

## Enhancing Institutional Engagement: Revolutionizing Advising Processes Through Technology

# Meet Your EAB Presenters



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## Connect with EAB

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## Our Presenters



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Topics Shaping Advising

2

Real-World Success Stories

3

Roundtable Discussion



## Session Learning Objectives

1

**Strategic Tech Integration:** Participants will gain the ability to strategically integrate technology into their advising practices, enabling them to optimize student guidance and support mechanisms.

2

**Actionable Implementation:** Upon completion of this session, attendees will be equipped with insights and techniques to implement technology-driven strategies that align with their specific advising goals, ultimately enhancing their institution's advising processes.

# CONNECTED24

## Topics Shaping Advising

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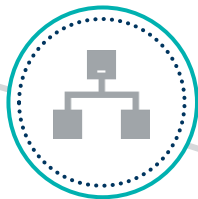
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# Advising Challenges and What Is the Role of Technology?



Do we have an institution-wide advising strategy?



Does our advising structure enable consistency and accountability?



How do we develop a student-centered model?



Standardization vs. Centralization

# Changing Expectations of Students

Gen P Students Are...



**Focused on  
Mental Health**



**Missing Crucial  
Academic Preparation**



**Eager for In-Person  
Events and Experiences**



**Arriving with High Standards  
for Digital Experiences**



**Questioning the Value  
of a College Education**

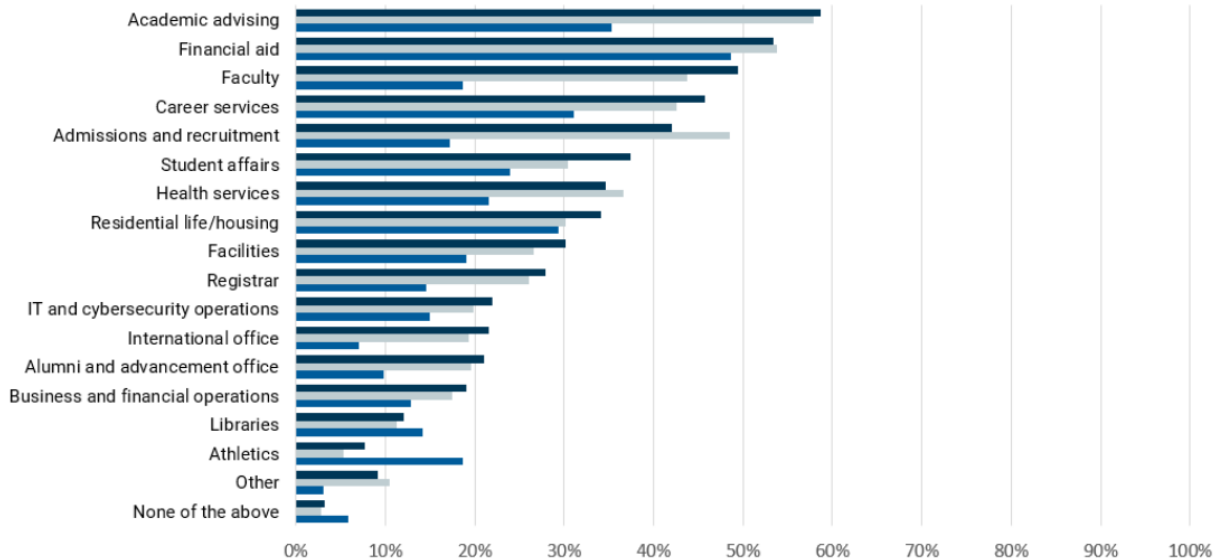


# Changing Expectations of Students



Thinking specifically about what your college/university needs to do to help retain and graduate more students, which of the following offices or units, if any, do you feel need improvement? (Select all that apply)

■ Academic and Administrative Leaders   ■ Faculty   ■ Students



## What are the greatest impacts to your Advising Offices today?

Nobody has responded yet.

Hang tight! Responses are coming in.

Start the presentation to see live content. For screen share software, share the entire screen. Get help at [pollev.com/app](https://pollev.com/app)

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## Tech-Enabled Support: Real-World Success Stories

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# 2



# Stark State College

## Background



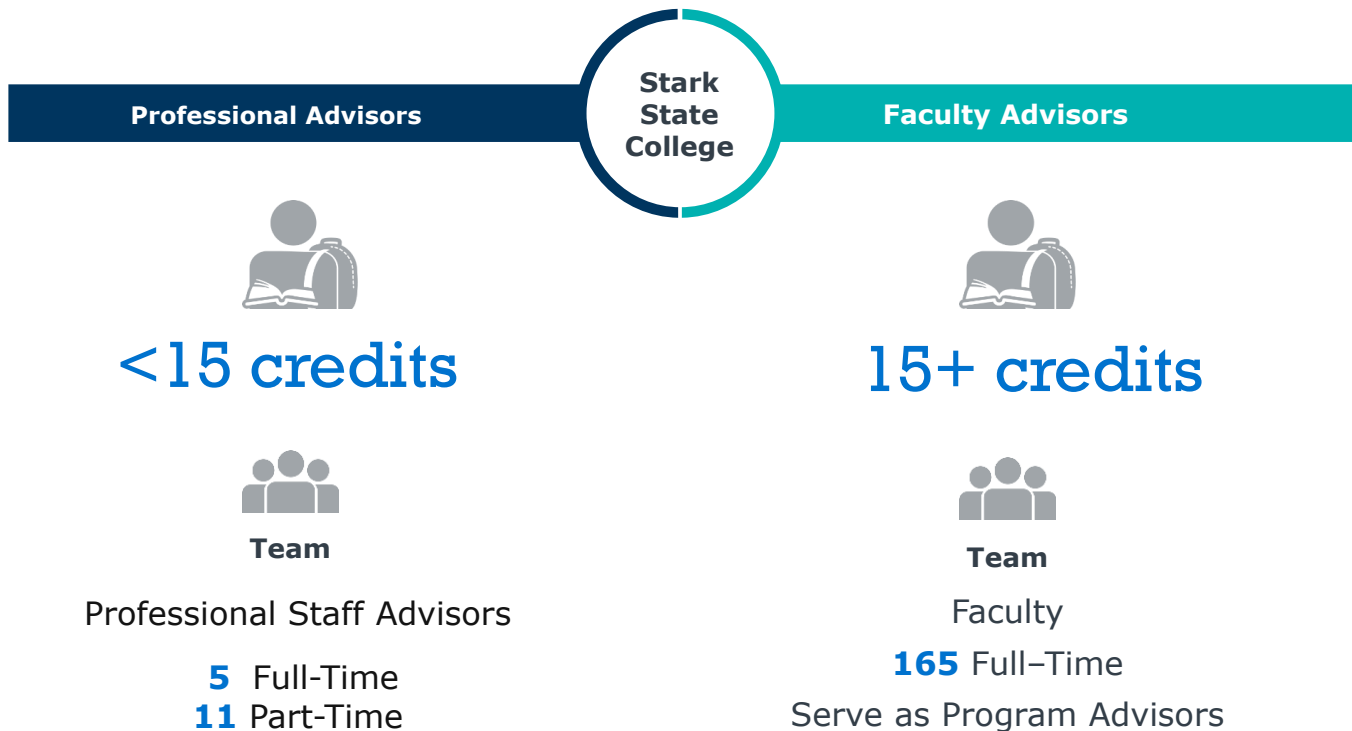
Community College in Northern Ohio  
Fourth-largest community college in Ohio



