INITIATIVE: Advisement Restructuring

Strategic Priority: Exceptional Student Experience

Goal: Achieve national distinction for success in retention and graduation rates

Key Metrics: Retention and graduation rates

Persons with Primary Responsibility:
- Rodner Wright (Interim Provost and VP for Academic Affairs)
- William Hudson (VP for Student Affairs)
Current Advisement Structure

Current advisement structure implemented in 2014

Housed within the Division of Academic Affairs

- Provost and Vice President for Academic Affairs
- Associate Provost for Undergraduate Education

- ACADEMIC INTEGRATION AND STUDENT TRANSITIONAL SERVICES
  - First-Year Experience Program
  - Transfer Student Services
  - Living-Learning Communities
  - Dual Enrollment

- ACADEMIC EXCELLENCE
  - Advisement
  - Financial Literacy
  - Learning Centers

- DEVELOPMENTAL STUDIES/OFFICE OF ACCESS AND OPPORTUNITIES
  - Access Summer Bridge
  - Developmental Studies Faculty
## Current Advisement Structure

<table>
<thead>
<tr>
<th>Unit</th>
<th>Undergraduate Enrollment</th>
<th>Advisors</th>
<th>Student/Advisor Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>*College of Agriculture and Food Sciences</td>
<td>209</td>
<td>1</td>
<td>209:1</td>
</tr>
<tr>
<td>College of Education</td>
<td>272</td>
<td>1</td>
<td>272:1</td>
</tr>
<tr>
<td>FAMU-FSU College of Engineering</td>
<td>301</td>
<td>1</td>
<td>301:1</td>
</tr>
<tr>
<td>College of Law</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>*College of Pharmacy and Pharmaceutical Sciences</td>
<td>507</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>College of Social Sciences, Arts and Humanities</td>
<td>1853</td>
<td>8</td>
<td>232:1</td>
</tr>
<tr>
<td>College of Science and Technology</td>
<td>973</td>
<td>5</td>
<td>195:1</td>
</tr>
<tr>
<td>School of Allied Health Sciences</td>
<td>978</td>
<td>5</td>
<td>196:1</td>
</tr>
<tr>
<td>*School of Architecture and Engineering Technology</td>
<td>186</td>
<td>1</td>
<td>186:1</td>
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<tr>
<td>School of Business and Industry</td>
<td>784</td>
<td>2</td>
<td>392:1</td>
</tr>
<tr>
<td>*School of the Environment</td>
<td>38</td>
<td>1</td>
<td>38:1</td>
</tr>
<tr>
<td>School of Journalism and Graphic Communications</td>
<td>549</td>
<td>2</td>
<td>275:1</td>
</tr>
<tr>
<td>School of Nursing</td>
<td>456</td>
<td>1</td>
<td>456:1</td>
</tr>
<tr>
<td>Undeclared Majors</td>
<td>258</td>
<td>1</td>
<td>258:1</td>
</tr>
</tbody>
</table>

*The advisor is assigned to all three programs

*Advisors are funded by the college

### Decentralized model

- 29 full-time advisors
  - 14 supported on grant funds (Title III)
  - 15 supported on state funds (E&G)
- $36,000 average salary
- ~$1.6M annual budget
Challenges with Current Structure

Need for significant progress on key performance indicators

Need for a more holistic and integrated campus-wide approach to enrollment management and student success

The full-time advisors have faculty status (this is not a best practice)
Proposed Advisement Structure

Guiding Questions

How do we collectively contribute to our student success goals?

Are there new approaches that we can utilize to support high risk populations?

How do we collaborate?

Are we structured in the most effective and efficient manner to produce desired results?

How do we assess and maintain accountability?
Goals
• Establish an Enrollment Management unit within the Division of Student Affairs
• Hire a proven enrollment management professional (Associate VP)
• Place advisement under Enrollment Management and reclassify advisors as staff (A&P)

Enrollment Management
“A set of well-planned activities designed to shape the enrollment of an institution and meet established goals”

Rationale
Facilitate the use of a more strategic institutional approach to managing enrollment and optimizing student success goals

Based on Proven Best Practices
Example:
Enrollment Services Unit at Georgia State University
• Admissions
• Advisement
• Student Success
• Registration
• Financial Services
• Scholarships
• Career Services
• Welcome Center
Proposed Advisement Structure

Responsible for developing and implementing holistic recruitment, enrollment, persistence, graduation, and employment strategies necessary to achieve the University’s enrollment and student success goals.
Proposed Advisement Structure

Benefits of New Advisement Structure
In alignment with best practices

Increased use of intrusive advisement approaches

Better coordination of advisement office with other student support services areas (new CASS facility will facilitate efforts)

• Admissions/Recruitment (access to profiles of incoming students)
• New Student Orientation (major matching)
• Financial Aid (SAP intervention, financial literacy)
• Career Center (soft skills, professional development, resume prep)

Higher level of accountability for achieving student success goals

Increased use of technology

• Early-alert systems
• Predictive analytics
The Student Experience

Pre-Enrollment
Recruitment
Application
Acceptance
Career Focus Inventory

Initial On-boarding
Advisor Review of Academic Profile
New Student Orientation
Initial Academic Advising
Major Matching

Matriculation
Course Assessment
Academic Advisement
Intrusive Advisement
Financial Literacy
Career Development
Goals for Key Metrics

Graduation Rates

- **4-Year FTIC**
  - 2012: 12%
  - 2013: 11%
  - 2014: 12%
  - 2015: 14%
  - 2016: 18%
  - 2017: 20.7%

- **6-Year FTIC**
  - 2012: 39.5%
  - 2013: 40.8%
  - 2014: 39.3%
  - 2015: 38.6%
  - 2016: 40.7%
  - 2017: 46%

- **FCS AA 4-Year**
  - 2012: 63%
  - 2013: 61%
  - 2014: 57%
  - 2015: 56%
  - 2016: 64%
  - 2017: 62%
  - 2018: 66%
  - 2019: 68%
  - 2020: 70%
  - 2021: 70%
  - 2022: 70%

Preliminary data
Goals for Key Metrics

Academic Progress Rate

Cohort


63.3% 69% 70.1% 75.4% 74.6% 80% 83% 85% 87% 88%
Timeline

Spring 2018: Reclassification and transfer of positions
April - May 2018: Advisor orientation and training
June 2018: Full implementation