

# Annual Assessment Report

## EXECUTIVE SUMMARY

**Unit name:** Student Advising Services

**Assessment year:** 2020-21

### **Mission**

The mission of Student Advising Services is to provide academic advisement to every student at each point on their path from admission to graduation, to enhance their college experience, support their educational development, and contribute to their professional growth.

### **Assessment results by goal and objectives**

**Goal 1:** Provide academic guidance, navigate administrative processes, policies and protocols

**Supporting Strategic Plan goal:**

- 1- Build Student Access and Success
- 3- Enrich the students' experience.

**Objective/outcome 1.1.** Assess the continuing students' satisfaction with their assigned advisors, advisement sessions, advisor accessibility and responsiveness.

**Measures – Student** satisfaction survey was designed.

**Overview of findings or outcomes** - 27% of students responded to the survey. Of those who responded, 53% were satisfied with their assigned advisors, and 57% felt advisors were accessible. Contrary to the satisfaction of accessibility, the comments repeatedly addressed accessibility as a concern.

**Overview of recommendations and next steps** – expanding virtual drop-in services to take place half days three days as opposed to one entire day. In addition, expanding appointment offerings from 17 hours a week to 30 hours. Thus, offering a robust calendar of availability for students.

**Objective/outcome 1.2:** Assess the student advisement experience of new and transfer students throughout the enrollment cycle, advisor accessibility, responsiveness, and PAR enrollment process.

**Measures** – Satisfaction Survey

**Overview of findings or outcomes** – Survey was sent to 1454 New Students, of which 148 responded- 10% response rate. 40% were registered by the College via the PAR process, 50% made an appointment to connect with an advisor. 64% were satisfied with their advising sessions while 24% were neutral on this question and 12% reported as being dissatisfied. 73% reported they were satisfied with the overall experience of becoming a student at LaGuardia. The survey will be used to establish a baseline for future modalities of administering the survey to increase participation.

**Overview of recommendations and next steps** - Next steps would include exploration of different tools to administer the survey. We would work closely with the Student Information Center to explore incorporating texting

**Goal 2:** Inform students about their options regarding curriculum, degree planning, graduation requirements and campus resources

**Supporting Strategic Plan goal:**

1- Build Student Access and Success

2-Strengthen Learning for Students - and for Faculty, Staff and the College

**Objective/outcome 2.1** Students will be introduced to the information about 2-part semester, advising services, paying for college, career exploration options.

**Measures** – Indirect Measures: Student Attendance in Fall 20 and Spring 21

**Overview of findings or outcomes** – Due to Covid-19 the Advising Information sessions were designed to include all students registered via the PAR process. The goal of the sessions was to introduce students to Advising Services, Financial Aid, Registration assistance, Center for Career and Professional Development. The Student Information Center supported the efforts by managing the chat and assisting with general student questions. All sessions were held virtually via Blackboard. 264 students starting in Fall 2020 made an appointment to attend a Virtual Info Session. 162 attended (61%) The goal for Spring 2021 was to increase the attendance. However, of 9 sessions offered we had to cancel 5 due to no or low registration rate. 44 students made an appointment to attend an Advising Info Session for Spring 2021 and 20 attended (46%). Compared to Fall 2020 there was a significant decline in attendance.

**Overview of recommendations and next steps** –

The Goal for Spring 2021 was to increase student attendance, however the data showed there was a decrease compared to Fall 2020. Next steps will include a deeper look into the frequency of the sessions offered for Fall 2021 and Spring 2022 as well as incorporating texting as a communication tool.

**Goal 3:** Increase student enrollment by improving students' registration processes

**Supporting Strategic Plan goal:** 1 - Build Student Access and Success.

3- Enrich the students' experience.

**Objective/outcome 3.1:** Institute the Pro-active Registration (PAR) for new(incoming) students

**Measures** – Quantitative- Conversion rates from PAR1 (proactively registered) to PAR2 (student accepted the registration).

**Overview of findings or outcomes** - For Fall 2020 76% of PAR enrolled students accepted their schedule. NSPAR Spring 2021 73% of PAR enrolled students accepted their schedule

**Overview of recommendations and next steps** – We learned that the proactive registration process is successful, however some students could not be proactively

registered due to various holds and required additional outreach. The PAR process has a start and an end date (deadlines)- giving students time to accept their registration and engage with an advisor. Next steps will include a more transparent communication process – on the student’s VIP page and a more robust campaign to accept the registration - including phone calls and texting (appendix B,C)

**Objective/outcome 3.2:** Institute the Pro-active Registration (PAR) for continuing students

**Measures** – Quantitative- Conversion rates from PAR1 (proactively registered) to PAR2 (student accepted the registration).

**Overview of findings or outcomes** - the conversion rate of 70% remained the same for fall 2020 and spring 2021.

**Overview of recommendations and next steps** – The process remained the same overall. Improvements were made to the advisor documentation process to reduce inconsistencies and improve overall documentation process. The creation of the Caseload Management system (CLM) system supported this effort.

### **Overall summary**

The strategies to advance students learning on skill sets to improve personal and professional development, inform students of their options regarding curriculum, degree planning, degree maps and to increase the student enrollment yielded successful results. Therefore, the office will continue to utilize these strategies to maintain these services for students. Assessing the student advisor relationship and services was important due to the ended period of remote work due to the pandemic. The insight from the students was valuable and identified gaps in our offering to provide service. Goal is to minimize these concerns and be assessable for students. Due to Covid-19, we will have to re-design some of our outreach and communication strategies as well as re-design the workshops, information sessions to accommodate all students in the new virtual mode of instruction. Lastly PAR has shown considerable reward to our enrollment efforts. Both NSPAR and PAR continued to achieve enrollment and retention targets this academic year. We continued with this process knowing fall 2021 enrollment season will potentially be the last time this process is to take place.

### **Appendices**

**Appendix A** – Advisor satisfaction survey results

**Appendix B** – Spring 2021 NSPAR Dashboard

**Appendix C** – Fall 2020 NSPAR Dashboard

**Appendix D** - PAR Report Continuing spring 2020 to fall 2020 final

**Appendix E**- PAR Report Continuing fall 2020 to spring 2021 final