

# NACADA

National ACademic ADvising Association

## The Global Community for Academic Advising

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# *Enhancing the Culture of Student Success and Persistence through Academic Advising*

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# NACADA

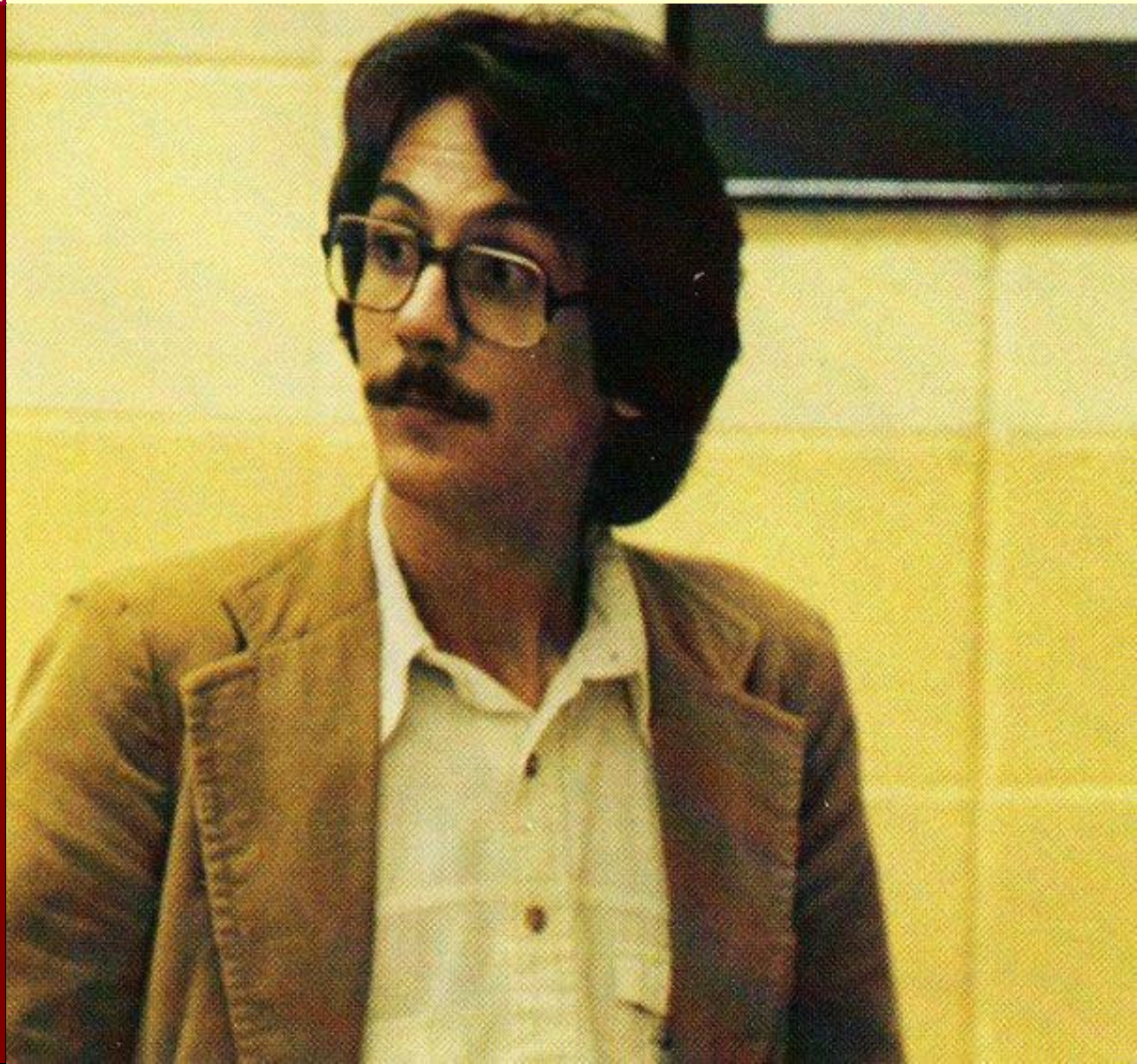
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Making the simple complicated is commonplace. Making the complicated simple, awesomely simple, that's creativity.

Charles Mingus




**People will forget what you say.  
They will even forget what you do.  
But they never forget how you made  
them feel.**

Maya Angelou




Advising is viewed as a way to connect students to the campus and help them feel that someone is looking out for them.

George Kuh  
Student Success in College (2005)



Good advising may be the single most underestimated characteristic of a successful college experience.

Richard Light  
Making the Most of College (2001)



Advisors are interpreters who help students navigate their new world. As such, academic advisors have to make connections.

