



THE ROLE OF ADVISING IN STUDENT SUCCESS

August 2022

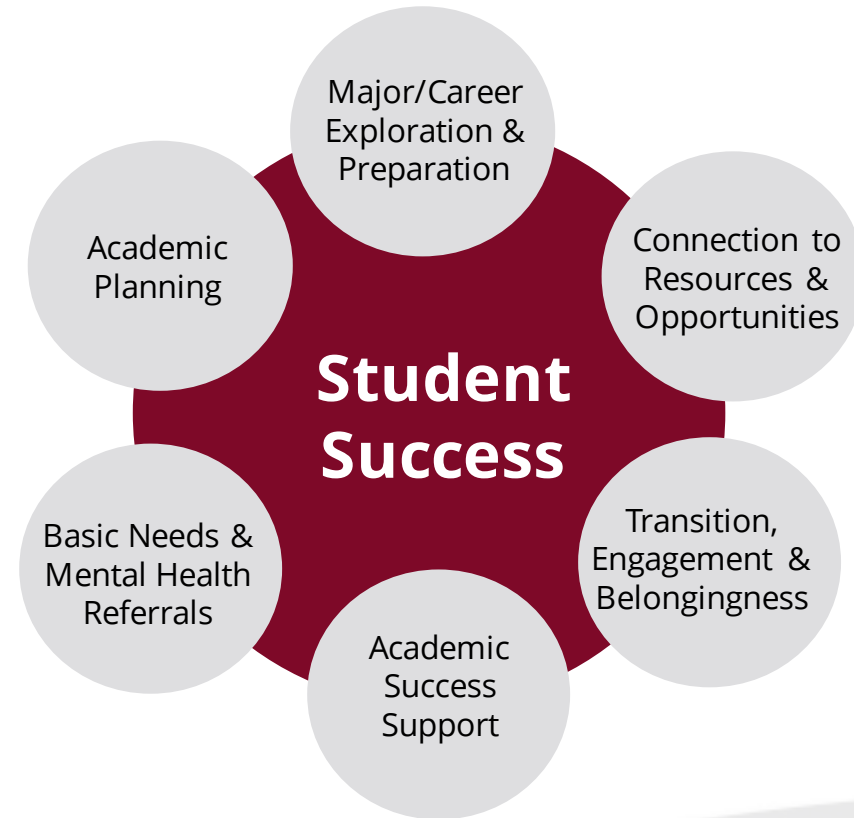
Dr. Angela Kellogg
Senior Academic Planner, Office of Student Success
UW System Administration

The Evolution of Advising

Traditional Perception of Advising



Reality: Holistic, Proactive & Developmental



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



Make every semester count.

Tuition + housing + books + meals. College costs add up quick. If you want to graduate on time, you need to take 15 credits per semester or 30 credits per year on average.

Schedule time with your academic advisor and make a plan today.

Start strong, stay on track, and you'll finish on time.