10,036 enrolled students  
3,732 CCP dual-enrolled students

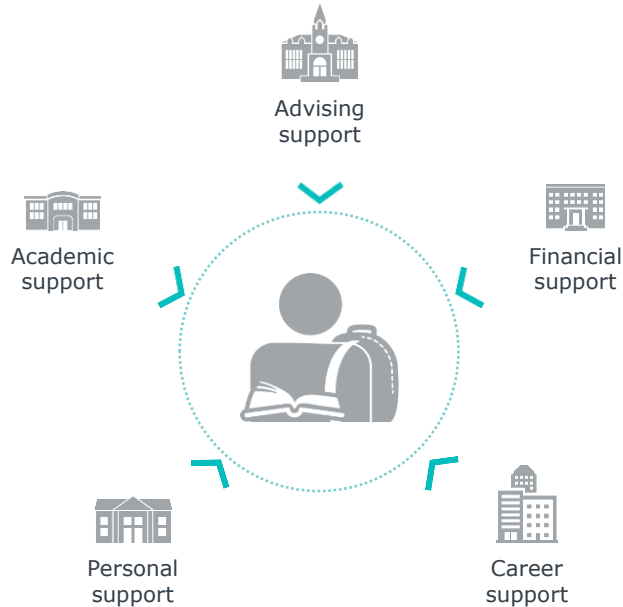


57% Female  
22% Minority  
47% First-Generation  
44% Pell Grant  
35% Full-Time



# Advising Disconnect

How Do We Move Toward More Efficient and Effective Connections with Students?



## Faculty Advising Model

Large advising caseloads without a system to manage and connect with students

No clear-cut way for advisees to connect with their faculty advisor

Two-pronged advising model with a handoff between staff advisors and faculty advisors without a process to transition students

No accountability

# Advising Supported by Starfish



## Close the Gap Between Advisor and Student Connection



### Office Hours

- Faculty advisors required to use Starfish for appointment scheduling
- **100% participation**



### Caseload management with information from all student touchpoints

- Checkpoint advising at 30, 60, 75 credit hours
- Filters by checkpoint and not registered for next semester



### Direct Links

- Facilitate easy appointment scheduling for students and faculty members



### Focus Cohorts – Differentiated Care

- Staff advisors utilize Retention Scores to prioritize their caseload
- Two-pronged communication plan to provide enhanced support for students with Retention Scores in the "red zone"



### Faculty Advisor Transition Flag

- Technology-enabled introduction of faculty advisor to student
- **100% participation**



### Close the Loop

- Outreach to students with flags
- Leveraging differentiated care approach to include noting when conversation occurred, when message was sent with instructions, and when contact was attempted with no student response





# Magic Dust

## Voices from the Faculty

It's like emails from Starfish have **magic dust**! Students actually open and read them.

I thought this was another "thing" I had to do. I didn't realize it would be so easy.

It's awesome! sStudents just use the link to schedule appointments – no more email back and forth.

Bulk advisee selection makes emailing my advisees so much easier. I don't have to use BCC anymore.

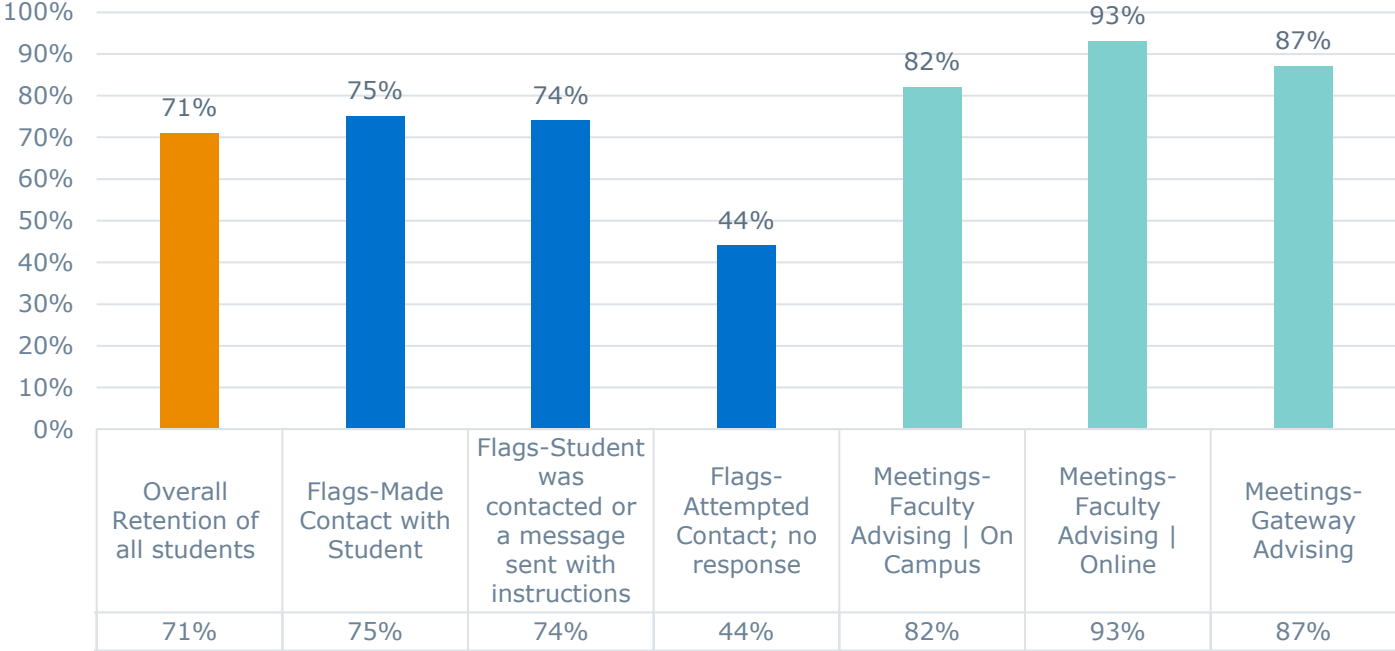
It is so much easier to see my advisees in one list. I can even check who didn't enroll from the previous semester.

