

Academic Advising Model Gateway Technical College

“Bridging Gaps in Higher Education: Removing Faculty Advising & Transforming the Student Experience”

Director of Academic Advising
Olivia Mayen M.S.ED

Agenda

- Gateway Technical College Demographics
- Advising Model at Gateway (first half of students' program)
 - Academic Advising Syllabus
 - Student Onboarding Process
 - Academic Planning
 - Proactive Interventions and Communication Plan
- Faculty Advising (second half of students' program)
 - Faculty Advising Survey results
- Academic Advising Impact Student Outcomes
- Recommendation to remove Faculty Advising
 - Expand Professional Advising Model
- Best Practices



Gateway Technical College

- One of 16 colleges in the Wisconsin Technical College System
- Serving Racine, Kenosha & Walworth Counties on 3 main campuses and 6 centers
- Founded in 1911, first technical education institution in both WI and the United States
- Providing 70+ academic programs (certificates, technical diplomas, associate degrees)
- AY23/24- Serving 20,442 student headcount (7715 program student count, 4,952 FTE)
- #1 Dual Credit College in the state (2022-2023 7,327)



Student Demographic Data

Race/Ethnicity

- American/Indian
Alaskan Native: **0.3%**
- Asian: **1.5%**
- Black: **13.1%**
- Hispanic: **26.0%** (HSI
Designation Summer 25)
- Multiple: **5.2%**
- White: **52.9%**

Gender

- Male: **39.5%**
- Female: **60.5%**

Credit Load

- Part Time: **83.9%**
- Full Time: **16.1%**

Retention Rates (Cohort 2022):

- Retained to year 2: **68.9%**
- Retained to year 3: **54.7%**

Graduation Rates

- 3 year graduation: **45.4%** (cohort '22)
- 6 year retention: **43.9%** (*cohort '19*)

Program Students
AY 2023-24

Academic Advising at Gateway



Guided Pathways: The Road to Student Success

- Gateway joined the Guided Pathways network in 2017
 - National Student Success Framework, 2005
 - Student Ready Colleges VS College Ready Students
 - Three areas of the Student Experience: See the Road, Get on the Road, Stay on the Road

- Academic Advising is aligned with **Stay on the Road = RETENTION**
 - Academic Advising is at the heart of student retention
 - Academic Advising gained Administration support
 - NACADA Consultant (2019)
 - **Started a transition to shift from Transactional to Proactive Advising /relational**

Academic Advising Brand Identity

- **NACADA consultant recommendation**
 - Change how Academic Advising is viewed at Gateway
- **Committee formed**
 - Advising philosophy created in line with Gateway's vision statement
- **Academic Advising Syllabus**
 - Condensed information to key points
 - Referenced WTCS and 4 year university syllabi for inspiration

“Academic Advising is a valuable relationship to help students achieve academic and personal success. In partnership with each student, we proactively design academic plans, provide guidance and foster growth so that students persist towards accomplishing their educational goals and prosper as individuals”

My Academic Advising Checklist

First Semester

- Review program pre/co-requisites/ curriculum sheet
- Enroll in first semester courses
- Know, access and navigate My Gateway
- Know important dates on the academic calendar
- Meet with your advisor to discuss goals, interests and concerns
- Become acquainted with campus resources (tutoring, educational support services, counseling and advising)
- Meet with your instructor(s) when you need assistance
- Create your academic plan with your academic advisor

Second Semester

- Know your registration date
- Meet with your academic advisor to update or make adjustments to your academic plan
- Make sure you are on track to graduation according to your academic plan
- Get involved in student clubs and activities

Continuing

- Attend a transfer fair
- Visit with Career and Employment Services to develop your resume, enhance interview skills and explore job search resources
- Assess your progress toward graduation

