

5-2005

AQIP Project Academic Advising Services

Faculty Senate

Action Project Worksheet Eastern Michigan University, Ypsilanti, MI	<i>Challenging</i> _ <u>X</u> _ _ _ <i>Easy</i> <i>Simple</i> _ _ _ <u>X</u> _ _ <i>Complex</i> <i>High Payoff</i> _ <u>X</u> _ _ _ _ <i>Low</i>
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Action Project Idea: Evaluate and strengthen academic advising services for undergraduate students including service provided by faculty advisors, the college advising centers, Continuing Education and the Academic Advising Center.

AQIP Criterion in which this primarily relates:	Primary	1 Helping Students Learn
	Related	3 Understanding Students' and Other Stakeholders' Needs
	Related	6 Supporting Institutional Operations
	Related	9 Building Collaborative Relationships

Briefly describe what you would like this Project to accomplish:

This project would involve a comprehensive review of undergraduate academic advising services at Eastern Michigan University to better respond to student advising needs. This project would entail identifying and mapping the key processes of the units to determine potential areas of improvement, and would provide the opportunity to identify barriers that exist. Documenting the process flow will eliminate non-value-added practices, remove barriers, and create enhancements that would improve the student's academic advising experience.

Specific accomplishment could include:

1. Improved delivery of services to students new to the university.
2. Develop a seamless transition from general to programmatic advising services.
3. Increased coordination of advising services between the Academic Advising Center, the college advising centers, Continuing Education and faculty advisors.
4. Improved delivery of advising services within faculty departments.
5. Increased motivation for students to utilize advising services.

Where did the idea or stimulus for this Action Project originate?

Representatives from several student leadership groups approached the Academic Advising Center to inquire about academic advising services at Eastern Michigan University. They were expressing anecdotal experiences of dissatisfaction with academic advising experiences and asked for a reevaluation of our current practices.

Which specific needs of your students or other external stakeholders would be better met if you accomplished this Project? How?

Student academic advising needs could be better met with a review/evaluation of services with appropriate changes implemented. This would yield greater satisfaction with the EMU experience and potentially more loyal alumni in the future.

Specific outcomes could include:

1. More efficient selection of courses by students could reduce unneeded electives.
2. This would to more cost effective degree completion for students.
3. Improve the university student retention and graduation rates.
4. Better informed and educated students will lead to greater student satisfaction.

How would doing this Project allow you to better meet your employees needs? Which, specifically?

This project would improve the communication between staff and faculty who provide academic advising services. It would enhance the recognition and importance of the academic advising function and provide an incentive for providing improved service.

How would accomplishing this Project change or affect your institution's culture?

This project would affect academic advising services and how they are provided to students. The institution and responsible staff must be willing to objectively look at the data and student satisfaction in order to understand what changes are needed. The institution must be willing to change its culture based on results collected.

This project would create a greater respect for the role of academic advising as a responsibility and a key factor in student success. There is much evidence showing a high correlation between effective academic advising and student retention. It could also develop greater recognition and reward for the academic advising activities of faculty.

What leadership and employee enthusiasm and support is there for doing this Project now?

In the past there have been several Academic Advising Task Force studies and two academic advising consultations from Noel-Levitz and Ball State University. The University leadership has supported the importance of these activities and created expanded services with the creation of college advising centers.

There is a critical need to enhance the student experience during this period of budget and enrollment challenges. Greater student enrollment, completion and satisfaction are critical to the success of Eastern Michigan University.