It really makes a difference being able to raise flags early in the semester. It is such a busy time and Starfish makes this type of outreach possible.

# Impact of Technology-Enabled Advising at Stark State

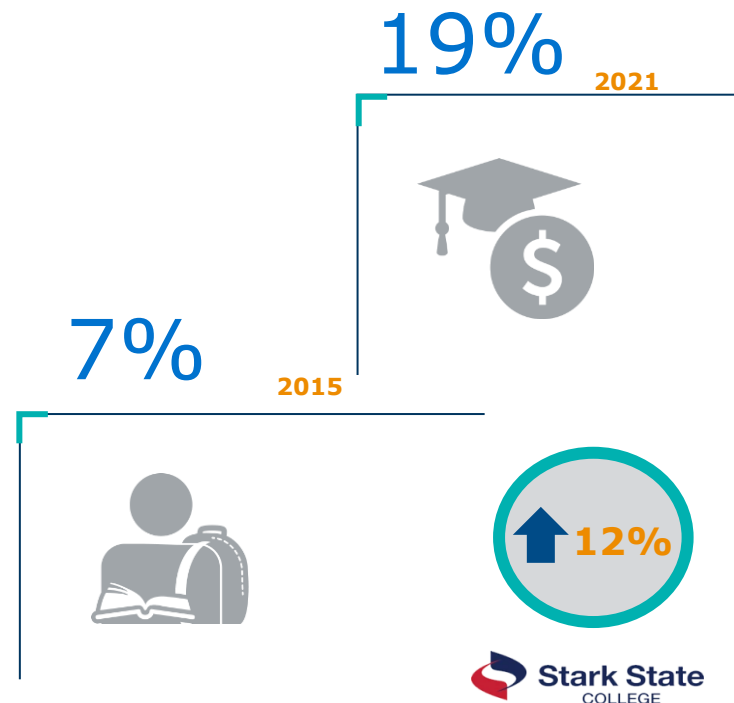
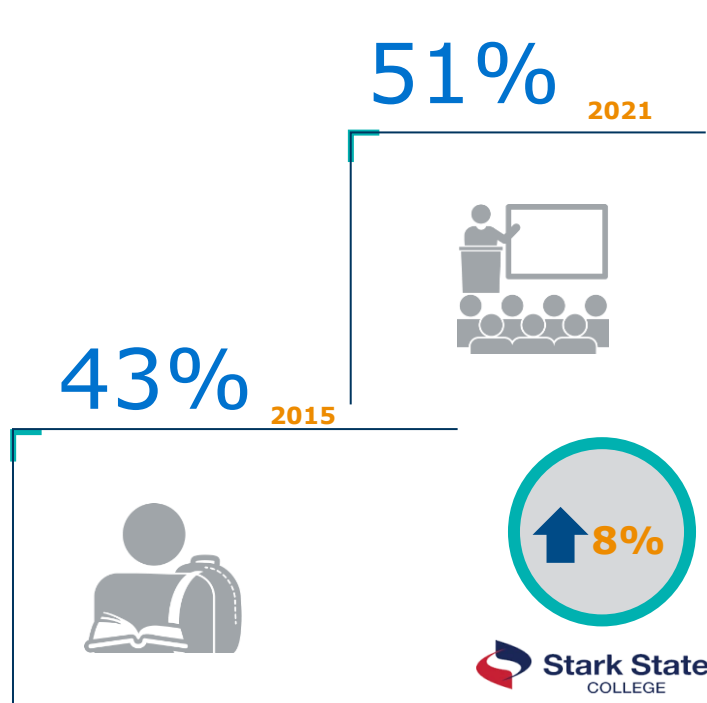


### Fall 2022 to Spring 2023 Retention



## IPEDS Retention Rates for Full-Time, First-Time Students

## IPEDS Graduation Rates



# California State University Dominguez Hills

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## Background



Part of the California State System  
Public, Co-educational  
Located in South Bay, Los Angeles



