

# UW System Fall Advising Workshop

## Proactive Advising for Student Success

Pyle Center  
Madison, Wisconsin  
October 23, 2018

# Agenda

- Welcome and Overview
- Data Driven Advising and the Road Ahead
- Team Time: Reviewing Institutional Data
- Keynote: Tim Renick
- Working Lunch / 360 Advising
- Reducing Time to Degree
- Team Time: Developing Strategies
- Leveraging Predictive Analytics
- Break
- Team Time: Assessing Capacity
- Closing and Next Steps

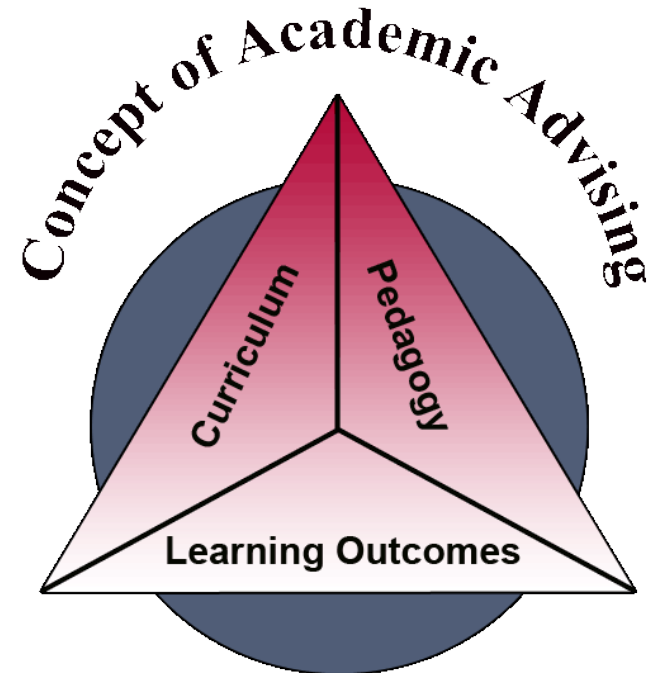
# Session Objectives

- Review best practices that have been employed nationally and within the UW System
- Learn about the 360 Advising priority and plans for future initiatives
- Explore the roles data, strategies and capacity play in effective advising and student success efforts
- Discuss strategies to support advising and student success on your respective campus

# Advising is Teaching

*“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)