Defining Academic Advising at Gateway

Academic Advisors	Peer Advisors	Faculty Advisors
Assist students with creating an academic plan from first semester through to completion	Assist students with course registration	Mentor the student to help overall student success
Provide proactive advising focused on intervention, being an advocate of student success and educating students on all academic options	Navigate My Gateway, Blackboard and other online student tools	Be a role model for professional ethics and standards
Support is provided in understanding academic program requirements, course sequencing and the effective use of the online tools	Connecting students to Learning Success, Library Services, Student Life and other campus resources	Connect students with professional networks, associations and industry connections
Make deliberate connections, interventions and relationships to support student success	Support Academic Advising Department at events and assist in department projects	Discuss and connect students to internship opportunities or other workplace learning opportunities



Academic Advisor & Student Responsibilities

Academic Advisors


- Will provide a welcoming environment
- Will create and maintain a relationship built on mutual trust and open communication
- Will empower students with information in order to make informed decisions
- Will refer students to campus and community resources that promote growth
- Will stay informed of college policies, procedures and program requirements
- Will be accessible for help outside the classroom
- Will advise students in developing a complete academic plan
- Will proactively monitor and review students' academic progress

Students

- Be open and honest with your academic advisor including issues that impact educational goals and academic progress
- Be professional with your academic advisor by arriving on time, being prepared for your appointments and notifying them if you need to reschedule
- Be able to navigate student success tools (ex: My Gateway, Blackboard, Self-Service, Gateway student email and the college website)
- Be proactive in the advising process (ex: preparing questions for your advisor, reviewing grades and your academic plan)
- Be responsible on your educational journey!

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Peer Advising Program

- Purpose: help with transactional skills to support students' success
- Peer Advising aids students with:
 - Registration
 - Brightspace LMS
 - My Gateway
 - Searching for textbooks
 - Set up payment plans
 - Connecting students with their academic advisor
 - **How to videos**
 - **Jump Start Workshops**
 - Student perspective of, "I am there with you too!"