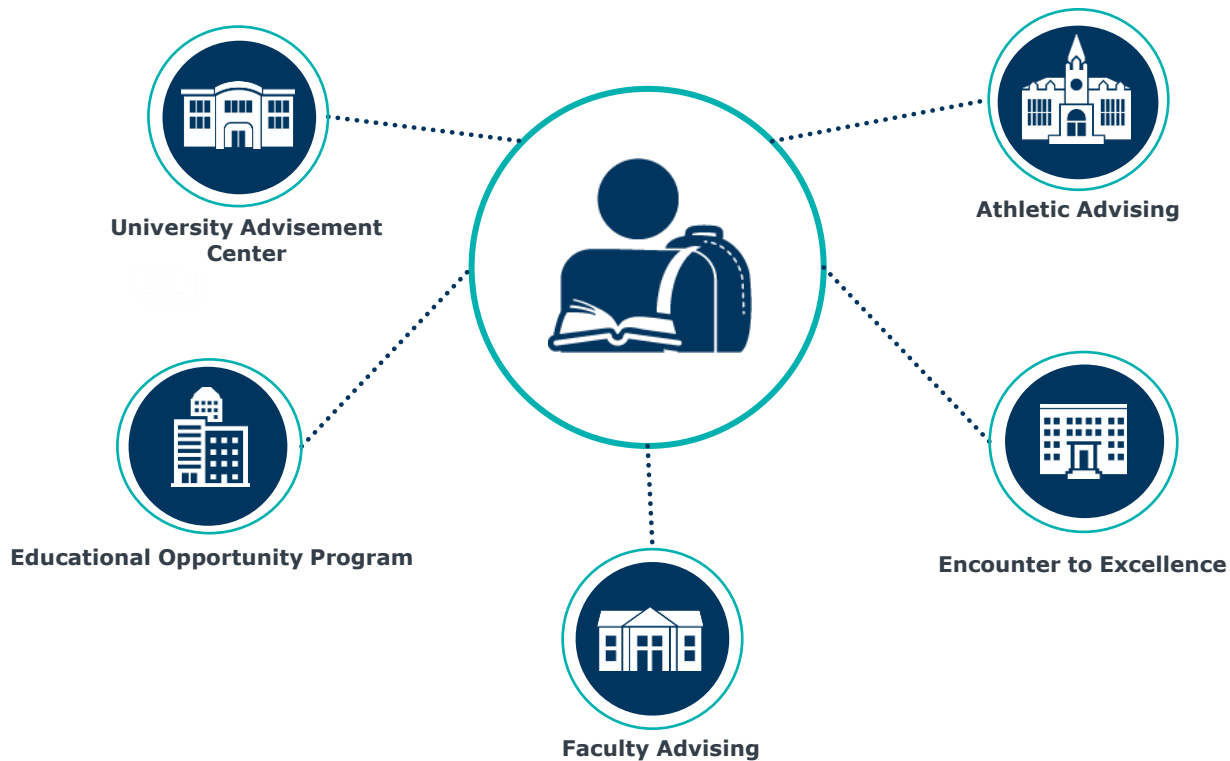
15,530 students  
64% Female  
36% Male  
79% Underrepresented Group  
48% First-Generation  
65% Pell-Eligible



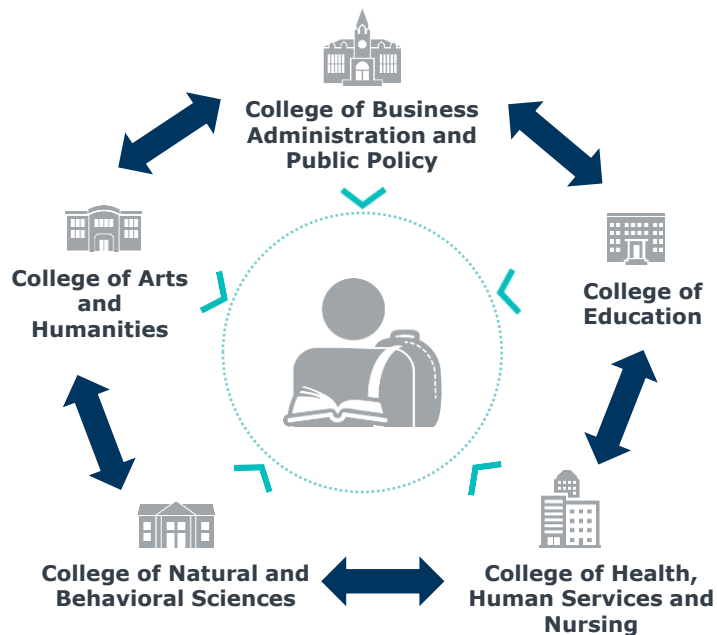
Leading in social mobility,  
affordability, diversity, and  
preparing globally ready  
graduates

# Isolated Advising Homes

Previously, Our Advising Model Was Primarily Compartmentalized into Isolated Advising Homes



