

Friday, August 19, 2022

ACADEMIC ADVISING IN THE UW SYSTEM

REQUESTED ACTION

For information and discussion.

SUMMARY

Quality academic advising is essential as the University of Wisconsin System strives to support student success and meet the state's need for college graduates. The role of academic advisors involves much more than helping students schedule courses. Advising today is grounded in teaching and learning and involves holistic, proactive, and data-informed approaches to support students on their path towards a degree. Proactive advising provides customized outreach and early interventions to keep students on track and ensure limited resources are directed to those students with the greatest needs.

Research indicates students who feel connected to an institution are more likely to persist. Advising is the one structured activity on campus in which all students have an opportunity to develop a personal, sustained relationship with someone at the institution who cares about them. This was especially evident during the COVID-19 pandemic, as advisors often were the primary point of contact for students navigating academic and personal challenges. Advising continues to be a central component of collaborative institutional efforts to increase student engagement and retention.

Presenter

- Dr. Angela Kellogg, Senior Academic Planner, Office of Student Success, UW System Administration

BACKGROUND

Launched in January 2018 as a systemwide initiative, [360 Advising](#) reflects an approach that provides students with a strong network of timely and high-touch support to ensure their academic progression to degree completion. The initiative remains a collaborative effort between UW System Administration and our institutions to develop best practices,

implement technology tools, and provide professional development to bolster academic advising across the UW System.

Dr. Angela Kellogg, 360 Advising Team Lead and Senior Academic Planner for Student Success with UW System Administration, will provide an overview of the UW System 360 Advising Initiative and highlight the critical role of advising in supporting the academic, career, and personal success of students. She will describe strategies to build advisor networks, advance strong advising practices, promote credit momentum, and support advising technology such as EAB's Navigate student success management platform. All strategies are designed to support retention, timely degree completion, and equitable outcomes.

Additionally, Dr. Kellogg will preview the [Purpose First](#) strategy that will be rolled out with a systemwide summit in October 2022. This strategy empowers students with resources to make informed choices of majors and careers, build early academic momentum, and ultimately increase their likelihood of success and completion.

Finally, she will provide an overview of academic advising in the UW System and share some of the challenges impacting advising, including the increasing difficulty with recruiting and retaining academic advisors. High workloads and advisor turnover negatively affect the quality and continuity of the advisor-student relationship and the sustainability of the high quality advising our institutions deliver.

Dr. Kellogg's presentation will serve as context for a roundtable panel discussion featuring advising administrators, a faculty advisor, and students. The panel will discuss the roles of advisors in fostering a culture of student support, the impact of proactive advising, and the benefits of investment in academic advising. Additionally, students will share their personal stories about how their academic advisors supported them in their college journey, connected them with resources and opportunities to foster their engagement and well-being, and empowered them to achieve their educational and career goals.

Panelists:

- Moderator: Marissa Delwiche, Executive Director of Advising and Academic Support, UW-Parkside
- Dr. Darrel Renier, Director of Office of Academic Advising & Retention, UW-Green Bay
- Lisa Michalec, Director of Academic and Career Advising, UW-Stevens Point
- Dr. Jim Feldman, Director, Environmental Studies Program, UW-Oshkosh
- Averie Menger, Student, UW-Green Bay
- Estefania Alonso, Student, UW-Parkside