



## Student Services Annual Highlights 2014-2015

**Department Name: Academic and Career Advising**

### Dash Board Indicators:

Student Contacts	June 2013- May 2014	June 2014- May 2015
In Person contacts (Walk-ins, Appointments)	55,276	61,908*
Phone and text	13,980	18,689*
Email and Chat	26,266	35,477*
President's and Dean's Lists	570	450
Academic Standards intervention	2,582	1,578
Career Advising (Fair, Discovery Series, Assessments & classroom presentations)	1,042	2,427
Transfer Events & attendance	447/6,734	474/ 7,183
Financial Aid Satisfactory Progress	1,698	1,140*
Continuation of Funding	1,664	1,436*

\*Includes SAT student contacts.

Numbers may include repeat visits to an advisor from the same student.

This data is reported by AdvisorTrac and individual advisors. They submit their monthly report to the Technician and she compiles the data for final tabulation in May each year.

The Advising Management Team uses this data to understand students' preferences in how they would like to communicate with the advisors. It also assists in evaluating student attendance to certain events and the demand for services. This understanding helps, in part, with the decision-making process in approving vacation, deciding on days for special events or meetings, and adjusting advisor's work schedules for additional coverage during the busiest times of the day, month or year.

The busiest months of the year continue to be August and January for both hourly and credit program advisors. Other months with a large number of student visits, incoming email, text, chat and phone calls from students include, June, July and October for SAT and April, May and November for the credit programs (See Attachment # 1).

Besides face-to-face contacts, there is an increased number of students who want to contact the advisors using technology. They represent an additional 55,192 student contacts or 45% of the overall student contacts for 2014-15. Most of the incoming emails are reported by the program advisors and phone calls by SAT and program advisors.

Further study has been initiated to understand the decline in the number of students attending special events, such as the President's and Dean's Lists reception, and the reduced number of students visiting with an advisor for academic progress intervention (Academic Standards).

### **Programming or Service Highlights:**

In support of SLCC quality instruction, Academic and Career Advising sponsored several events that recognized students' academic progress and engagement, as well as, completion of a degree.

- The Dean's and President's Lists reception, honoring our students whose GPA was 3.5 and above while taking 15+ credits per semester, had an attendance of 450 students and guesses.
- FUNDET and Academic Advising teamed up to celebrate the graduation of 19 SAT students. There were 116 attendees to the event, among them community leaders, faculty, staff, students and their families.
- Una Mano Amiga, Peer Mentoring Recognition Dinner, recognized the achievement of Hispanic students as peer mentors, peer leaders, and graduates.
- Advising piloted the Triumphal Arch, a rite-of-passage tradition celebrating the connection between the institution and graduates. The celebration was held east of the Student Center area. After a short speech from the Director of Academic Advising, celebrating the transition of graduates transferring to a four-year institution or to the workforce, the graduates were invited to pass under a balloon arch and had their pictures taken with their family. The graduated students from FUNDET, Una Mano Amiga Peer Mentoring, and ethnic minority students participated on the event.

Academic and Career Advising supports staff development activities that increases accuracy and efficient delivery of information to the students. The staff had several opportunities for training through attendance at conferences, webinars, presenting at conferences, and completing department recertification as Academic and Career Advisors.

- Advisors attended these webinars: Appreciative Advising: The 6 Phases that Lead to Student Success; Aspiration to Achieve: Men of Color and Community Colleges; Assessing Academic Advisor Training; Academic Advising for At-Risk Populations: First Year, Multicultural & Underprepared Students. In addition, there were visits to four year institutions, among them: University of Utah, Columbia College and Westminster College.
- As part of the Talent Management structure and considering the needs of the department, Advising opened four Advisor 3 positions. All of those positions have been filled by current Advising staff.

- Advisors presented and/or attended the 2014 NCCHC Symposium, NACADA Regional and Nacional Conferences, Utah Career Development Association, NACADA Region 10 mentor for 2014/15, Utah Advising Association, UDME for supervisors, Region V NASPA Conference, and What is an Educated Person Conference.

Another way to encourage staff development is providing opportunities for the advisors to be recognized for their excellent work. This year, Academic and Career Advising received two institutional recognitions:

- The Peer Mentoring Program, Una Mano Amiga, was selected to be forwarded to the Utah Higher Education Commission to represent SLCC's innovative practices in promoting student success.
- Academic and Career Advising was recognized with the award "Excellence in Innovation" 2014-15 by SLCC Center of Innovation for promoting academic excellence through recognition. Each year, the Department plans *The Annual President's and Dean's Lists Recognition Reception* event to publicly recognize students that have demonstrated outstanding academic performance during one or more semesters in a year. Many of them accomplished this honor in addition to other responsibilities, including work and family.

