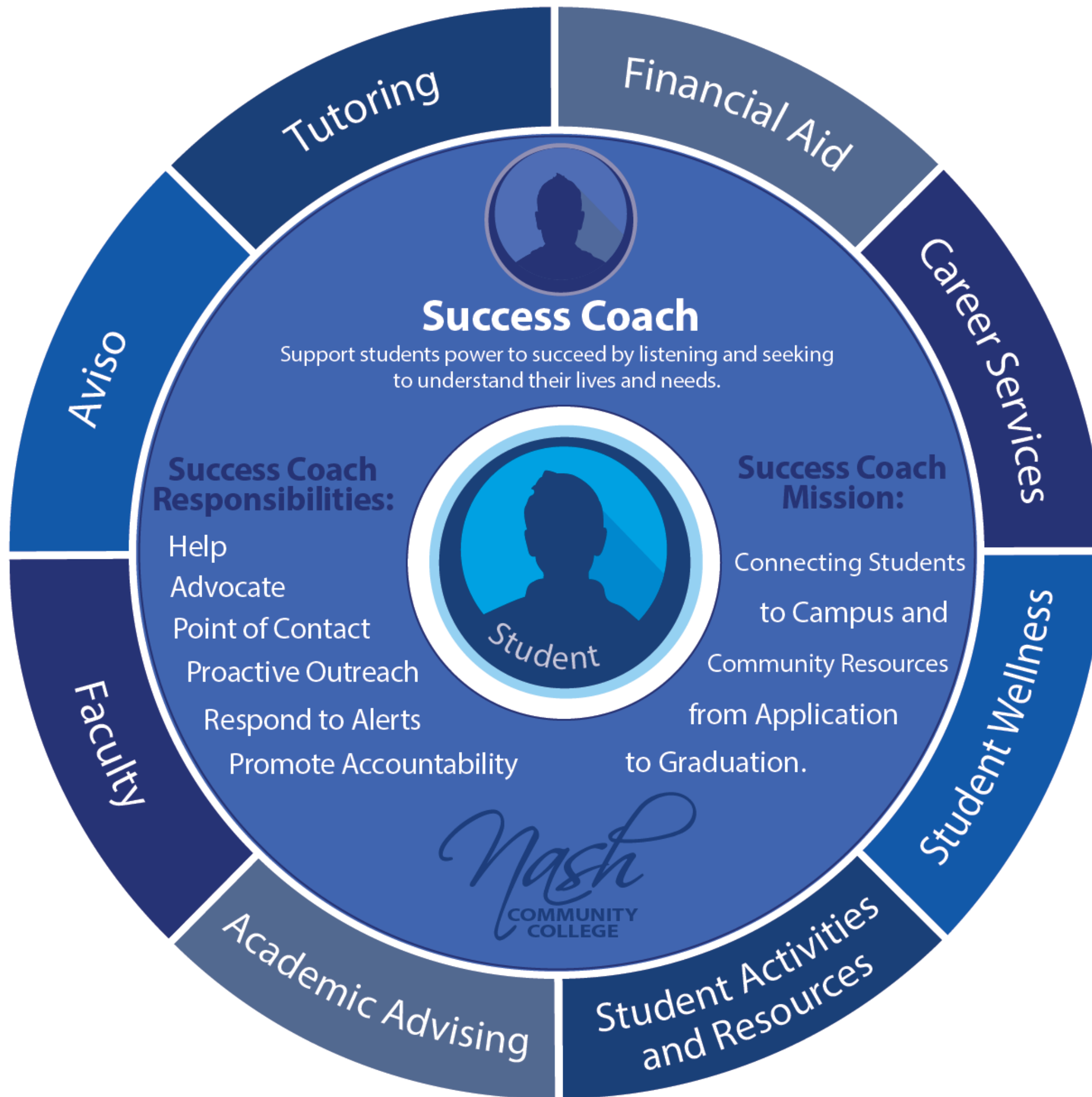
- Racial Violence in News and in Rocky Mount
- Ahmaud Arbrey, Breonna Taylor, George Floyd
- Black Lives Matters
- Increase in Suicides and Overdoses
- Un-mourned Deaths of Loved Ones
- Increase in Already Existing Disparities and New Ones
- Increased Violence Against LGBTQ
- Violent Insurgence on our Nation's Capital
- Mass Murders of Minoritized People
- Mass Murders in Schools, Malls, Churches, Wal-Mart
- 34,000 children lost a parent or guardian in NC 2020-2022