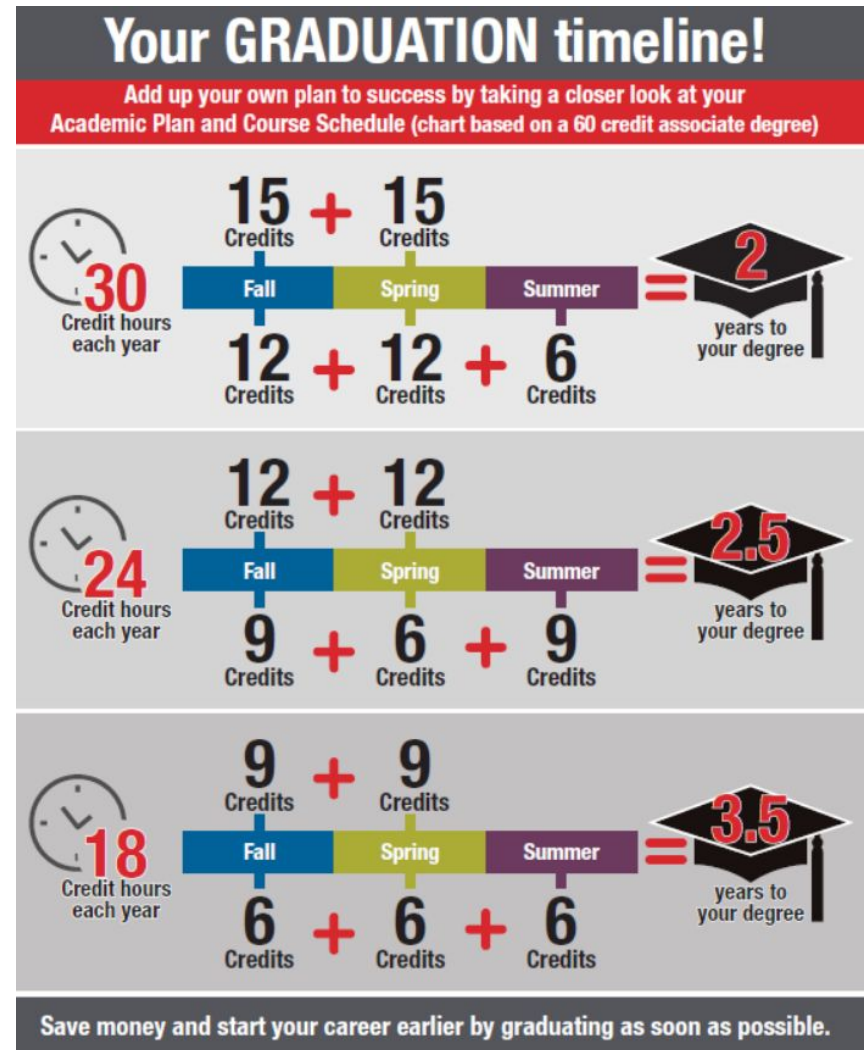


Onboarding Process for New Students

- Prospective Students
 - Recruitment Team: New Student Specialist
- Admitted Students
 - Academic Advisor assignment within 24 hours
 - Advisor assigned based on program of study and program location
 - Advising communication plan begins
 - welcome video
- Ellucian ADVISE CRM: Dashboard
 - New Student/ Welcome Outreach
 - Welcome call within 7 days of acceptance
 - Appointment to create academic plan

Academic Planning: Full Academic Plan to Graduation

- Students should develop a full academic plan
- Research shows that students who have a full academic plan persist and graduate at higher rates
- **Recommend Summer classes**
- Holds students accountable for their education and helps them be more self-sufficient
- Graduation Timeline & Credit Momentum
- Supports Predictive Scheduling



Full Academic Plan to Graduation

- Graduation Audit Online Tool: Self-Service
- Adjusting academic plans as needed
- Timeline: Tentative Graduating Semester, long term planning
- Gives students the stability they are seeking
- 60% (2021) to 90% (2025) academic plan completion term to term

2024 Summer ▬
801-198-1W7A: Speech Credits: 3 Credits ✓
802-201-1K1B: Spanish 1 Credits: 4 Credits ✓
804-135-1K1B: Quantitative Reasoning Credits: 3 Credits ✓
809-195-1W7D: Economics Credits: 3 Credits ✓
809-198-1W7F: Intro to Psychology Credits: 3 Credits ✓
16 Enrolled Credits

2024 Fall
102-160-2W5A: Business Law Credits: 3 Credits ✓
182-106-2W7A: ERP & Control Credits: 3 Credits ✓
196-133-2W7A: Negotiations Credits: 3 Credits ✓
196-151-2W7A: Operations Management Credits: 3 Credits ✓
12 Enrolled Credits

2025 Spring
182-107-3W7A: Supply Chain Internship Credits: 3 Credits ✕
182-108-3W7A: Purchasing Credits: 3 Credits ✕
196-137-3W7A: Certified Service Specialist Credits: 3 Credits ✕
196-190-3W7A: Leadership Development Credits: 3 Credits ✕
12 Planned Credits

Differentiated Levels of Support

- ❑ **Holistic Support/Scalable Advising (All students)**
 - ❑ All students receive communication
 - ❑ Mid-term motivation video
 - ❑ Priority registration text/call reminders
 - ❑ Educational Resources
 - ❑ Tutoring Services
 - ❑ Student Life and Student Clubs
- ❑ **Moderate Support - Proactive Monitoring**
 - ❑ Surface early problems and proactively focus support
 - ❑ Low Midterm and Final Grades - Advisor communication
 - ❑ Dropped all Courses - Advisor check-in call
 - ❑ Faculty Early Alerts
- ❑ **High Support - Intensive Care**
 - ❑ Intrusive targeted outreach
 - ❑ Perkins indicator, close equity gaps (single parent, low SES, African American students)
 - ❑ Not prior of future semesters enrollment

Advisor Connection:



Way to own your future, Charles!

I wanted to send you well wishes for a great semester ahead. Whether you're starting your first class at Gateway or nearing graduation, I encourage you to stay focused, study hard and take some time to have fun, make connections and enjoy your college experience.

Your dedication and perseverance will pay off, and you'll be ready to begin your BIG future before you know it! If there's anything I can do to help you now or in the coming months, please reach out any time.

I look forward to seeing all you accomplish this semester.