# Advising and Student Success

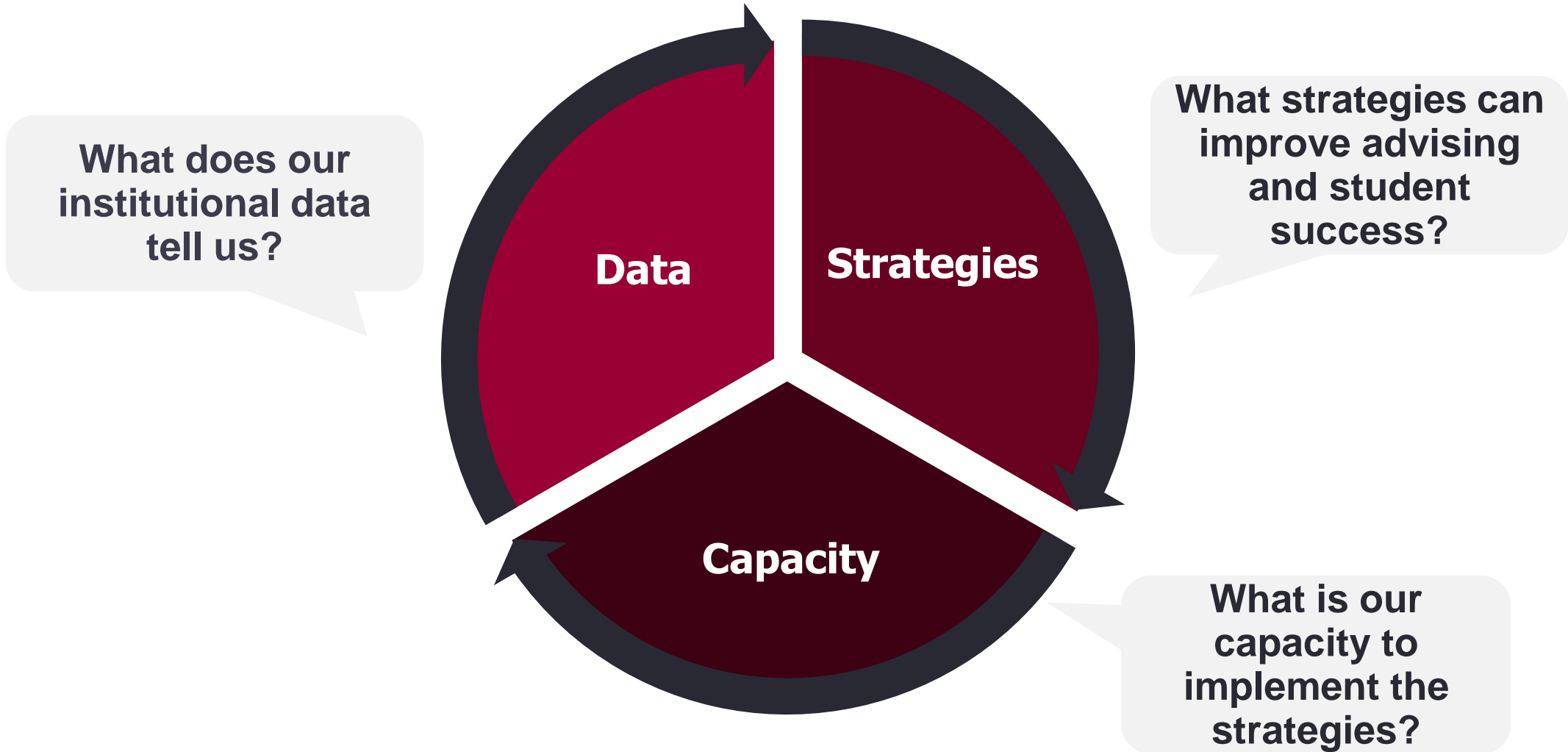
*"Academic advising is the only structured activity on campus in which all students have the opportunity for an ongoing, one-to-one interaction with a concerned representative of the institution."*

(Habley, 1981)

*"It's hard to imagine any academic support function that is more important to student success and institutional productivity than advising."*

(Kuh, 1997)

# Framework



# Proactive Advising for Student Success

## 360 Advising



**2020 FWD**

MOVING WISCONSIN AND THE WORLD FORWARD



**UW** UNIVERSITY OF  
WISCONSIN SYSTEM



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WISCONSIN SYSTEM

# 2020FWD Strategic Framework

**2020FWD**

MOVING WISCONSIN AND THE WORLD FORWARD



## **FOCUS ON THE EDUCATIONAL PIPELINE**

*Increase the enrollment and success of individuals in all educational experiences throughout their lifetime.*

<https://www.wisconsin.edu/2020FWD/>



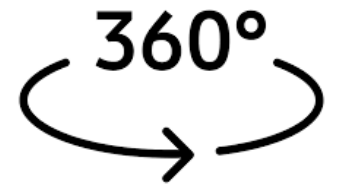
# 360 Advising

**“The UW System will work to improve student success and reduce time to degree by expanding the use of predictive analytics, intensive advising, and other advising practices that provide timely support to students. The UW System will also strive to increase student access to career counseling and financial planning.”**

**2020 FWD**

# 360 Advising

**360 Advising:** Holistic approach that surrounds students with strong networks to provide timely, high-touch, and intensive support to ensure students' academic progression to degree completion and career success



**Goal:** Build capacity at institutions to expand high quality, proactive advising to improve student retention and graduation, reduce time to degree, and eliminate opportunity gaps.