The guidance of students who may be exploring a major or confirming their career choice is one of the responsibilities of Advising. To reach a larger number of students, Advising supported two larger events/activities:

- Created the Major and Career Discovery Series, a free online course for major exploration, informational resources, and interactive activities. 1,693 individuals are signed up for the course in Canvas.
- After ten years presenting the Majors to Career Fair, Advising teamed up with Career and Student Employment Services to present a joint event, Jobs and Major Fair in September 2014. We considered the event a success, based on student attendance (over 450) and feedback from students, staff and faculty.

Academic and Career Advising uses technology to improve practices.

- Implemented Book Me, an online self-appointment platform system.
- Continuous refinement of Advisor Trac.
- Use of Canvas for Advisor and Front Desk training and assessment.
- FYE tutorial burned to CD to play on TV in Main Office Lobby.
- Use of Canvas for training students in career exploration.

Advising presented several activities targeted to diverse groups of students who have been historically underrepresented in higher education. The multicultural advisors supported the students by presenting socials, advising students clubs, organizing peer mentoring programs and participating in the community at large.

- Presented the Multicultural New Student Social. The purpose of this event was to introduce first-semester College students from diverse ethnic backgrounds to their multicultural advisor and make them aware of services available to them on campus and in their community. Five percent of the students invited attended the event (74). The program format and promotion of the event has been reviewed to increase attendance in future events.
- Presented the 2014 African and African-American students College Days. Co-sponsored the Native American Youth Conference, co-sponsored the Expect the Great event presented by Utah System of Higher Education. Co-sponsored Miss Model International Pageant, and Dia De los Muertos Gallery Exhibit.

- In 2014, Una Mano Amiga, Peer Mentoring programs at South City and Redwood Campuses, presented 66 activities with an attendance of 3,420 students.

The primary objective of sixty percent of SLCC students is to transfer to a four-year institution. To assist the students with this objective, Academic and Career Advising presented transfer activities and specialized program advising.

- The Transfer Center presented 474 events that included recruiter tables, drop-in advisor tables, workshops, College/University Fair, Transfer Days, and Major Fairs.
- The Assistant Director Chaired the newly formed Technical Analysis Committee allowing Advising to provide input in curriculum issues that may have a great impact on student degree completion and the overall organization of the group.
- Developed a handout "When to see a program advisor" to prepare students for an advising session with the advisor in the program of their choice.
- Contributed to the development of flowcharts for relevant majors and graduation maps.
- Program advisors attended UVU Technical Management program lunch with Utah Valley University colleagues to learn about their degrees.
- Organized an Education Major panel with 18 representatives from universities. There were 70 students attending the event.
- Participated in the Social Work Symposium with 55 students in attendance.
- Coordinated student attendance to the Society of Hispanic Professional Engineers Conference at Utah State University.
- Presented in the Faculty Convention and Adjunct Faculty Orientation.
- Attended the University of Utah (UAAC) Advising Conference to update information on transfer and articulation programs.

With the addition of one full-time advisor and one part-time support position, Advising opened an Academic Achievement Center to better coordinate the activities and interventions of the department in improving the academic progress of the students and honoring high achievers. Some of the activities of this unit of Advising include:

- Invited faculty to refer students who were experiencing difficulties in the classroom, for advisors to contact the students and offer intervention as needed. An average of 69 faculty members referred 1,336 students for early intervention during Fall 2014 and Spring 2015.
- Published the 2014-2015 Student Planner to assist students in improving their time management skills. The name of the Academic Achievement Center was launched with this planner.
- Revised all printed material and content of the Academic Success Workshops.
- Published a one-page article about Academic and Career Advising in the first issue of the Globe Newspaper.
- Provided snacks for 2,500 students during their midterm and final tests. Wells Fargo Bank granted \$5,000 for this project, "Food For A Grade".

## **Assessment Highlights:**

AdvisorTrac, software for students' tracking, has been implemented at all campuses for almost two years now. Advising is evaluating the value of this product. For this purpose, students, advisors and system administrators provided their feedback on the usage of AdvisorTrac.

Students (42):

- It is extremely or very easy for them to login in AdvisorTrac.
- Most of them (81%) found the purpose for their visit in the menu.
- Most of them (76%) felt the computer system will ensure their place in line.

Advisors (23)

- Advisors (74%) rarely need data from AdvisorTrac.
- Advisors (78%) are extremely, very, or moderately satisfied logging everyday into the system.
- Advisors (61%) use the input of the students when signing in AdvisorTrac to understand the purpose of the students' visit.
- 16 advisors expressed their satisfaction with AdvisorTrac identifying the order how the students need to be served.
- The advisors would like improvements in speed (18) and reliability (13) when using AdvisorTrac.

System Administrator for AdvisorTrac (1)

- Recommend to replace AdvisorTrac with another product that can handle a large number of students' intake at all times.

A technology committee will be formed to further study the need for efficient and effective software that may replace AdvisorTrac.

6/16/15

Sonia Parker