

College Dropout Prevention: Graduating more BIPOC Students at PWIs

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According to the 2022 Education Data Initiative College Dropout Report by Melanie Hanson, Black, Indigenous, People of Color (BIPOC) are more likely to drop out of college than their white peers. Research suggests that BIPOC students experience microaggressions or racism on campus due to the racial campus climate on some college campuses (McClain & Perry, 2017) and this negatively impacts their retention and graduation on predominantly White campuses. Some BIPOC students lack a sense of belonging on campus (McPherson, 2021; Whalen, 2021). While other BIPOC students experience academic, life's issues, and financial issues that contribute to their attrition (McPherson, 2021).

To address the college dropout phenomenon, Dr. McPherson Coaching, LLC is an education firm founded by Dr. Ezella McPherson in 2021. The company is committed to increasing the graduation of college students, including BIPOC, low-income, first-generation, and students with disabilities at 2-year and 4-year predominantly White institutions (PWIs). We do this by offering professional coaching, organizational planning services, and evidence-based workshops to individuals and/or organizations.

Our professional coaching services include:

- Providing guidance to professionals to engage very disengaged college students, including BIPOC, low-income, first-generation, and/or students with disabilities at PWIs.
- Helping higher education professionals and practitioners strengthen their academic coaching skills through teaching proactive advising in order to retain and graduate more BIPOC, low-income, first-generation, and students with disabilities at PWIs.
- Holding one-on-one coaching sessions or group workshops to facilitate college student retention and graduation at PWIs.

Our organizational planning services include:

- Co-designing successful student retention and success programs with postsecondary institutions to retain BIPOC, low-income, first-generation, and students with disabilities at PWIs.
- Co-developing successful alumni programs with college access organizations to retain BIPOC, low-income, first-generation, and students with disabilities at PWIs
- Helping organizations with researching, writing, and preparing competitive grant proposals.
- Co-designing strategic plans with organizations.
- Evaluating programs for organizations.

Our signature workshops, include:

- “Creating a college-going culture in urban school districts.”
- “Retaining more academically at-risk college students through proactive advising in postsecondary settings.”
- “Helping more BIPOC, first-generation, low-income, and students with disabilities seek help through early alert systems in postsecondary settings.”
- “Using case management to retain more BIPOC college students.”

Our ideal clients are college access organizations, high schools, college professionals, community colleges and 4-year postsecondary institutions. To partner with us, please contact Dr. McPherson directly via email at drmcpersoncoaching@mail.com or phone (734) 657-9736.

ABOUT DR. EZELLA MCPHERSON

Dr. Ezella McPherson is a first-generation college graduate and a college student retention expert. She is author of two best-selling books, Real Outreach: A Practical Guide to Retaining and Graduating College Students (ISBN: 978-1737273103) and Dream On! : Supporting and Graduating African American Girls and Women in STEM (ISBN: 978-1737273127). For more than a decade, Dr. McPherson has mentored, retained and helped hundreds of college students to graduate. She has also increased student retention and graduation at multiple

institutions. She obtained a bachelor's degree from the University of Michigan-Ann Arbor and earned her master's and doctorate degrees in Educational Policy Studies from the University of Illinois at Urbana Champaign.