# 360 Advising: Spring 2018

## Analyzing the Landscape

- Director outreach and Campus Advising Survey
- Best practices
- UW System data

## Facilitating Communication

- Advising Center Directors meetings
- Advising Administrator Listserv
- Career Services Directors meetings

## Fostering Collaboration

- Excellence in Academic Advising Initiative
- Connecting with NACADA/WACADA/CCA
- Conference presentations

# 360 Advising Future Initiatives

Professional  
Development

Campus  
Advising  
Support

Communication  
and  
Connections

Predictive  
Analytics

15 to Finish  
Campaign

# Proactive Advising for Student Success

## Developing Strategies for Student Success

# Strategies

Strategies define what you will do differently in order to achieve your goals.

Strategies are:

- Deliberate and coordinated activities
- Manageable in number
- Designed to help you achieve your goal
- Defined by changing the way your institution does business by adding, improving or removing an existing activity



# Team Time Instructions: Developing Strategies

1. Reflect on the current status of academic advising at your institution and discuss the following questions:
  - What are key advising strategies you are currently using to foster student success?
  - What impact are these strategies having on student success?
  - What is your evidence that they are/are not effective?
2. Think about strategies that have been discussed today and your conversations about student outcome data and your advising program.
  - Identify a strategy that you can develop, expand or improve to enhance advising and student success.

**Finish by 1:55 p.m. and  
return to Rm. 325-326**

# Room assignments

## 325-326

- UW-Eau Claire
- UW-Green Bay
- UW Stout
- UW-Stevens Point

## 213

- UW-Madison
- UW-Milwaukee
- UW-Parkside
- UW-Whitewater

## 332

- UW-La Crosse
- UW-Platteville
- UW-River Falls
- UW-System (CEOEL)

## 335

- UW-Oshkosh (lower)
- UW-Superior (upper)



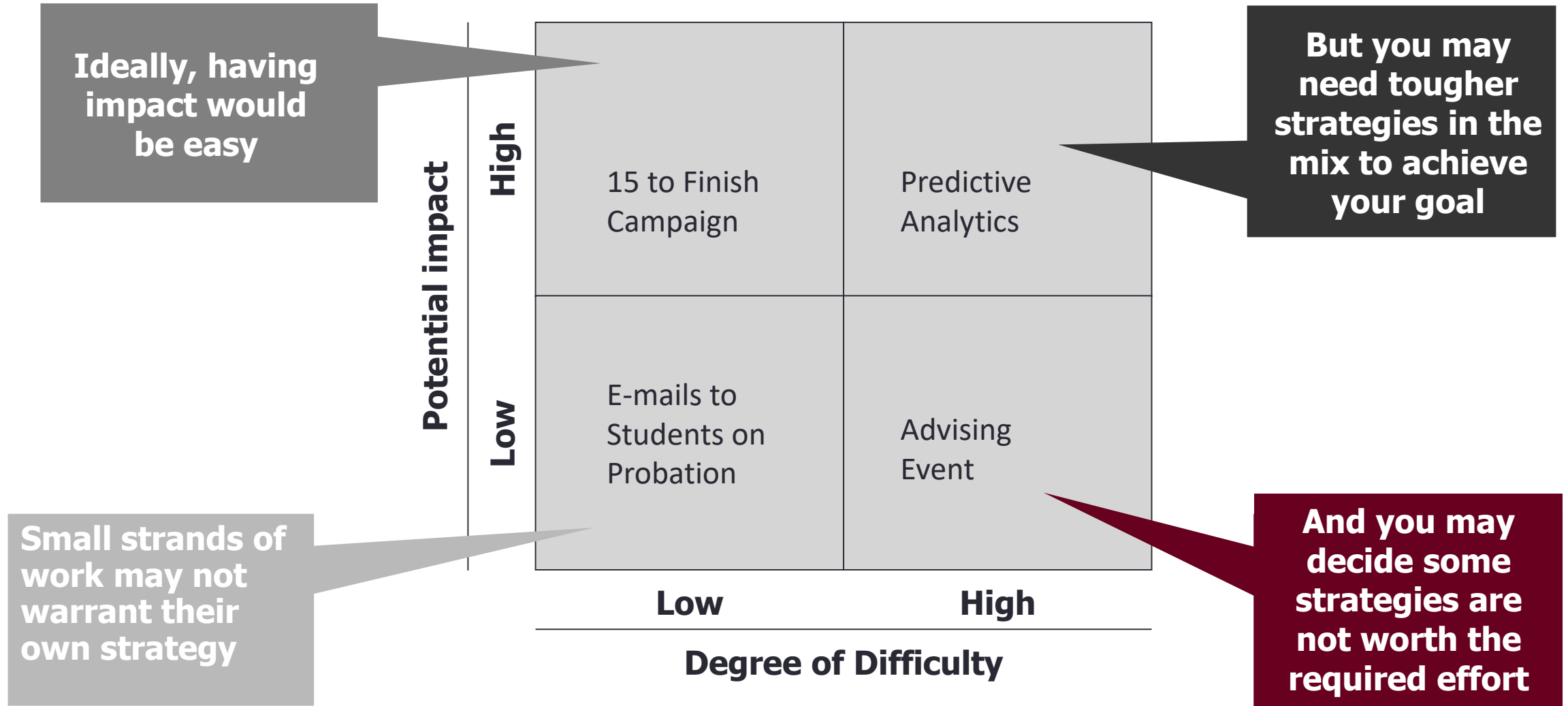
# Proactive Advising for Student Success