# Resiliency Strategies

- Being Available, Responsive, Accessible 24x7x365 NCC
- Unconditional Positive Regard; Building Trust
- ICU Club a Service and Share, CCP Peer Mentor/Mentee
- Targeted Relevant Outreach using AVISO tags
- Biopsychosocialspiritual & Academic Layered Support
- Shared Resource Bank for Basic Needs, Covid testing sites, treatment, attendance and assignment flexibility
- Celebrating First Gen Shared Student Narratives
- Teaching and Practicing Self Care for Students and Ourselves
- Increased Laptop and Calculator Loan Program
- Course Navigation & Tutoring Help Virtual and On Campus







# Appreciative Advising Framework



## Disarm

Make a positive first impression with students, to build rapport and create a safe and welcoming space.



## Discover

Ask generative, open-ended questions that help advisers learn about students' strengths, skills, and abilities.



## Dream

Inquire about students' hopes and dreams for their futures.



## Design

Students and advisers co-create a plan for making students' dreams a reality.



## Deliver

Students deliver on the plan co-created during the Design phase, and advisers are available to encourage and support their students.



## Don't Settle

Students and advisers set their own internal bars of expectations high.

# Success Coaching

## Professional Development



- Lifebound--3 Day Inclusive Coaching**
- NCCCS Coaching Academy**
- Success Coaching Certification Training**
- Free Webinars**
- NACADA Institute of Academic Advising**
- MHFA, Green Zone, and Safe Zone Training**
- CTPA Conference**
- The New Advisor Guidebook***  
**Pat Folsom, Franklin Yoder, & Jennifer E. Joslin**

# Success Coaching: A Resilience Intervention



Strong Rapport Building: DEIB, MHFA, Safe Zone, Green Zone, Code of Ethics, Focusing on Special Populations



Ask Open-ended Questions;  
**Give Students Space, Safety, Voice**



Active Listening and Leaning In with Care and Love



Meet Students Where They Are...  
**LITERALLY** hallway, cafe, sidewalk, parking lot, office, virtual, cell phone



Assess Holistic Needs; Provide Referrals and Access to Resources



Advocate for Students and **Follow Up**

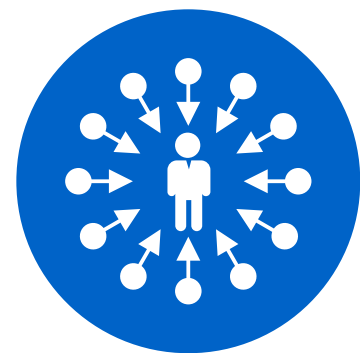
# Success Coaching: A Resilience Intervention



Share a Common Student Resource Guide: on-campus and community resources; basic needs; zip code based



Partner with Student (and Faculty) to Create Action Plan for Success



Use Evidenced-Based, Strength-Based, Student-Center Approach



Promote Soft Skills, Emotional Intelligence, Healthy Coping Strategies



Teach Self Advocacy so students can reach self actualization



Use Watermark Alerts and Reports to provide proactive outreach

# Student Success Outcomes When Engaged in Support Services

- Clinical Services Increased 15% Fall '20-21, **171%** Feb '21-22
- Higher Completion Rates within Semester
- Higher Persistence Rates following semester and 1 yr
- Increased number of credit hours completed per semester
- Higher Completion rates of C or better
- Graduation Applications Back Up after CoVid Dip
- Enrollment ReGrowth up 3-5% ; 7+% among BIPOC students
- Report Regaining Sense of Connection, Improved Self Regulation and Overall Wellness; Restoration
- Opportunity to be Heard, Improved Self Determination and Self Advocacy Navigating Systems, Exercising Choice



