Reaching, Engaging, and Retaining Students: The Future of Academic Advising

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

Nancy King
Kennesaw State University
Global Economic Downturn

• Budget cuts will become new base for future, setting many institutions back years in financial progress

• Student enrollment may still increase; therefore, need for services and student support will increase

• Recognition we must maintain the academic support for students, including academic advising

• Increased appreciation and value for academic advising and the experiences that advising provides to connect students to the campus.
Global Economic Downturn

• Increased need for institution-wide collaborations and/or expanded roles by individuals
  • Academic Advising units across campus
  • Financial Assistance
  • Major & Career Exploration
  • Counseling Services
  • Orientation/Admissions
  • Registrar
  • Parent Relations
Accountability of Academic Advising

• Increase in the call for academic advising to produce results
  – Graduation rates
  – Retention rates
  – Enrollment

• Advising administrators
  – Data collection/use of research
  – Intentional strategies to avoid the “bad advising is causing our problems” belief
  – Demonstrate each year what strategies your office implements to address persistence, engagement, retention and graduation rates
Accountability of Academic Advising

- Academic advisors are the “face” of the institution (positive and negative)
- Academic advisors have tremendous power to effect student decision making
- Be aware of others on campus who support your academic advising efforts and policies, and aware of those whose policies and procedures may conflict with your advising procedures
Academic Advising As A Discipline

• Becoming highly respected and valued profession

• NACADA membership nearly 11,000 in more than 25 countries

• Critical to promote, participate in, and publish research and scholarly inquiry related to academic advising
Academic Advising As A Discipline

- NACADA increasing support of research and scholarly inquiry
- Research grants
- Strengthen NACADA Journal
- Advising administrators are encouraged to develop programs supporting research activities
- Collaboration between advising administrators & programs and faculty across campuses and institutions
Technology and Academic Advising

- Students always seem to be a step ahead of advisors
- New generation of advisors can help keep up with student usage of technology
- Advising community must actively explore how technologies can enhance the student advising experience
- NACADA will improve use of technology for members
International Academic Advising

- Over 25 countries currently represented
- Internationalization of NACADA task force
  - NACADA name (possible tag line) being revisited
  - Regional affiliation for members outside of North America
  - NACADA leadership becoming more creative and intentional regarding future association activities
Diversity Academic Advising

- Diversity focus must continue to be a critical value as all institutions continue to become representative of community populations
  - International
  - Ethnic/Racial
  - Cultural
  - Religious
  - LGBTQ
  - Disability status
  - Etc. etc. etc.

- Advising staffs must represent student populations
Here Is To The Next 30 Years!

• NACADA 30th birthday in San Antonio

• NACADA is “now one of the big dawgs”

• NACADA members determine NACADA’s success – we can’t do it without YOU!

• Get Stay involved and help NACADA continue on the path of professional excellence