Framing Advising as a Tool for Achieving Equity in Student Experience and Outcomes

January 23, 2020
2:15 - 3:30 pm
PRESENTERS

Jennifer Keup
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Jacquelyn Jones
Senior Director, AASCU’s Frontier Set & Student Success Strategy

Brett McFarlane
Associate Director for External and Institutional Partnerships, NACADA: The Global Community for Academic Advising

Kathe Pelletier
Director, Student Success Community Programs, EDUCAUSE

Elise Newkirk-Kotfila
Director of Advising Initiatives, NASPA - Student Affairs Administrators in Higher Education
Over the years the focus and taxonomy of advising have evolved

- **Technology-Enabled Advising**
  - Technology at the center
  - Point-solution led
  - Silver bullet/unrealistic expectations + lack of preparation

- **Advising Reform / Redesign**
  - Advising at the center
  - Positions it within a singular function
  - Can create anxiety among advisors

- **Integrated Student Support**
  - Institution at the center
  - Highlights need for cross-functional involvement
  - Input focused, sets expectations of work involved

- **Holistic Advising and Student Support**
  - Student at the center
  - Outcome focused
  - Institution wide motivation
  - Sets a vision for continuous improvement and adapting to evolving student needs

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THE ADVISING SUCCESS NETWORK’S RESOURCES AND SERVICES ARE BASED ON 8 OBSERVED CATEGORIES OF INSTITUTIONAL NEEDS

<table>
<thead>
<tr>
<th>Category</th>
<th>Sub-Categories</th>
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<tbody>
<tr>
<td>Leadership and Change Management</td>
<td>Strategy and Vision, Accountability and Buy-In, Investment</td>
</tr>
<tr>
<td>Structures and Processes</td>
<td>Map Processes to Future Student Journey, Create Incentives and Structures</td>
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<tr>
<td>Engagement and Communication</td>
<td>Student Engagement and Utilization, Faculty Buy-In and Engagement, Structures and Processes for Communication</td>
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<tr>
<td>Technology Selection</td>
<td>Assess Needs, Identify Resources Needed, Use Rigorous Selection Process</td>
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<tr>
<td>Technology Management</td>
<td>Project Management, Privacy and Security Protocols, Cross-Functional Team</td>
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<tr>
<td>Professional Development and Training</td>
<td>Define Core Competencies, Develop PD, Develop Career Pathways</td>
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<tr>
<td>Situational Awareness and Planning</td>
<td>Set Metrics of Success and Process to Evaluate</td>
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<tr>
<td>Organizational Learning and Continuous Improvement</td>
<td>Establish System to Capture Ongoing Feedback, Establish Culture Around Continuous Improvement</td>
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