# Quantitative Data

## How's It Working?

- Persistence Rates: 2019–2020 60%, 2020–21 72%, 2021–2022 79%
- 100% graduation rate for CRP; 2 APNC Leadership Academy
- 2021 MMSI 7%; 2022 another 8% enrollment growth
- 2% increase each year past 3 years for Success Coaching
- Fewest Withdrawal Rates in 5y Fall 2022
- ACA this semester 8-week classes only 4% Withdrawal
- DE/CCP Enrollment Growth +30%; 6–8% Fewer Withdrawals
- Career Fair 94 Community Employers Registered



# Quantitative Data

## How's It Working?

Success Coach progress is measured on 4 Success Outcomes: *success action plan creation, persistence rate, passing rate, and graduation.*

This spring will be the 1st time graduation rates will be measured.

- QEP IPEDS Cohort Year 1
  - 81.2% persistence rate
  - 2022FA Passing Rate = 75.9% up 12.3%
  - 70% of students who created a success plan initiated it within the 14 days.
- QEP IPEDS Cohort Year 2
  - 2022FA = Passing rate was 74%





**National Coaching Day**  
**October 6**



# SUCCESS NETWORK

Supporting Your Power to Succeed



NIGHTHAWK  
**FIRST GEN**





# FAFSA Fridays

Get assistance  
completing the  
federal financial  
aid application  
on Fridays...



Join NCC Success Coaches  
for the next Coaching Session.

## STUDY SKILLS

Wednesday, September 29  
11am-12pm Building D, Room 4201  
6-7pm Virtual Only

Participants will be entered  
for a chance to win a  
drawing.

Check Student Email for  
link for virtual access.

**10** National  
**05** Advising  
**21** Day



MEET WITH YOUR ADVISOR. MAKE A PLAN!

# Case Study

J is a 22-year-old AA single mother of three (ages 7, 5, 2) who lives with her grandmother in Rocky Mount. She has a license but shares a vehicle with her pgm. Her father is incarcerated; her mother is absent. J works part-time at a local restaurant and aspires to be a nurse to help others. She is a new student who placed into DRE 096 & DMA 20; she had an IEP from high school; she qualifies for financial aid. She reports feeling extremely anxious all the time and very depressed.

- Completed a Single Stop screening; utilized **FULL** resources
- Engaged in **Trauma-Informed Clinical Services** weekly for 3 semesters
- Will/Did she graduate? **YES with Honors**
- Graduated with a full-time position in her chosen **career field**



# Student Success Stories

Female separated mother of 4 came prepared to withdraw from school amid significant financial distress. Upon completion of a Single Stop screening, \$12,500 of financial helping resources were identified for her and family. Student remained in school, graduated the following May, went straight into a position in her field, and returned to complete a second degree. She is a strong advocate for SWELL and Single Stop and shares her story of success with others



# Student Success Stories



Family of 3...Husband disabled and employer-based insurance terminated. After screening and SNAP application completed by staff, family approved for SNAP, Medicaid, WIC, and Affordable Healthcare Insurance. Family used Free Tax Prep services.

Student graduated in December.  
Spouse will graduate in May.

# Celebrating BLUE LOVE



# Celebrating ALL Our Students

A word cloud centered on the theme of diversity and equality. The words are arranged in a roughly rectangular shape and vary in size and color. The most prominent word is 'diversity' in large, bold blue font. Other large words include 'equality' in orange and 'discrimination' in orange. Smaller words are scattered around, including 'age', 'sexual orientation', 'race', 'gender', 'policy', 'access', 'fair', 'opportunities', 'difference', 'discrimination', 'anti-oppressive practice', 'poverty', 'status', 'celebrate', 'youth work', 'ethnicity', 'disability', 'empowerment', 'equal', 'norms', 'rights', 'sex', 'agency', 'legislation', 'education', 'religion or belief', 'values', 'beliefs', 'class', 'justice', and 'society'. The colors used include blue, orange, green, red, and brown.

**Thank  
you!**



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