## Assessing Institutional Capacity

# Best Practices in Academic Advising Programs

- Definition, mission, vision and outcomes of advising
- Grounded in theory and best practices
- Ongoing advising training and development
- Well organized and structured (leadership, resources, ratios, etc.)
- Rewards and recognition for advising
- Technology and tools to support advising
- Cycle of assessment

# 2 x 2: Difficulty and Impact of Implementation



# Team Time Instructions: Assessing Capacity

- 1) Think about the strategy you've identified and discuss:
  - What is the readiness of your currently advising program to implement the strategies you've identified?
  - Who else needs to be involved?
  - What additional supports or resources might your strategy need?
  - In the upcoming 3 months, what are the next steps to move from discussion to planning?
- 2) Use the 2 x 2 to gauge the “lift” vs. the impact of the strategy.

**Finish by 3:25 p.m. and go  
to your assigned room**

# Room Assignments for Final Session

## 325-326

- UW-Eau Claire
- UW-Green Bay
- UW-Madison
- UW-Parkside
- UW-River Falls
- UW-Stevens Point
- UW-Superior

## 332

- UW-La Crosse
- UW-Milwaukee
- UW-Oshkosh
- UW-Platteville
- UW-Stout
- UW-Whitewater
- UWSA-CEOEL

# Proactive Advising for Student Success

## Closing and Next Steps

# Institutional Next Steps

## Cards

- Write on the cards:
  - The strategy you've identified
  - Next steps in the next 3 months
  - What UWSA could do to support you
- Place the card on the brown paper next to your institution.
- Select a representative to report out (3-5 minutes)



# Strategies

- **Ensure that the strategies implemented have an intensive focus** on changing the bottom-line in terms of student retention, timely degree completion, and elimination of opportunity gaps.
- **Evaluate strategies on a regular basis** to ensure they are being implemented properly and producing the expected outcomes.
- **Recognize that a “silver bullet” strategy does not exist.** The key is persistence—you must commit to a strategy over a long period of time.



# UW System Next Steps

## 360 Advising

- Predictive Analytics
- 15 to Finish Campaign
- Campus Engagement
- Mini-Grants for Strategy Implementation
- Future Workshop



# Conclusion

*“Good advising may be the single most underestimated characteristics of a successful college experience.”*

**(Light, 2001)**



**Workshop Evaluation—Paper or Online at:**  
<https://www.wisconsin.edu/undergraduate-education/uw-system-fall-advising-conference/>

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