

Academic Advising and Student Services Update

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Academic Advising System - Current

UNC Charlotte

The academic advising structure at UNC Charlotte is:

- Decentralized
- Complex
- Varied

Each college has a different advising system, comprised of full-time (professional) and faculty advisors. UNC Charlotte also has many secondary advising centers to serve unique student populations:

- Athletes
- Honors
- Adult/Non-traditional

College of Engineering

- Faculty advising varies by department; some use faculty advisors exclusively, others use select faculty advisors, ie. teaching faculty
- Course load reduction options for faculty vary by department
- Student Services Specialists provide curricular advising, but there are no 'professional advisors'. This is changing!
- A Director of Transition Advising (Cricket Bonnetaud) works with students judged to be 'at risk' by their program.
- OSDS works with freshman students. After completion of the freshman curriculum, students transition to an advisor in their major department.

Academic Advising System - Future

UNC Charlotte

UNC Charlotte is moving toward a more centralized, one-stop system of academic advising. There is an emphasis on a developmental advising approach, which goes along with graduation-oriented advising.

Benefits:

- Improved communication across all advising groups
- Streamlined curriculum/advising process, with advisors more engaged in that process
- Greater coordination of advising approach and campaigns to students
- Less impact to students during transitions between advisors

College of Engineering

- Each department will continue to experience growth and varied needs
- Student Services is evolving toward Professional Advisors
- COE Program Coordinators and Academic Advisors will engage and respond to evolving systems, approach, and technology on campus.

Why the shift in advising systems?

Advising Summit I – February 2005 → Advising Summit II – May 2016

Undergraduate growth of 37% since 2005; we had nearly 22,000 undergraduate students as of the June Advising Summit.

In Fall 2016 = 23,404 (3,453 freshmen and 3,023 transfer students)

By comparison, MEES has grown at nearly twice the campus rate; 65.9%

Fall 2006 = 688 undergraduate students → Fall 2016 = 1044 undergraduate students

As a result of the improvements made after Advising Summit I:

- Retention rate has improved; 78.7% in 2004 to 83.5% in 2014
- Graduate rate has modestly improved; 4 year = low of 25.5% in 2010 to a high of 28.4% in 2014; 6 year = 48.7% in 2010 to 53.3% in 2014
- For a comparison, COE had 62.5% retention among freshmen in 2010 and improved to 66.2% in 2014. For transfers, we saw 73.8% retention in 2010 and 73.4% in 2014. Our college's graduation rate for transfer students is better than for freshman, but we trail the University in that category. Engineering is a competitive, demanding program!

Why the shift in advising systems?

Five primary topics emerged from the Advising Summit 2016 discussion, which included a student panel. These topics are:

- **Advisor Onboarding and Training** – addressed by new Advisor Institute; will increase consistency and outreach among advisors, and encourage professional development.



- **Assessment of Advising** – in order to improve advising, a definition of what ‘successful’ advising looks like must be determined. Identify specific metrics for advising processes and outcomes to more effectively assess advising across campus. Currently, Sophomore and Senior Surveys are a primary means of assessing advising at UNC Charlotte and in our college.

Why the shift in advising systems?

- **Relationship between Advising Center and Departments** – improve communication and relationship between advising units on campus. More integration among advising units and inclusion of advisors in the curriculum update and implementation process. *Improved and consistent communication is the most important step in maximizing student success!*
- **Graduation-Oriented Advising: Beyond the Checklist** – focus on holistic, developmental advising approach, identifying and removing barriers to student success and graduation, inclusion of career and financial aid advising.
- **Maximizing Technology for Academic Advising** – the use of technology touches almost every aspect of advising.

Table 5. Current technology used

Number of Groups	Technology Identified
5	Starfish, Banner, Moodle, Report Central
4	Report Express, CAPP, EAB SSC
3	MS Office, Google/Google Drive
2	Catalog, Admission Pro
1	Tutor Track, File Maker, Social Media, Niner Advisor, UNC Charlotte Websites, Degree Plans, Policies, Transfer Credit Advisor, Web Now

High Tech, High Touch Advising

With as many as **21** different pieces of technology involved in the advising process, how can the campus streamline and maximize the use of technology?

eAdvising (2008-2009) → Niner Advisor/Niner Tutor (2009) → Starfish and TutorTrac (2015) → SSC and Campus Guide (2017-2018)

Goal:

Reducing transactional business to allow focus on more substantive issues.

- Developmental advising
- Career Advising
- Graduation-oriented Advising

SSC Campus and Guide is an integrated platform that combines functionality currently available in three separate systems: Starfish, TutorTrac, and the SSC 'Foundation' graduation analytics platform. It's functionality includes direct linking with Banner and DegreeWorks, which is essential. None of our current technology utilizes mobile technology – Guide does just that.

The Comprehensive Solution for Supporting Student Success

Consolidating Multiple Student Success Technologies Into a Single, Integrated System



Risk & Impact Analytics

Predictive modeling, impact of support services, student satisfaction

SSC CAMPUS



Student Success CRM

Quick access to critical student information, Automated Campaigns maximize staff efficiency, strategic campaigns driven by data

SSC CAMPUS and GUIDE



Logistics

Communications & Appointment Scheduling
Mobile, text, and email plus tracking and records

SSC CAMPUS and GUIDE



Early Warning

Instructor & Student submitted performance alerts
SSC CAMPUS AND GUIDE



Shared Notes

Single record of every support interaction
SSC CAMPUS and GUIDE



Student Self-Service

Students managed greater volume of everyday issues

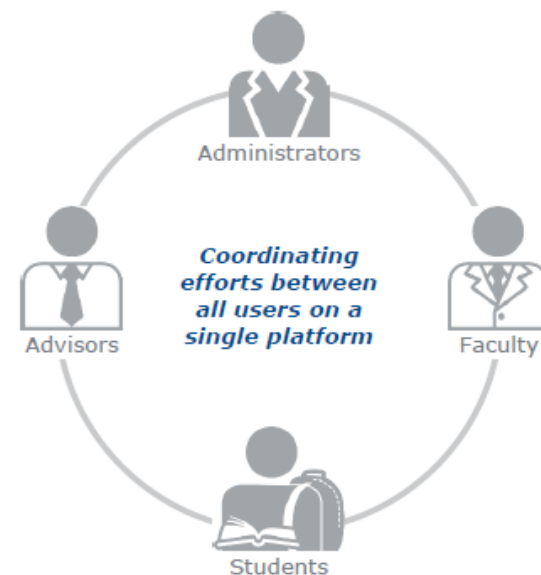
GUIDE

What Are the Benefits of Consolidation?

- 1 Provide a seamless experience for students and staff frustrated with switching between multiple systems
- 2 Create a single system of record for all notes, alerts, and interactions
- 3 Connect analytics and insights directly to tools that enable users to take action
- 4 Reduce the risk of overlooking key information siloed in point systems
- 5 Automate recurring student success tasks and free up advisor bandwidth for critical, more complex issues – while increasing student satisfaction



Student Success Collaborative: facilitating more efficient collaboration between students, staff, and faculty



Guide Provides a Dedicated Channel for Student Success

Prioritizing What Students Want to Hear the Most, with Relevant Links across the Mobile Ecosystem

