



EAB

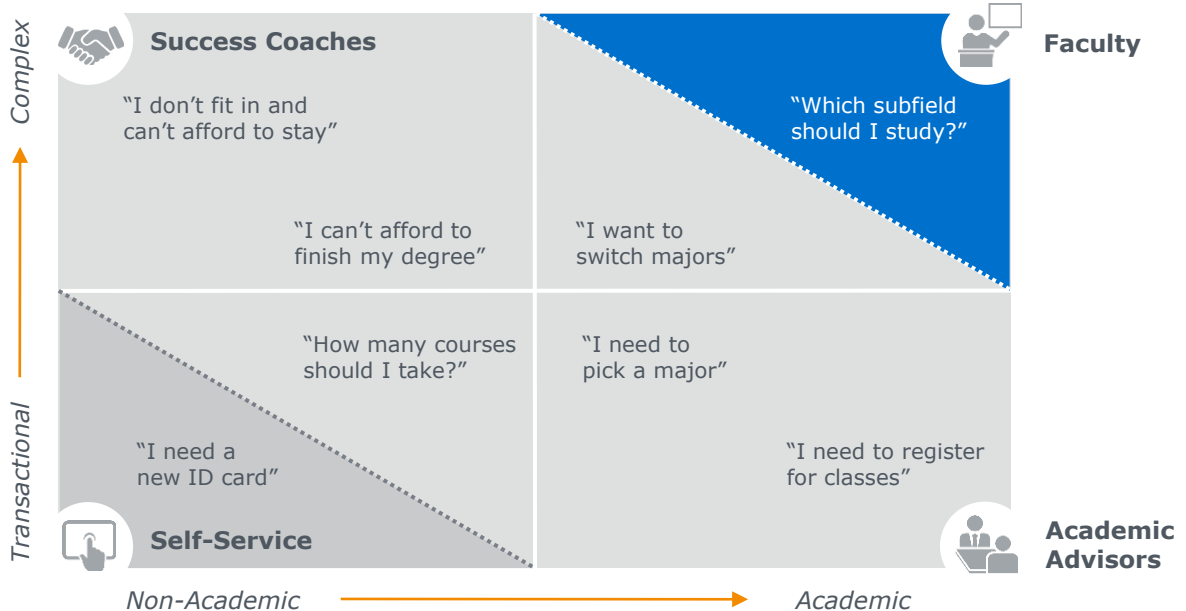
Student Success Collaborative™

Activating Data-Driven Faculty Advising and Mentoring

CONNECTED 2015
Lindsay Miars

In an Ideal World, Faculty Are Voluntary Mentors

Only Called Upon to Answer Students' More Complex Academic Questions



In Reality, Institutions Highly Dependent on Faculty



3

Faculty Play a Role in Academic Advising at the Majority of Institutions...



Of SSC institutions have a **primarily professional advising** model



Of SSC institutions have a **split faculty-professional advising** model



Of SSC institutions have a **primarily faculty advising** model

...But It's Nowhere Near the Top of Their To-Do List

1. Scholarship

- Research
- Writing
- Publication of scholarly work
- Contribution to professional organizations

2. Teaching

- Curriculum design
- Creation of materials
- Instruction
- Office hours
- Grading and attendance

3. Leadership

- Administrative leadership positions
- Committee membership
- Faculty senate
- Faculty union

4. Service

- Speaking engagements, pro-bono work, etc.
- Mentoring thesis students
- Supervising student organizations and community projects
- Academic advising

“How Do You Feel About Advising?”

Interviews Reveal Diversity of Faculty Attitudes

“
As a faculty member, advising is actually my favorite part of the job.

“
We just don't have time to know everything.

“
It feels like we have too many bells and whistles... technology is not going to be a magic solution for advising.

“
Students need to be responsible for themselves; if they can't figure out how to register on their own, should they be in college?

“
To me, advising is teaching. It's not about getting it over with, but about doing it well.

“
I'm better prepared to advise juniors and seniors. I don't know how to deal with students that are lost, or don't know what they're doing.

“
Advising conversations need to be more intellectual than just what courses to take...it's a poor use of the faculty and the student's time”

“
It's a part of my job that I do because I have to, but I just don't like it.

