

CASE STUDY

How One University Lowered Barriers to Student Success with a New Advising Model

BACKGROUND

The partner institution is a private R1 university located in the Midwest region of the U.S.



KEY RESULTS

2x-5x

Faster implementation of the new advising model working with EAB than working alone

100%

Staff retained in the move to the new advising model

OPPORTUNITY

The partner university needed to reorganize their advising model to make it easier for both staff and students to navigate

The institution's advising model left a lack of clarity between the roles of the academic advisor and student success coach, which were each housed in different parts of the university. This created internal conflict between people in those positions, leading to churn. It also caused confusion for students on navigating their academic and institutional experience.

SOLUTION

EAB provided end-to-end support, from diagnosing the problem through implementation of a new, holistic advising model

An EAB Senior Research Advisor (SRA) conducted a listening tour to identify the root causes of the problem the institution was facing, and developed and helped execute a plan to create a best-in-class advising model that met their needs. He designed communications for stakeholder groups, served as an advisor for their committee, provided example job descriptions, and recommended and helped implement org structure changes for academic and student affairs related to the new advising model.

IMPACT

The partner university overcame a longstanding hurdle by implementing an enhanced advising model that meets student and staff needs, all in a single academic year with no staff attrition

The institution leveraged EAB's analysis, and subject matter and change management expertise to implement a new centralized advising model with a single point of contact, lowering student barriers to accessing services. EAB's process and communication support managed internal conflict, helping the university retain 100% of staff, and saved them an estimated 1-4 academic years of work.

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I used to think that EAB's research was too general for the level of support we needed.

I've been very impressed with how they've worked with us on this and have never been so happy to be wrong.

Provost

Private Research University

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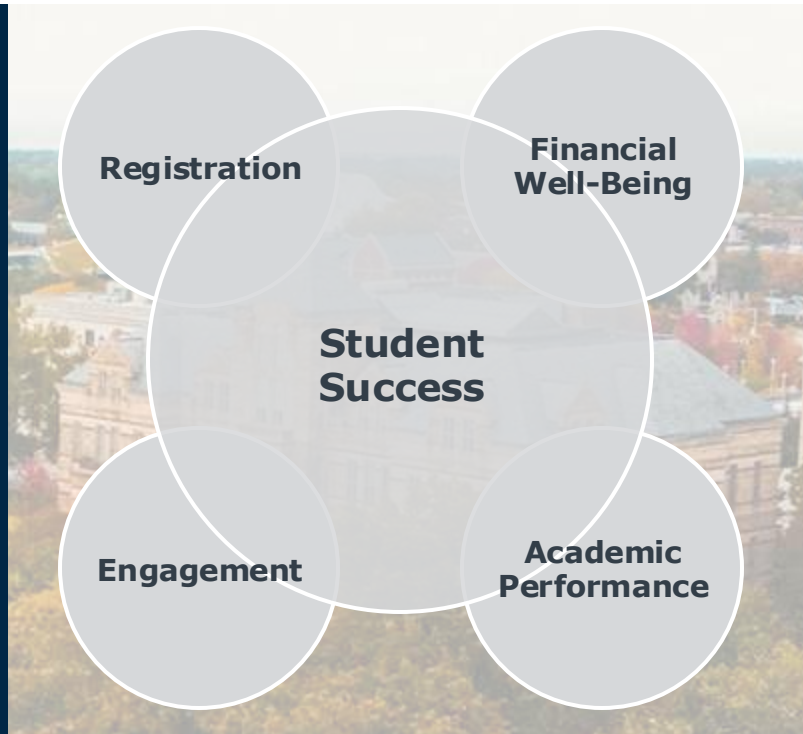
Best Practice Approach for Designing Advising Models

ANATOMY OF THE ADVISOR OF THE FUTURE

Many advisors view their role with registration at the core and student success as an add-on. This was the role's original purpose and how advisors have been incentivized to spend time. However, this narrow scope leaves the **underlying issues related to student persistence and success untreated**.

Giving students the holistic support they need requires us to **rethink the role of the advisor**, putting student success at the core. This **multi-dimensional support philosophy** will need to expand to include things like finances, academic performance, and campus engagement.

To start, institutions need to change their job descriptions and performance reviews to **hold advisors accountable for a broader range of success metrics**.



EAB'S STEP-BY-STEP SUPPORT FOR DESIGNING AN EFFECTIVE ADVISING MODEL

1. Build the Case for Advising Reform

- **Gather input** via focus groups of 1:1 interviews from stakeholders on desired advising model
- Complete EAB's **Advising Program Diagnostic** to evaluate your current strategy
- **Design advising roles** in consultation with an EAB expert
- EAB-facilitated workshop on **student-centered advising**



2. Define Advising for Your Institution

- **Define advising roles** and **career ladder** for professional advisors
- Propose budget for funding the investment to reallocate or acquire resources to **fund personnel or tech changes**
- Determine **reporting lines** and advisor caseloads
- Reinforce the value of **faculty/professional advisor collaboration** with an EAB-facilitated workshop



3. Create and Communicate Implementation Plan

- Review your **advising proposal** with an EAB expert
- **Develop transition plan** to minimize student impact and create **hiring plan** for new positions
- Create **professional advisor training plan**, including KPIs, needs-based advising fundamentals, and communications
- **Finalize and share** reporting lines, caseload management, and broader strategy



Schedule time with an expert to discuss how EAB can help you improve the effectiveness of your advising model at eab.com/advisory-services