Best,



Amanda Virzi-Frahman

Gateway Technical College
Academic Advisor

virzia@gtc.edu

715-602-8130 (WI Relay 711)

[Book an appointment online](#)

Student Response:

“Dear Amanda,
Thank you so much for your kind words and support. Your email means a lot to me, and I appreciate you taking the time to send it. Your encouragement has given me the motivation to stay focused and work hard this semester.

I'll definitely keep your offer in mind if I need any help in the coming months. It is great that I have such a supportive academic advisor to turn to.

Thanks again for everything and I hope to make the most of my college experience this semester.”

You Belong Here Messages

Re: 🎁 Wishing you the happiest birthday! ➤

 Muataz Alsaedi alsaedim1 at mail.gtc.edu <alsaedim1@mail.gtc.edu@advise.gtc.edu>
to me ▾

Awww. Thank you so much! That's really made my day while working on my assignment. You all are wonderful! I appreciate it!

On Sun, Nov 5, 2023 at 8:06 AM Advising, Academic <academicadvising@gtc.edu> wrote:

Student Response:

“Awww. Thank you so much!
That really made my day while
working on my assignment.
You are wonderful! I appreciate
it!”



[View email in browser](#)



We hope your special day is filled with good things and happy celebrations. Here's to next year being even better than the last!

Best wishes,
Gateway's Academic Advising Team

Moonshot for Social Mobility

- University of Wisconsin Milwaukee
- Milwaukee Area Technical College
- Carthage College
- UW-Parkside
- Gateway Technical College, joined Fall 2023
 - Proactive Academic Advising Best Practice Team

“identify achievement gaps”



Team Members:

Amanda Robillard – Advise CRM Manager

Amy Fontaine – Academic Advisor

Christina Sima – Nursing Instructor

Desmar McDuffie – Student Support Specialist – Multicultural Programs

Gina Stobe – Faculty Advisor Coordinator

Olivia Mayen - Director, Academic Advising

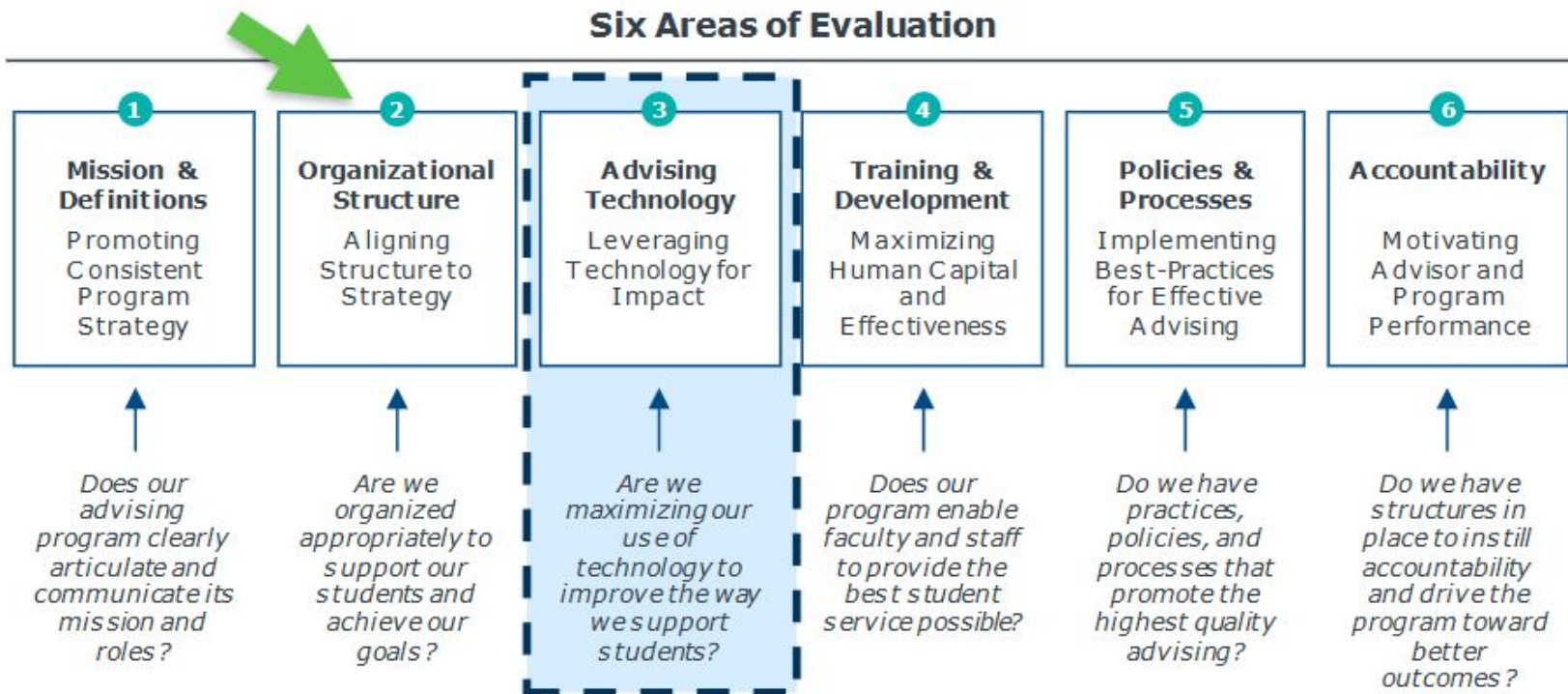
Steve Mcnaughton – Dean, School of Business & Transportation