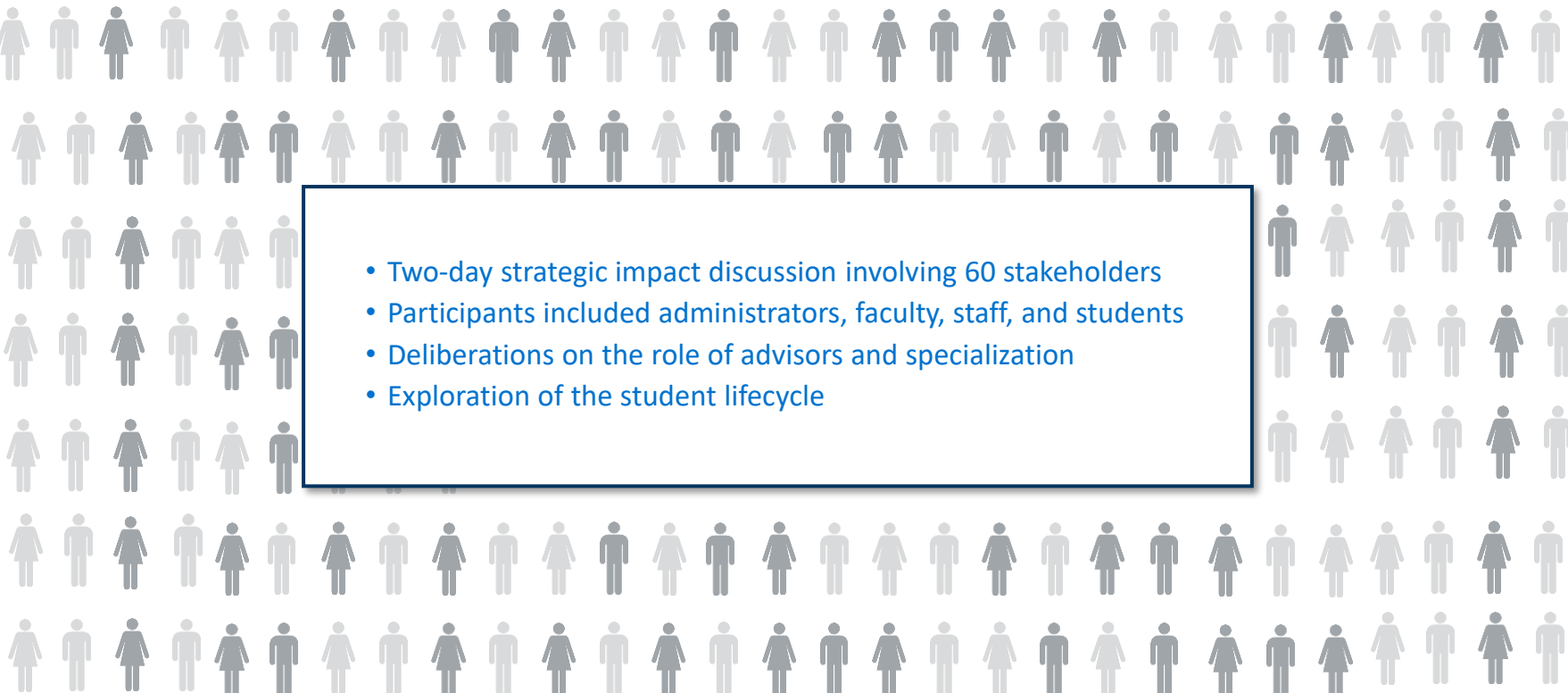
# Decentralized Advising Model Proposal



Enhanced the accessibility and efficiency of our advising services for students, with Navigate360 serving as the through line by:

- Streamlining our services within the Navigate360 platform
- Simplifying complex processes
- Reconfiguring the locations of our support services
- Adopting a more intuitive and user-friendly layout to promote Navigate360

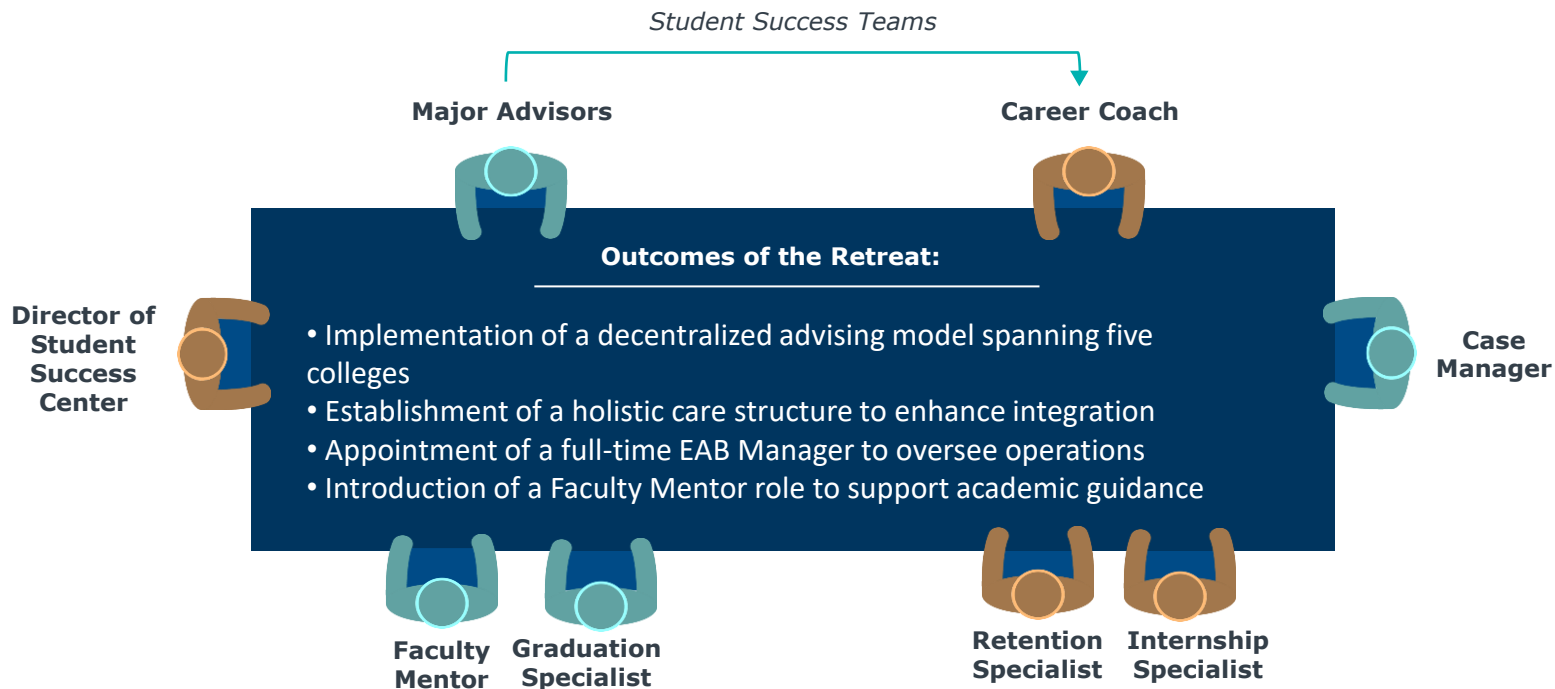
# Strategic Planning Retreat and Reimagining



- Two-day strategic impact discussion involving 60 stakeholders
- Participants included administrators, faculty, staff, and students
- Deliberations on the role of advisors and specialization
- Exploration of the student lifecycle

# Shaping the Future of Advising

Navigate360 Serves as the Connecting Thread for Various Teams, All Dedicated to Supporting Students