Bleeding Hearts

Highly Engaged
Service-Centered
Personally Motivated

Discouraged Majority

Inconsistently Engaged
Under-Trained
Bothered by Systemic Issues

Over-Burdened
Invested in Some Students
Fearful of “Getting It Wrong”

Faculty Purists

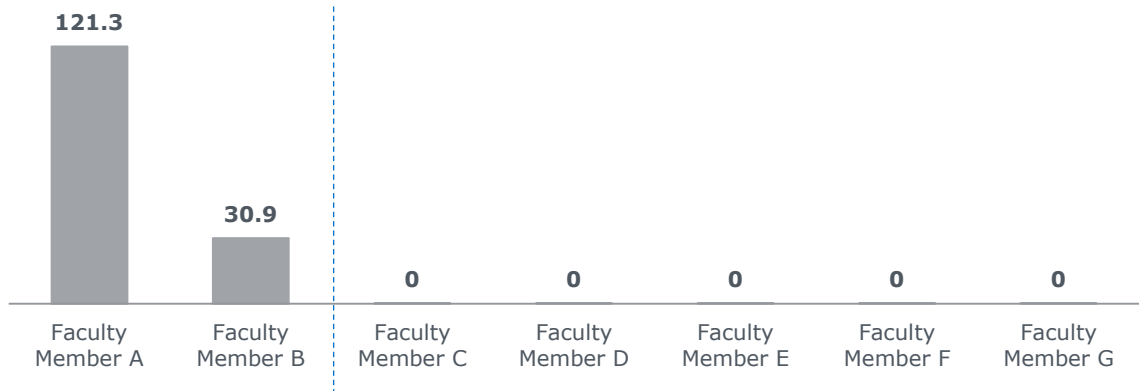
Strongly Resistant
Anti Hand-Holding
Focused on Other Work



What Does the Data Show?

Bi-Modal Faculty Engagement Evident in SSC Utilization Data

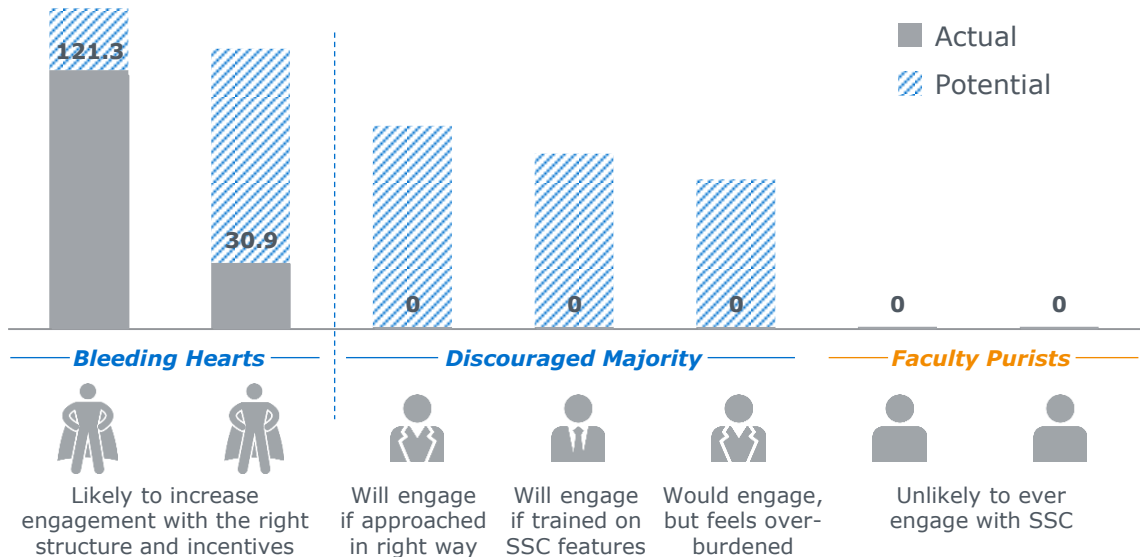
**Elementary Education Department,
Primarily Faculty Advising Institution**
Average Monthly Utilization of SSC Features Across 2015