Nancy King  
Kennesaw State University

# Advising and Retention

- In a 2004 Pell Institute Report, Tinto states the campuses that support student retention must have programs that:
  - Teach students how to make decisions effectively
  - Teach students how to investigate and make decisions on careers and majors
  - Teach students how to maneuver higher education channels and to identify and utilize support services

# Advising and Retention

## WHAT DO STUDENTS WANT FROM ADVISORS?



Accurate Information

“Do they know?”

Accessibility

“Are they there?”

Caring Attitude

“Do they care?”

Academic Advising's role is to direct students toward the "right activities".

HIGH IMPACT ACTIVITIES are those initiatives identified by practitioners such as Kuh, Gardner, Tinto, and the AAC&U's Leap Initiatives, that have had positive impact on students' educational experiences, and, in turn, their retention and persistence.

- First-Year Seminars and Experiences
- Common Intellectual Experiences
- Learning Communities
- Writing-Intensive Courses
- Collaborative Assignments and Projects
- Undergraduate Research
- Diversity/Global Learning
- Service Learning, Community-Based Learning
- Internships
- Capstone Courses and Projects

- Engagement in **HIGH IMPACT ACTIVITIES** leads to gains in
  - Deep Learning
  - General Gains
  - Personal Gains
  - Practical Gains



# Five Strategies for Advisors to Focus on Student Success

# 1. Adopt a Talent Development Approach to Advising

- Know your students
  - Who are they? What are they telling you?
    - An entitlement mentality
    - More diverse than previous groups
    - Techno-savvy “NetGens”



# **1. Adopt a Talent Development Approach to Advising**

- Meet students “where they are”—academically, socially, psychologically, culturally
- Set high expectations—challenge, implore, cajole, and support



## **2. Make Advising a Tag Team Activity**

- Share responsibility for student success
- Draw on multiple sources of expertise and perspectives on students

### **3. Help Students Map Out a Path to Success**

- Draw a Map for student success
- Teach newcomers about the campus culture
- Emphasize student initiative
- Point students to programs, resources, and activities that work



## **4. Make Every Interaction Meaningful**

- Participate and connect before college and during orientation
- Provide accurate information
- Push students to THINK!!
- Develop peer mentoring programs
- Imbed advising into a first-year program

## **5. Focus on Culture Sooner Than Later**

- Identify cultural properties that impede advisor effectiveness and student success
- Expand the number of cultural practitioners in advising
- Install an ethic of positive cultural communication

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# What Academic Advising Communities Must Do

- **Investigate, study, and analyze the literature and research in retention and persistence**
- **Analyze the key issues on your campus:**
  - Target Populations which are need in support or assistance
  - Risk factors affecting the target populations
  - Commitment levels of the target populations
  - What institution is or is not doing that negatively or positively affects student retention and persistence

# **What Academic Advising Communities Must Do**

- **Develop institutional definitions for student success, retention, and persistence.**
- **Develop strategic collaborative partnerships across the institution. The partnerships between faculty and professional advisors are critical**
- **Identify the key players on campus you must have involved in the initiative development, implementation, and support.**
- **Develop a plan for leadership which has authority and a communication plan that crosses all aspects of the campus.**



***What Is Our Responsibility for  
Ensuring Academic Advising  
Becomes Recognized as a  
Profession and We On Our  
Campuses Are Respected For the  
Work We Do for the Academic  
Mission  
of the Institution?***

## The Professionalization of Academic Advising: Where Are We in 2010?

- *Leigh S. Shaffer, West Chester University*
- *Jacqueline M. Zalewski, West Chester University*
- *John Leveille, West Chester University*

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- Define more clearly our field of study, our discipline, and our body of research
- Make the discussion of our discipline, skills, and strategies an expectation and a requirement on our campuses – not a luxury
- Take an active participatory role in the scholarly inquiry of our field – research, analysis, and publication

- Share with academic colleagues and administrators our field of study and research
- Participate in scholarly inquiry and study:
  - Attending and presenting at NACADA conferences
  - Publishing in the field
  - Taking part of the graduate preparation opportunities
- Join NACADA and participate

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Clearly, due to a myriad of reasons, higher education across the world is at a pivotal place in history; but no reason is as important as the increasing focus on Student Success! Academic advising is key to this success. I encourage all of NACADA's nearly 10,000 members to be active participants in the change of culture at our institutions. Begin today –share this issue of *Academic Advising Today with campus administrators*; use the vast resources available through your NACADA membership to influence campus decision-makers.

Stand up and become the key advocate for student success and academic advising on campus!

Charlie Nutt , NACADA AAT Spring 2010



**Thank You!**

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