# Reimagining EAB Navigate360 - Connecting the Dots

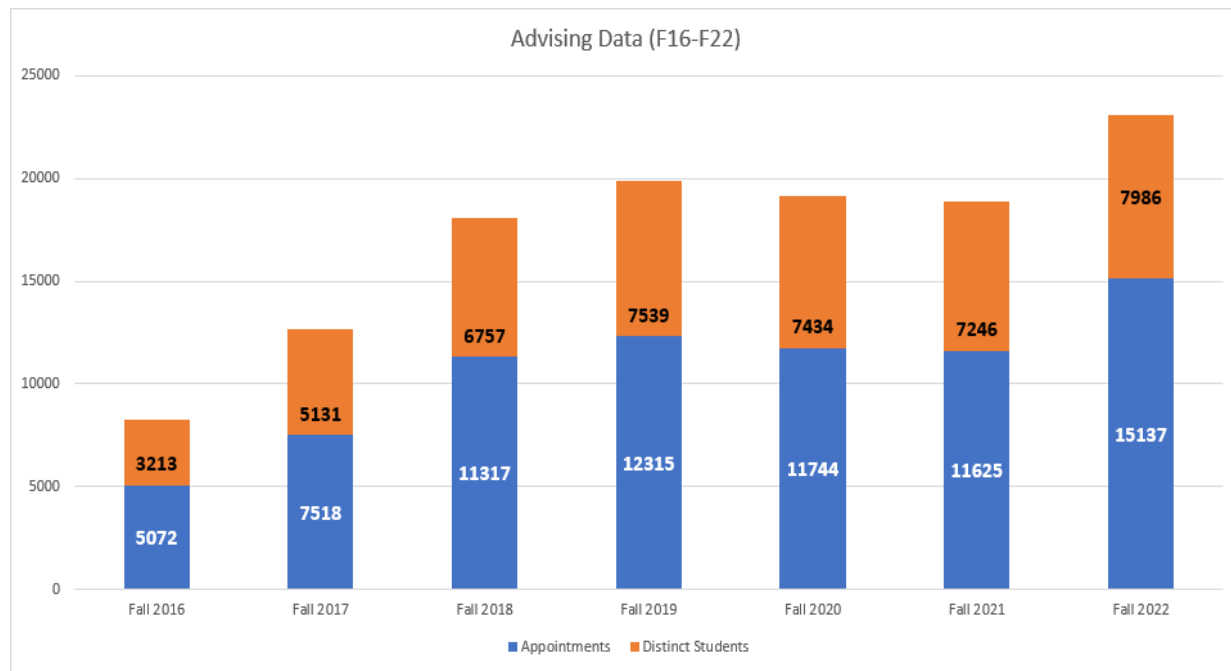
In addition to Advising and Tutoring Care Units, we've added a Cultural/Identity Center, Health and Well-Being, and eSports Care Units into the Culture of Care framework.

## Steps CSUDH took to connect the dots

- ✓ Implementing a central platform to connect all support services
- ✓ Streamlining departments and inactivating outdated ones
- ✓ Introducing new Care Units and departments for tailored advising



# Impact of Navigate360 on Appointments




## Care Unit Wins

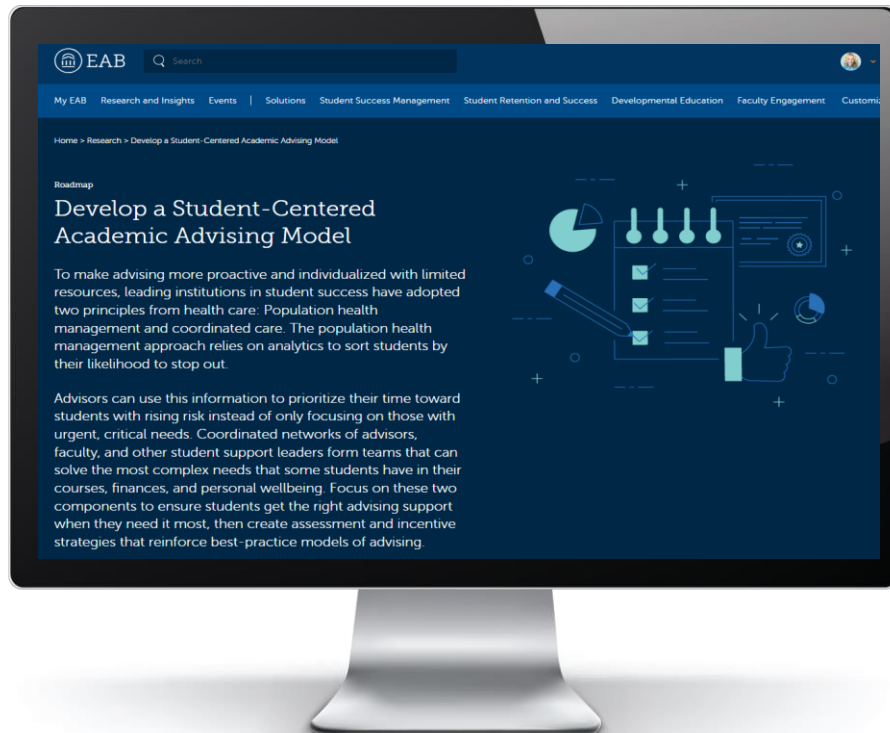
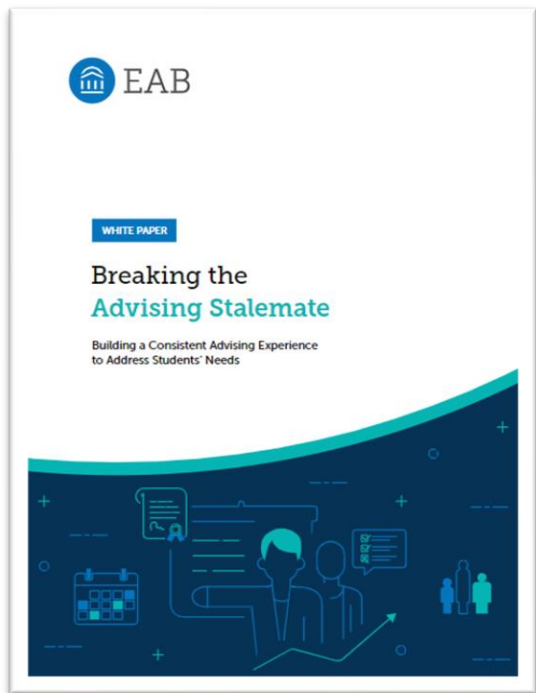
More than 10,000 appointments within the Cultural/Identity Center Care Unit during the first semester of being online (Fall 22)

More than 13,500 appointments within the Cultural/Identity Center Care Unit during the second semester of being online (Spring 23)

Roundtable Discussion: Please use the questions below to guide your conversations.

