

Annual Assessment Report EXECUTIVE SUMMARY

Unit name: Student Advising Services

Assessment year: 2021-22

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 new, transfer, readmitted and continuing students satisfaction with the advisement services, sessions, advisor accessibility and responsiveness

Measures – Student satisfaction survey

Overview of findings or outcomes - 747 students responded out of 6,135 Fall 2021 registrants (12% response rate). 41% of respondents reported their advising experience great; 20% reported the experience was average. 86% reported they were able to schedule a meeting with the advisor when needed. The response target was exceeded for Fall 2021. Due to change in SAS leadership Spring 2-22 survey was not sent to students.

Overview of recommendations and next steps – continue to offer virtual and in person 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. Review and possibly redesign the survey to be sent to Fall 2022 enrolled students

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 –Student Attendance in Fall 21 and Spring 22

Overview of findings or outcomes – Due to termination of the PAR process, the focus shifted to include 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 zoom. The Information sessions targeted any student ready to register for Fall 2021. 295 Students made an appointment to attend a virtual information session. 107 attended (36% show rate). 5 Sessions were offered and there was a decline in attendance compared to Spring 2021. For Spring 2022, 235 students made an appointment to attend a virtual information session. 70 attended (30% show rate). This is a decline in attendance compared to Fall 2021. For Spring we piloted information sessions targeting the ESL population. 46 students made an appointment to attend, 18 attended (39% show rate).

Overview of recommendations and next steps –

The Goal for 2021-22 was to increase student attendance, however the data showed there was a decrease. Next steps will include a deeper look into the frequency and content of the sessions offered for Fall 2022 and Spring 2023 as well as incorporating texting as a communication tool. We should consider terminating virtual information sessions and focus on offering in person session and more one on one sessions with registration as the outcome.

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: Pro-active Registration (PAR) for new(incoming) students

Measures – Conversion rates for new students

Overview of findings or outcomes - Pro-active Registration (PAR) for new students was discontinued.

Overview of recommendations and next steps – Starting with Fall 2021 PAR process was discontinued. Students were advised for courses and encouraged to register on their own.) Using Spring 2022 registration data, we will establish baseline registration % and target initiatives to support NEW student registration

Objective/outcome 3.2: 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 - Pro-active Registration (PAR) for continuing students was discontinued.

Overview of recommendations and next steps – Starting with Fall 2021 PAR process was discontinued. Advisors were assigned caseload and were working with students to advise them and assist student self-register. Students were advised for courses and encouraged to register on their own. Improvements were made to the advisor documentation process to reduce inconsistencies and improve

overall documentation process. Using Spring 2022 registration data, we will establish baseline registration % and target initiatives to support NEW student registration

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 still transitioning to a hybrid work environment. 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. We will continue to re-design our outreach and communication strategies as well as re-design the workshops, information sessions to accommodate all students in hybrid mode of instruction.

Lastly PAR has shown considerable reward to our enrollment efforts. PAR for new students and continuing students was discontinued. This resulted in some content revision of the workshops to encourage student registration and enrollment. Continuing students were assigned to advisors and advisor were able to advise and communicated with them in a timely manner.

Appendices

Appendix A – Advisor satisfaction survey results

Appendix B- Fall 2021 New Student Information Session report

Appendix C- Spring 2022 New Student Information Session report