Suzanne Sublette - Instructor of Sociology

Travis Jansen - Registrar

Yoceline Vargas – Academic Advisor

EAB's Advising Diagnostic Evaluation Areas





2012 Academic Advising

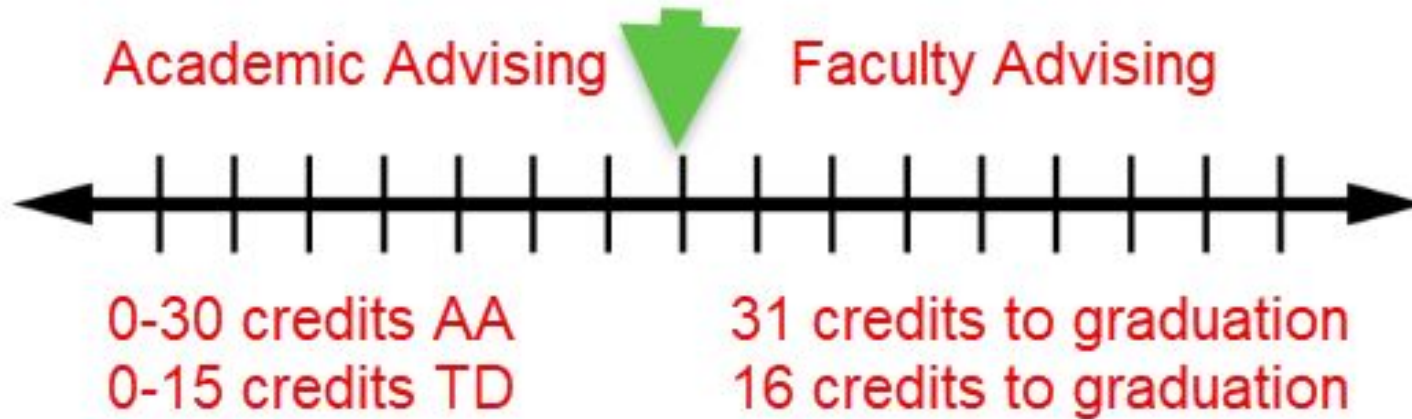
- Students stayed with Academic Advising until the completion of their program
- Large caseloads