Behind the Numbers

Potential to Increase Engagement by Pinpointing Faculty Personas

**Elementary Education Department,
Primarily Faculty Advising Institution**
Average Monthly Utilization of SSC Features Across 2015



Three Key Steps to Activate Faculty



Bleeding Hearts

**Work with
the Willing**



*Strategically leverage
and incentivize top
faculty utilizers*



Discouraged Majority

**Leverage
Peer Influence**



*Rely on faculty to
teach, train, and
engage other faculty*



Discouraged Majority

**Make It
Manageable**



*Remove barriers and
find ways to fit SSC
into existing processes*

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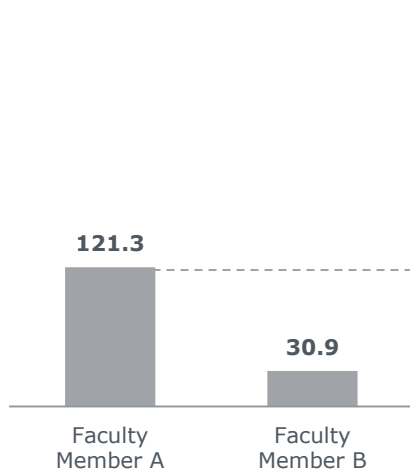
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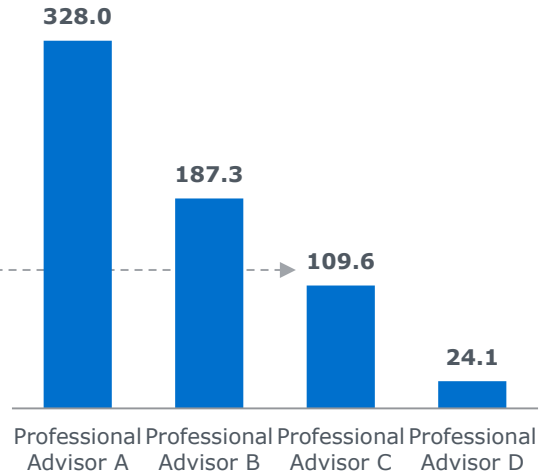
Small Group of Faculty Already Stepping Up

Utilization Among Engaged Faculty on Par with Professional Advisors

**Elementary Education Department,
Primarily Faculty Advising Institution**
Average Monthly Utilization of SSC Features



**School of Business,
Primarily Professional Advising Institution**
Average Monthly Utilization of SSC Features



Positioning “The Willing” for Greater Impact

Division of Advisees by Risk Accounts for Faculty Preference and Skill-Level

UMass Dartmouth’s Psychology Department Reorganizing Around Specialized Advising Caseloads



x1

Probationist

Responsible for intensive advising conversations and contracts for probation students

20 students in each caseload



x2

Auditors

Proactively identify off-path students and connect them with an advisor

0 students in each caseload



x2

Freshmanists

Advise freshman Psychology majors and meets with students interested in declaring

30 students in each caseload



x2

Transferists

Support transfer students with complex articulation needs

25 students in each caseload



x3

Generalists

Advise a larger cohort of lower risk students

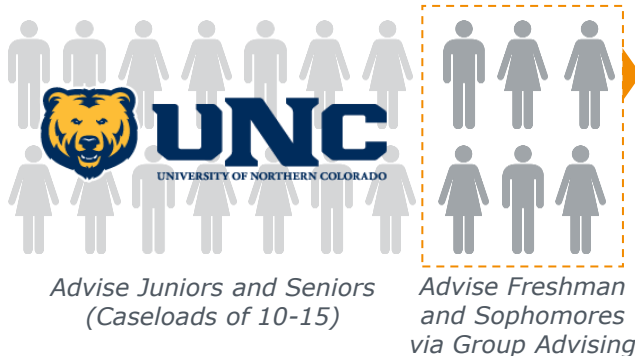
40 students in each caseload

Proactive, High Engagement

Strategically Leveraging SSC-Savvy Faculty

Subset of Engaged Faculty Share Responsibility for Advising Underclassmen

Biology Department Uses Group Sessions to Maximize Effectiveness



Group Advising Session Agenda

- 1:00 pm- 1:15pm Informational presentation to all attendees
- 1:15pm- 2:00pm Concurrent one-on-one sessions (5-10 min. each)

Group Advisors Use SSC to:



Pre-Assess

Plan for one-on-one student sessions by looking for red flags



Prepare

Gather support resources and plan referrals in advanced



Order

Plan to allot more time for higher risk students



Manage (Future)
Schedule and track advising sessions in SSC-Campus

Could We Offer Incentives for Faculty Advising?



