Example Advising Metrics

How to Use This Tool	• Design individual advisor performance evaluations by measuring success metrics within each advisor's caseload • Assess the overall performance of advising by measuring success metrics for the overall student body
Who Should Use This Tool	• The most senior leader who oversees academic advising (e.g., Director or AVP of Academic Advising) • The most senior leader charged with assessing advising (e.g., AVP of Institutional Effectiveness or Director of Student Success Effectiveness)

Advising Success Metrics
% response rate to advisor emails, texts, or push notifications
% of students who had at least one advising appointment in the past year
% of early alerts or flags that resulted in an intervention by the advisor
% of referrals that resulted in a student meeting with the desired support service
% of students submitting a degree plan
% of students declaring a major on time
% of students whose GPA improved term-over-term
% credits earned (vs. credits attempted)
# credits earned per year
% of students who received a passing grade in critical gateway or milestone courses
% of students registering for the next term
% of students who refiled the FAFSA
% of students who had an internship or job shadow
% of students who joined a student organization, volunteered, or played an intramural sport
# of excess credits earned[1] (by graduating students)

1) A lower number is better.

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