2016 Faculty Advising Implemented

- Students transition to Faculty Advising
- 50% program credits



Advising at Gateway



Best Practices Are the FOUNDATION of Our Work



Provide Baseline Support

		Navigate Best Practice			
		0 Absent	1 Limited	2 Expanded	3 Strategic
Provide Baseline Support	Standardized Appointment Scheduling and Check-in				
	Consistent Reporting of Student Interactions				
	Intentional Registration Reminders				
	Resource and Milestone Communications				
	Ease of Academic Planning				
	Simplified Student Course Scheduling				
Monitor Student Concerns and Feedback	Feedback Goal Setting and Prioritization				
	Faculty Raised Concerns and Positive Alerts				
	Staff Raised Concerns and Positive Alerts				
	Student Raised Concerns				
	Data Informed Support				
Scale Actions & Differentiate Care	Coordinated Outreach Calendar				
	Differentiated Outreach Calendar				
	Intervention Pathways for Concerns and Alerts				
	Evaluation of Intervention Effectiveness				

Cross-campus perspectives gathered from faculty, staff and students using a combination of quantitative and qualitative methods.



Advising Outcomes Assessment

- FY 2019 – FY 2022
- Case control assessment; regression analysis using Advise appointment data



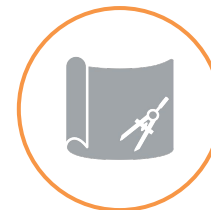
Faculty Advising IR Survey

- N = 77 (46% Response Rate); Faculty, staff and students
- Conducted March/April 2023



Faculty Advisor Focus Group

- N = 8, Faculty advisors
- Facilitated by EAB Jan 2024



Proactive Advising Team

- Expanded HERA team
- Faculty advisors and academic advisors
- Reports to Moon Shot steering committee

Faculty Advising Survey Results

Michelle Borckardt
Manager, Research Services

Spring 2023
Office of Institutional Research

Methodology

Three surveys conducted March/April 2023

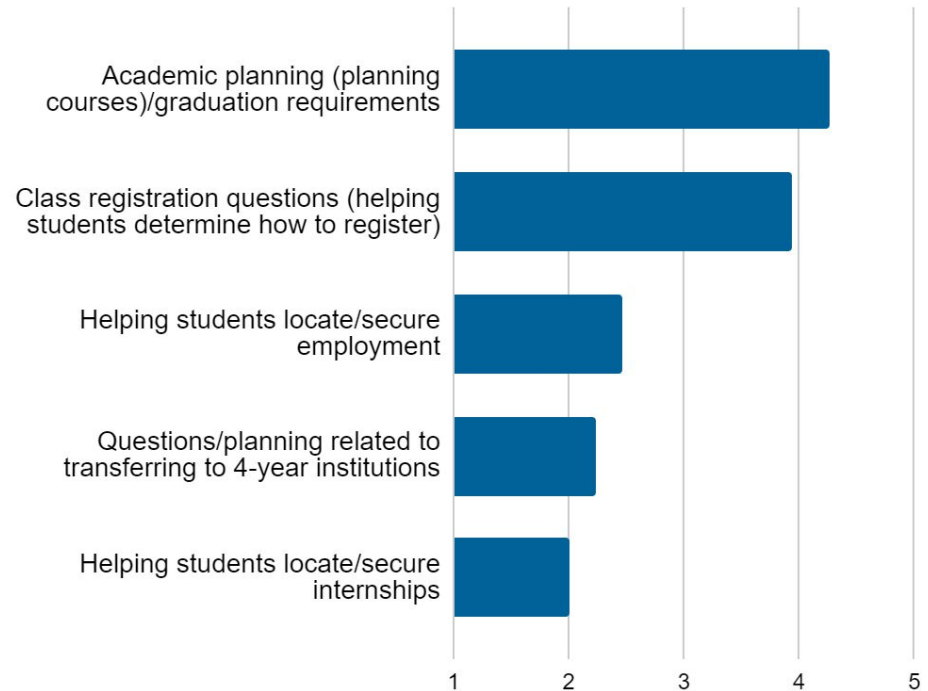
Audience	N (# of respondents)	Response Rate	Margin of Error
Students currently working with a faculty advisor	208	10%	6%
Faculty advisors	77	47%	8%
Academic advisors	12	86%	11%

Faculty advisors spend most of their time:

1. Assisting students with academic planning, and
2. Helping students register for courses.

They are not spending much time on the career transition tasks.