Three Options for Rewarding and Encouraging the Willing

1

Include Advising in Tenure Review

As part of tenure and post-tenure review, assess faculty on commitment to and quality of advising

2

Provide Course Release

Grant teaching credit to faculty who advise a larger cohort or “riskier” population

3

Offer Higher Pay, Bonuses, or Stipends

Tie increases in pay, annual bonuses, or small stipends to advising that goes above and beyond



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The Need for Peer Influence

Tepid Response to Training When It's Led by Outsiders, Higher-Ups



People Faculty Are Willing to Learn From:



Admin and
Leadership



Student
Support Staff



EAB
Consultants



Other
Faculty



“

It is obvious that the EAB staff have not worked in higher education...We don't appreciate outsiders trying to tell us how to do our jobs.

Webinar Feedback from a Faculty Member

SSC Faculty Representatives at Point Loma

Collecting Faculty Input and Building Grassroots Influence Prior to Rollout

Point Loma Identified Faculty Representatives to Serve on "Beta" User Committee

After participating in initial training with chairs in May, faculty reps meet twice a semester to:



Troubleshoot issues and suggest product enhancements



Share practices and ideas generated during the discovery process



Discuss ways SSC might help improve advising campus-wide



Brainstorm next steps for full rollout, including expectations for other faculty



POINT LOMA
NAZARENE UNIVERSITY



Tips for Recruiting Your Faculty Reps



Make the ask in person

"Could I buy you a cup of coffee and talk to you about a new advising tool and how we might use it?"



Ask faculty to partake in a discovery process and share findings with peers



Frame the responsibility as an honor, but one that is informal

"Think of it as being the first person in your department with an Apple computer. We need your help to allay fears and answer questions."

Faculty Peer Training at Hamline University

Designated EAB Coordinator with Dual Role Drives High SSC Engagement

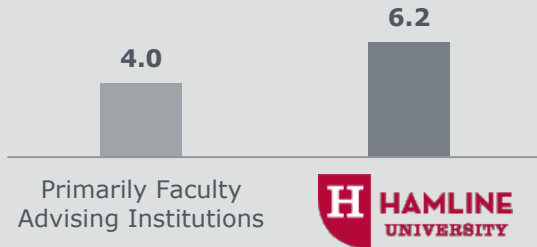


Mike Noreen, Faculty Peer Trainer

- Assistant Director of Advising and EAB Leadership Coordinator
- Supported by a second faculty trainer and 1.5 professional advisors

Seeing High SSC Engagement Relative to Other Faculty Advising Schools

Average Monthly Logins Per User (2015)



1

Plays Key Role in SSC Training



- During rollout, hosted five one-hour sessions in computer lab
- Leads "Advisor Refresher Training" series throughout the year
- Available for in-person, on-site trainings by request

2

Acts as a Peer "Consultant"



- Listens to faculty member's unique challenges related to advising
- Presents SSC as a solution to problems, rather than mandating how all faculty should use it



Faculty view Mike as a credible problem-solver and ally

A Different Approach

In-Person Training Tailored to Solving Each Department's Unique Problems

What Mike Heard

Faculty complaining about the difficulty of navigating Banner to find student information

Psychology department chair wanted to create lists of advisees without waiting for the registrar's office

Faculty frustrated at lack of shared information across departments

Biology department needed a way to find and reach out to scholarship candidates



Mike's Approach

Trained faculty on student overview and 30-second gut check

Trained chair on filters and list creation

Trained them on shared notes and statuses

Trained Biology faculty on filters and list creation

Key Insights About Faculty Training



Focus on solving problems rather than delivering one-size-fits-all training



Take advantage of difficult questions to create "a-ha moments"