1. What are the major challenges your teams are facing when supporting students within advising?
  2. Where are the areas that you feel technology could support your advising efforts?
  3. How are your teams adapting to the changing needs of your student body?
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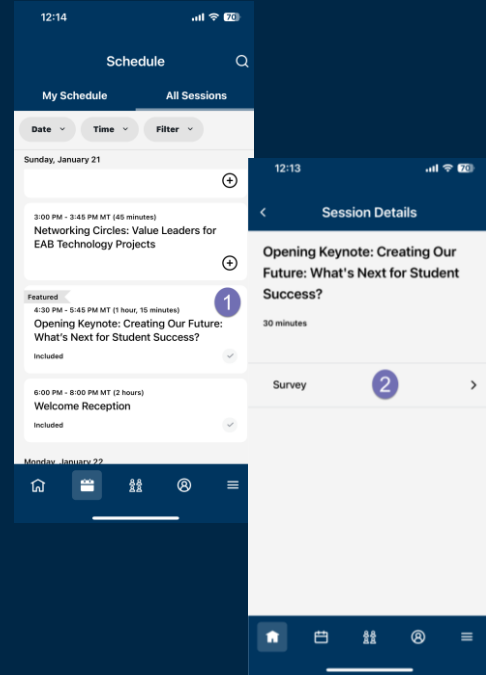
# Complete Session Evaluations

Your feedback is important to us, please take a few moments to **tell us about your CONNECTED experience.**

Evaluations are available in the event app by clicking on a session and then clicking **Survey**.

**Need help with the app?**

Stop by the **information desk!**



# CONNECTED24

Join us tonight for a  
**CONNECTED** Celebration!



Join us at **5:00 p.m. in the Aurora Ballroom B-D** to celebrate with your colleagues and peers.

*Bites, drinks, and fun provided*



# Next Up: **Lunch!**

**Head straight to Aurora Ballroom A located on the 2nd floor.**

Lunch is being served family style – it'll be ready for you at your table. Refer to your badge to locate your table number. There will be staff on hand to help direct you.



## Stark State College Information

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# Appendix A

## Stark State Faculty Sharepoint Site

The screenshot displays the SharePoint site interface for Starkfish. At the top left is the Starkfish logo, a green star with a white outline. To its right is the site title "Starkfish" and a horizontal navigation menu with the following items: Home (underlined), Adjunct Information, Training, Texting, Faculty Advisor Handoff, Student Communications, The Student Starfish Experience, Science Learning Center Kiosk, Early-Alerts, and Edit. Below the navigation menu are three utility icons: a plus sign for "New", a gear for "Page details", and a document icon for "Analytics". On the far right of this bar is the word "Published".

The main content area features four large tiles:

- Training Videos and Documents:** A large tile with a dark blue background filled with various sizes of white and grey gears. The text "Training Videos and Documents" is centered at the bottom in white.
- Faculty Advisor Handoff:** A tile with a blue sky background and a wooden signpost with arrows pointing to "HELP", "SUPPORT", "ADVICE", and "GUIDANCE". The text "Faculty Advisor Handoff" is centered at the bottom.
- Student Communications:** A tile with a sandy beach background and a green starfish icon in the top right. The text "Never feel stranded" is in red, followed by "Help is as close as the new Starfish button on mystarkstate." Below this, it says "Get one-stop access to" followed by a bulleted list: "progress updates in your classes", "a central place to schedule appointments with instructors.", and "a central place to schedule appointments with instructors." The text "Student Communications" is centered at the bottom.
- Starfish@ Stark State COLLEGE The Student Experience:** A blue tile with the Starkfish logo and the text "Starfish@ Stark State COLLEGE The Student Experience".

At the bottom left of the screenshot, there is a small copyright notice: "©2024 by EAB. All Rights Reserved. eab.com".

## Stark State Start-Up Email Sent to Full-Time Faculty

SUBJECT: Action Required: Starfish Start-Up/Due Date - Fall 2023

Hello!

I hope your start-up week is going well! For those that may be new, my name is \_\_\_\_\_, and I am your Division Advising Coordinator. Below are few reminders about Starfish.

- All full-time faculty are required to have their office hours entered in Starfish by **Friday, September 8**. Please enter your office hours in Starfish NOT Outlook. Starfish will send meeting notices to Outlook for you to accept and your office hours will appear on your Outlook calendar. Please put an end date on your office hours. If you do not put an end date, you will not show as entering your office hours. If you are unable to enter office hours in Starfish, check to see if you have office hours in Outlook and/or did not put end dates on your spring office hours.
- Please utilize the two Attendance Flags (which will send a text/email) to contact your students who do not attend the first day of class. There are other flags that can also be used to contact your students who stop participating and/or attending throughout the semester. Kudos can also be sent to students who are doing well.
- We will be using Starfish for the Early Alert process starting Fall 2023. The EA training was recorded and will be posted soon. We will also be holding more training sessions as the EA process approaches.
- You can look-up your CCP students and all advisees in Starfish.
- Everyone should still have access to the Advising Training Resource course in Blackboard. The course was updated in spring 2023.
- As the semester progresses, I will communicate all advising due dates that need to be completed in Starfish.
- The SharePoint site for Starfish is a great resource on how to use the different features and was updated with the new EA process: [\(Sharepoint link\)](#)

In the meantime, if you have questions or need help, please reach out!

Thank you!

## Stark State Start-Up Email Sent to Adjunct Faculty

SUBJECT: Action Required: Starfish Information - Fall 2023

Hello!  
For those of you that do not know me, my name is \_\_\_\_\_ and I am the BEIT Division Advising Coordinator. I assist faculty with utilizing Starfish for advising and reaching out to students in their classes.

Starfish is a great platform that allows us to text and email students who have stopped attending/participating and/or who are doing well. We have great response rates from students when we reach out using Starfish. If you have been using Starfish – great! If you have not yet started using Starfish to contact your students, we are asking that you start to help with student success and retention.

**Starting in Fall 2023 we will be using Starfish to complete the Early Alert process. If you were unable to attend one of the training sessions held this week, they were recorded. Once the recording is available, I will let you know. We will also be holding more training sessions as the Early Alert process approaches.**

**Please utilize the two Attendance Flags (which will send a text/email) to contact your students who do not attend the first week of class. This can also be used throughout the semester for students that stop participating and/or attending. Kudos can also be sent to students who are doing well.**

A SharePoint site for part-time instructional employees has been created to walk you through how to contact the students in your classes along with the new Early Alert Process – [\(Sharepoint link\)](#)

If you have questions on how to contact your students utilizing Starfish, please contact me. If you have department specific questions, please reach out to your department chair.