Which advising-related tasks (in ranked order) take up the most of your time?



Average ranked order

Faculty Advising IR Survey

Help students begin to think about career transition and become more familiar with the industry

INTENTION

▶ **Mentorship**

Serves as mentor and helps students achieve continued success

▶ **Industry Connections**

Help connect students with professional networks and potential jobs/internships

▶ **Campus Connections**

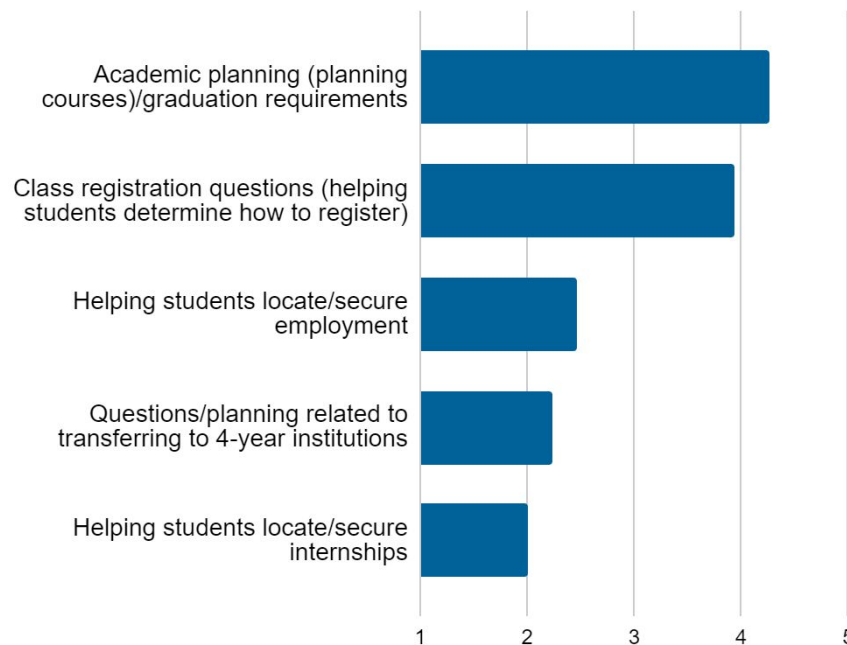
Connect student with appropriate resources

Academic Planning

- ▶ Review students' Academic Plan to ensure continued progress – help students update plan when needed

REALITY

Which advising-related tasks (in ranked order) take up the most of your time?



FA struggles to answer students questions

Limited FA training?

FA inability to answer student questions

Investing considerable time to locate answers or make referrals

Student gets the run around and the overall process feels inefficient/duplicative