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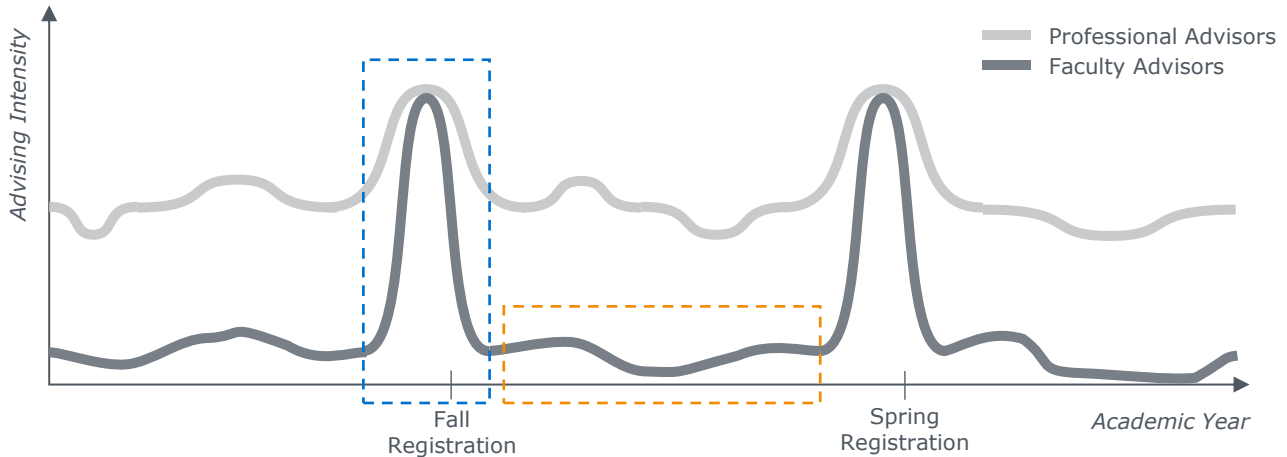
**Make It
Manageable**



*Remove barriers and
find ways to fit SSC
into existing processes*

Unmanageable Peaks and Valleys

Advisor Workload Highly Concentrated Around Registration Periods



Peaks

- Multiple hours of appointments every day, 15 to 30 minute sessions
- Focused on course registration and reactive intervention
- **Faculty often frantic and in need of quick information or help**

Valleys

- Sporadic appointments at student request, 30 to 60 minute sessions
- Focused on academic performance and long-term planning
- **Faculty largely focused on priorities outside of advising**

Centralize Faculty Advising Resources



Online Portals Curated by Peers Provide Support During Peak Times



Comprehensive Online Toolkit

Topic	Resource	Department(s)
Accessibility Services	Accessibility Services	Counseling Center
Advising	Advising Center website (Get Advised)	Various
Attendance issues	GradesFirst	Center for Academic Success
Careers for a major	Career Counseling	Career Services
Declare a major	Advising Center website	Various
FERPA	FERPA page and/or registrar@westga.edu	Office of the Registrar
Internships	Career Development Specialists	Career Services
Major exploration	Advising Center website	Advising Center

Alphabetical list of topics centralizes disparate resources to help faculty during advising conversations



INDIANA UNIVERSITY OF PENNSYLVANIA

SSC-Specific Resources Page

- Instructions for Accessing SSC
- SSC e-Learning Modules
- 61 Campaign Ideas

Provided by EAB

- Advising Tools — Which to Use When
- Suggested Guidelines for Using Advising Notes

Adapted from EAB Resources

- SSC Advisor Platform Bookmark
- A Dozen Common Searches to Explore
- Monthly Tips for Using SSC

Created by IUP

Removes barriers to accessing and effectively utilizing SSC

Proactive Nudge Emails

Lowering Barriers to Engage with Reminders/Resources in Real Time



Nudge emails provide faculty members with an explicit ask or reminder related to proactive advising, along with the resources they need to complete it.

Leadership Prompt Faculty at Key Moments in the Semester

- Identify outreach or action that would benefit a particular student population
- Create a template email for faculty to send to advisees in this population
- Use the SSC platform to export the targeted list
- Contact faculty asking them to send outreach, providing the template and list
- Follow up to discuss outcomes

Hi **[Faculty Name]**,

As a retention initiative this semester, I'm asking for your help: please email your advisees listed below who have not registered for spring classes.