Thank you for using Starfish to help with student success!

## Stark State Never Attend Flag Email Sent to All Faculty

SUBJECT: Action Required: Starfish: Never Attend Flags

Good Morning!

I hope everyone had a great first week of class! As you have heard, the College is trying to lower the number of students who are submitted for never attend. There are two flags in Starfish, one for face-to-face and one for online courses, that can be sent as a text and email to students who have not attended and/or participated. Please use these flags as needed for students who not yet attended and/or participated. Below is a short video on how to use these two flags and attached are PDF directions.

[\(link to directions\)](#)

If you have any questions, please let me know and thank you for reaching out to your students!

Have a great weekend!

## Stark State Faculty Advisor Transition Flag Email Sent to Full-Time Faculty

SUBJECT: Action Required: Faculty Advisor Transition Flags

Hello,

First, I want to say thank you for completing the new Early Alert (Progress Survey) process! A survey will be coming out shortly for you to provide anonymous feedback.

Secondly, it's Faculty Advisor Transition Flag time! The College will be opening registration for all students Tuesday, October 10. This means we have to ensure students transferring from their Gateway advisor know how to contact their faculty advisor.

The Faculty Advisor Transition Flag process was updated in Spring. The below and attached information outlines the **updated** process to better align with policy. Carefully review the information so you can successfully complete this process. The good news is this updated process takes less than five minutes to complete! **Please note – if you do not send a Comment to your students, you will appear on the list as not having completed this process.**

On **Tuesday, October 3**, Gateway Advisors will begin raising Faculty Advisor Transition Flags in Starfish. **Click [here](#) to watch the video on the how to complete the Faculty Advisor Transition process and/or review the attached PDF. Also attached is a script you can use for your email/note to students, or you can create your own. You can also access this information on the Starfish SharePoint site ([Sharepoint Link](#))**

**Please remember that you may receive a flag for students that have more than 15 credit hours. Below you will find scenarios in which that happens:**

1. Readmitted Students - Gateway Advisors are assigned students who have stopped out of the College for more than two years. Once the student is readmitted, a Gateway Advisor is assigned to conduct outreach, reestablish their major choice, and resolve any financial aid issues. These students are then transitioned during their first semester to their faculty advisor.
2. Transfer Students - Gateway Advisors are assigned to all transfer students for their first term advising. If they exceed 15 college-level credits, they are transitioned to their faculty advisor during their first semester. At times, these students may have transferred in a significant number of credit hours.
3. Past Success Coach Advisor Assignments - There may be a few students lingering in the system that were assigned to coaches under the old Connect 2 Complete Coaching program.

Once the flags are raised, the Gateway Advisor will be removed from the student's record.

Please complete this process by **Friday, October 13**. If you have any questions about the hand-off process, contact \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_.

Thank you for supporting our students through the advising process.

## Stark State Email Script for Faculty Advisor Transition Flag Process

Subject: Faculty Advisor Information

Note:

Hi,  
Congratulations on passing 15 credit hours at Stark State College! As part of reaching this milestone, your advising needs are transitioning to me, your Faculty Advisor. I will be advising you as you continue your progress towards completing a degree and graduation. Let's set up a time to meet and discuss where you are currently and where you want to go. I hope to hear from you.

Sincerely,

## Stark State Checkpoint Advising Email Sent to Full-Time Faculty

SUBJECT: Action Required: Checkpoint Advising

Hello!

Thank you for all the work you have done with advising this semester by using Starfish for setting up office hours, taking attendance, and/or raising flags and kudos for students and advisees. Keep up the great work! If you have any questions, please contact me or you can use the SharePoint help site for Starfish ([Sharepoint Link](#))

The next step in the advising process will be Credit Hour Checkpoints. This process, along with the Faculty Advisor Transition Checkpoint, are in the Policies and Procedures (view Policy 3357:15-13-14). You can access a list of your advisees in Starfish then you can filter the list to show only those students that meet one of the Credit Hour Checkpoints. Please note – the credit hour checkpoints include the current credit hours students are taking.

As part of this advising step, please complete the following by **Friday, November 17**:

Use Starfish to find your current list of Advisees. You can sort the list to include your advisees that were enrolled last semester and this semester. For information about finding and sorting your advisee list, see the attached document “Sort Advisor Lists” or watch the following video: ([video link](#))

Use the additional filters option to narrow down your list of students to those that fit in one of the Credit Hour Checkpoints (CP30, CP60, CP75). You can do this by:

- a. clicking on “Add Filter” on the right side of the screen showing a list of your advisees.
- b. In the popup screen click on “Attributes” from the column on the left side.
- c. Next click on the green plus sign (Add Attribute).
- d. In the dropdown menu under Attribute select Checkpoint Advising.
- e. Finally, from the dropdown menu under Specific Value on the right-hand side, select a Credit Hour Checkpoint and click on Submit. This will give you a list of students that meet the credit hour criteria.
- f. For information about how to use Additional Filters, see the attached document “How to Sort Your Advising List Checkpoints” or watch the following video: ([video link](#))

## Checkpoint Advising Email Sent to Full-Time Faculty (continued)

3. For each student meeting a Credit Hour Checkpoint, contact the student and check on their progress. A possible script can be found below. As per the Policies and Procedures, at the 60-credit hour and 75 credit hour checkpoint, please check the student's progress towards graduation and help them set up a plan to complete their program and apply for graduation.
  - a. Example: When you filter for CP30 and 20 students are listed, you can click the top square which will select all students. This will then allow you to click Note to email everyone listed.
4. To send a student or a group of students an email, make sure the check box(es) are selected next to the student(s) you want to contact, click the Note button, type your email, click "send a copy of the note to the student," and click Submit. This will send the email and add the email as a note to the students Starfish account.

**Here is a script you can use to email your advisees, or you can make your own:**

Hi,

I hope your semester is going well. I noticed that you have now reached \_\_\_\_\_ credits. That is quite the milestone! I would like to meet with you to discuss your progress towards earning your degree and graduation. Let me know what day and time works for you and we can set up a meeting.

Sincerely,





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