THE ROLE OF ADVISING IN STUDENT SUCCESS

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UW System Administration
The Evolution of Advising

Traditional Perception of Advising

- Course Selection & Registration

Reality: Holistic, Proactive & Developmental

- Major/Career Exploration & Preparation
- Connection to Resources & Opportunities
- Transition, Engagement & Belongingness
- Academic Success Support
- Basic Needs & Mental Health Referrals
- Academic Planning

Student Success
UW System Advising Overview

- Primary-role advisors, faculty advisors, academic/success coaches, peer advisors
- All 2-year and 4-year campuses; advising centers, academic departments, student support units, online
- Varying advising structures across institutions
- Collaboration with other units such as Career Services
- Advisors contribute to other areas including recruitment, orientation, teaching courses, campus service, and more

National Partnerships

- Excellence in Academic Advising
  Inaugural Cohort: UW-Eau Claire
- Moon Shot For Equity
  UW-Milwaukee, UW-Parkside & regional partners
- Purpose First Summit
  October 2022
  UW System Institutional Teams
UW System 360 Advising Strategies

- Building Networks and Fostering Communication
  - Stakeholder engagement

- Promoting Credit Momentum
  - 15 to Finish Campaign

- Supporting Advising Technology
  - EAB Navigate

- Advancing Strong Advising Structures and Practices
  - Professional development

- Enhancing Career Development and Readiness
  - National Alumni Career Mobility Survey
Promoting Credit Momentum

UW System 15 to Finish Campaign

- Build awareness regarding benefits of credit momentum and on-time completion
- Empower students to make informed decisions about credit load
- Encourage working with an academic advisor to purposefully select courses to stay on track
Credit Momentum Impacts

Fall 2015 and Fall 2020 Cohorts
(excluding UW-Madison)

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Series1 Series2
EAB Navigate Student Success Platform

Promotes proactive, strategic outreach to improve student engagement, overall student success, and close equity gaps

- Coordinated Care Network connecting students with advisors, faculty, and staff across campus
- Integrated interventions including alerts, progress reports, and referrals provide a holistic approach to student engagement and success
- Academic Planning pilot identifies clear pathways to graduation
Navigate Impact

- Systemwide data shows:
  - **16 percentage point difference in retention** for students successfully engaged through proactive support via EAB Navigate
  - “**The platform connects faculty concerns, advising conversations and student services – fostering and improving our ecosystem of student support.**” (Gretel Stock, Dean, University College, UW-Stevens Point)
UW System Advising Challenges

Caseloads
- Increasing student needs and advisor workload

Recruitment and Retention of Advisors
- Increased advisor turnover
- Smaller candidate pools
- Barriers such as low salaries, lack of career progression
- Impact on continuity of student relationship

Budgets
- Limited funding for advisor professional development

Structural
- Strategic organization of advising across campus (mission, assessment, resources, reward structure)
Impact of Advising

- “When viewed as an educational process and done well, academic advising plays a critical role in connecting students with learning opportunities to foster and support their engagement, success, and the attainment of key learning outcomes.” (Campbell & Nutt, 2008)

- “Effective retention programs have come to understand that academic advising is at the very core of successful institutional efforts to educate and retain students.” (Tinto, 1987)
Panel Discussion

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