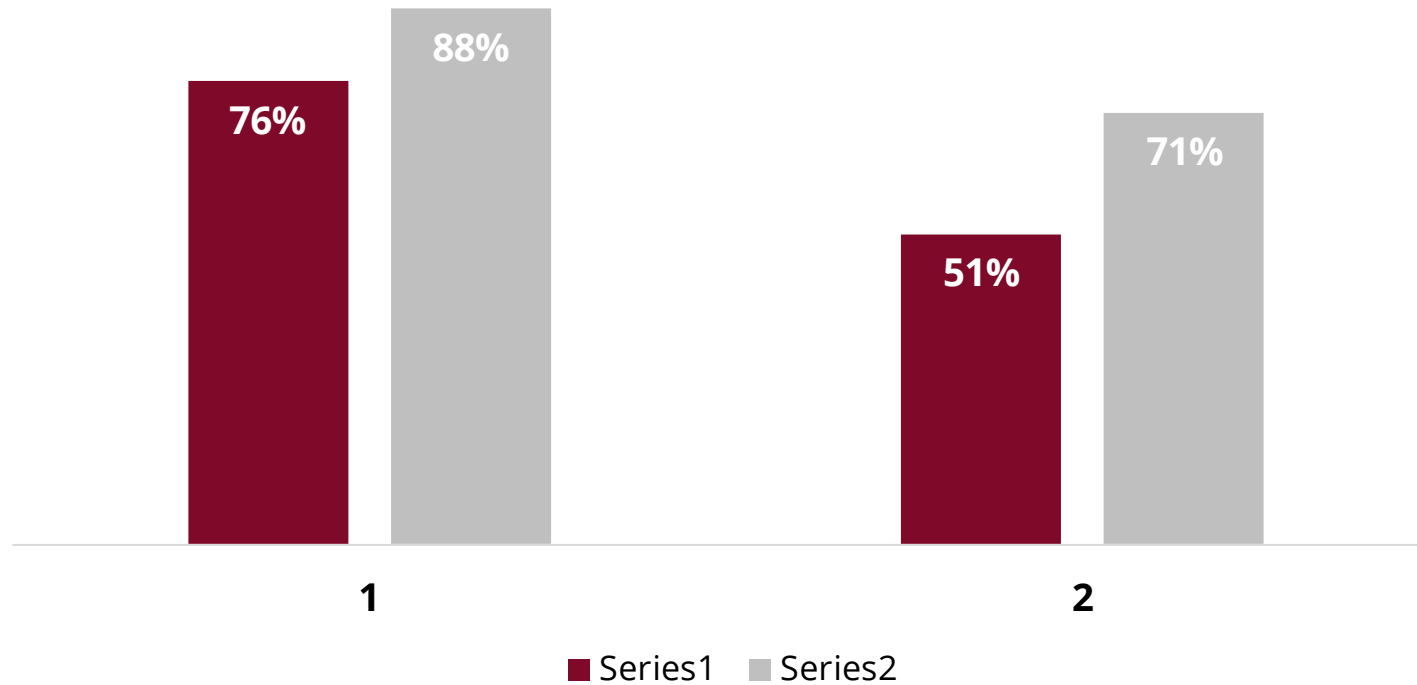
UNIVERSITY of WISCONSIN GREEN BAY

15 to FINISH
University of Wisconsin System

[WISCONSIN.EDU/15TOFINISH](https://www.wisconsin.edu/15tofinish)

Credit Momentum Impacts

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



EAB Navigate Student Success Platform

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

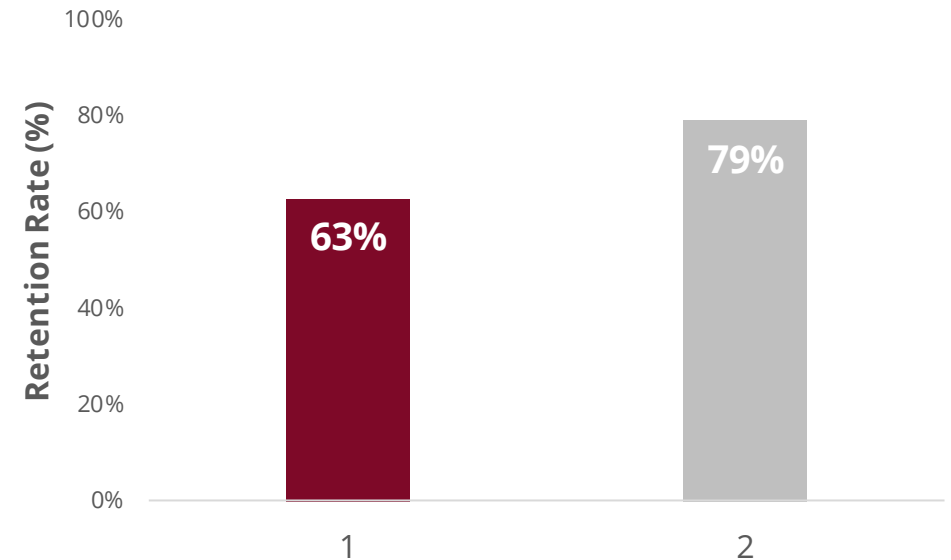
- Coordinated Care Network connecting students with advisors, faculty, and staff across campus
- Integrated interventions including alerts, progress reports, and referrals provide a holistic approach to student engagement and success
- Academic Planning pilot identifies clear pathways to graduation



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)

Intervention Impacts



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?