This list was generated with the new SSC Platform by looking to see which students are currently enrolled this fall semester and have not registered for any spring classes (and who had less than 106 earned credits).

Name	Student ID	Email
David Johnson	345354323	dj@whitehurst
Jamie Studwell	097568904	js@whitehurst
Ryan Grail	853409852	rg@whitehurst

For your convenience, below is a sample email that you could edit and send.

Thank you for your help in advance for this important retention effort!

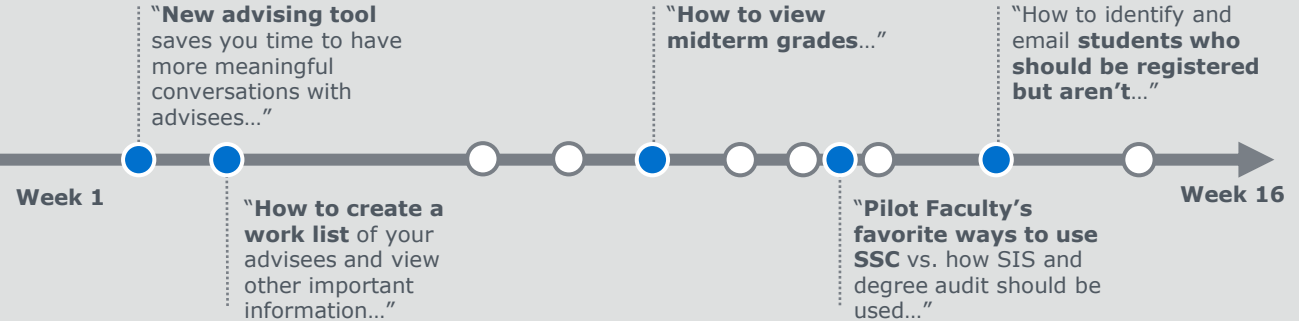
Nudge Emails at Shippensburg

Program Owner Launches “Just-in-Time Tips” Email Series to Full Campus

Sample Email Calendar

Spring Break

Registration



Key Ingredients

Urgency in Messaging



Frequent emails with timely messaging motivate faculty to act in real time

Clear Action Steps



Content includes step-by-step guides and links to other detailed resources

Behavior Reinforcement



Constant reminders reinforce the value SSC brings faculty and students

Peer Validation



Featuring quotes from other faculty users validates the utility of SSC

What About Campaigns?

Faculty Highly Receptive to “Micro-Campaigns” as a Way to Scale Support

A micro-campaign is a targeted advising campaign that is:

- **Short-term**
6 weeks or shorter
- **Small-scale**
15 students or fewer

Indiana Univ. of Pennsylvania’s Pilot Micro-Campaigns



Why Micro-Campaigns Work



Manageable

A campaign list of less than 10 students is not daunting, especially with available SSC templates and resources



Humanizing

Faculty can feasibly connect with and mentor each individual student in the campaign



Immediate Impact

Faculty see positive results within a matter of weeks, building trust in SSC and a more proactive approach



SSC Resonating with IUP Faculty Pilot Groups

Positive Survey Responses After Completion of Micro-Campaigns

“Prior to my first becoming involved [in a campaign] early this spring, SSC was unknown to me. I believe that, if adopted here, SSC will help our faculty to work with our students to better ensure their success.

Faculty Advisor

“Since the training, I have advised nine students and documented all nine in [SSC]. I love it! I set reminders for the day each student registers, so I can check in with them to see if they get the courses they need. It's going to be so nice to be all ready and up-to-date with them when they walk in the door!

Faculty Advisor

Three Key Steps to Activate Faculty



Work with the Willing



Strategically leverage and incentivize top faculty utilizers

- Specialized advising caseloads (UMass Dartmouth)
- Strategic group advising (UNC)
- Options for and Incentivizing Faculty



Leverage Peer Influence



Rely on faculty to teach, train, and engage other faculty

- Faculty representatives (Point Loma)
- Faculty peer trainer and “consultant” (Hamline)



Make It Manageable



Remove barriers and find ways to fit SSC into existing processes

- Faculty Resource Portals (UWG, IUP)
- Nudge Emails (Shippensburg)
- Micro-Campaigns (IUP)



EAB

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