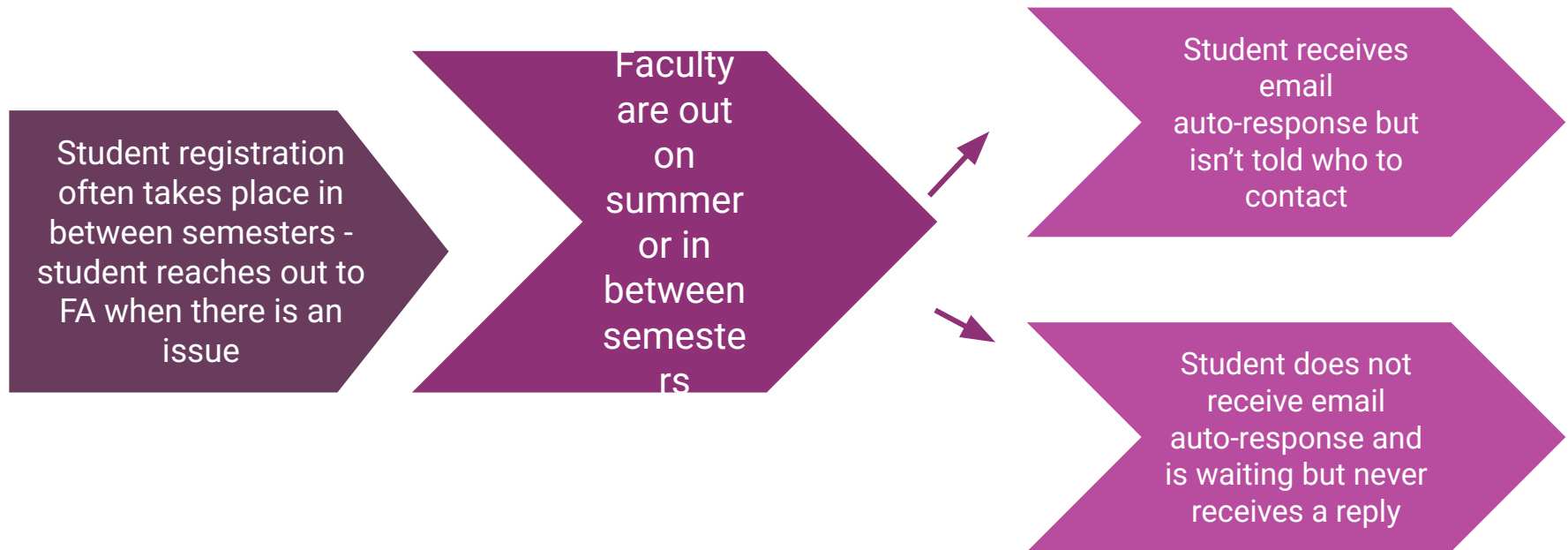
Comments/Themes:

- Not enough time to read PDF manual
- Confusion about advising or registration software
- FAs felt they were rarely updated on advising or other college policy challenges
- FAs shouldn't advise students from other programs

Comments/Themes:

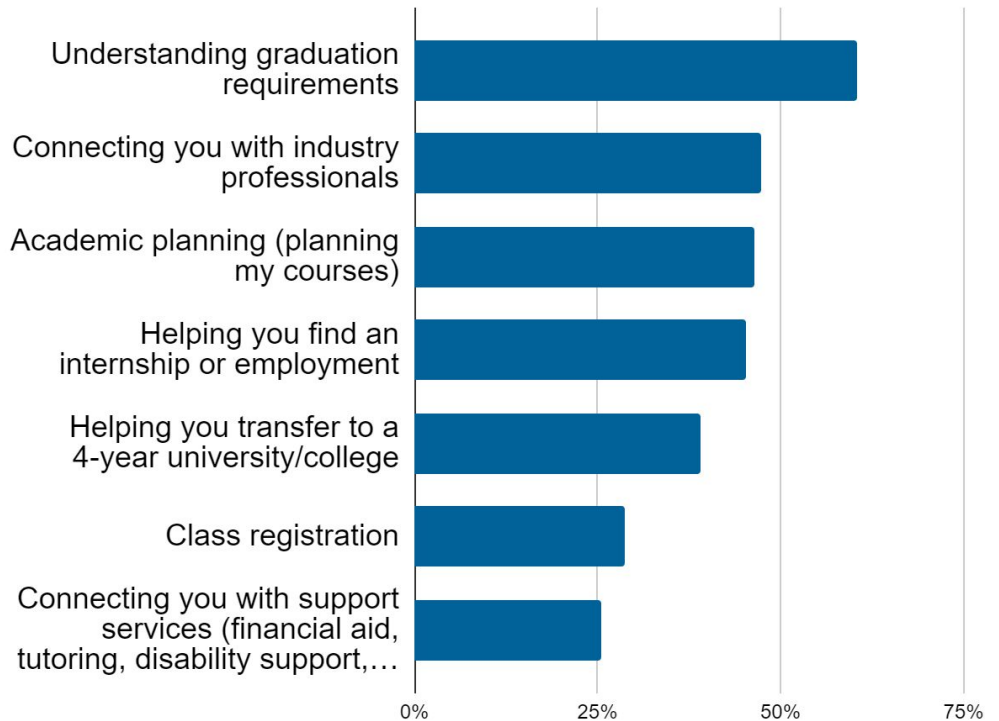
- Students consistently expressed frustration that FAs could not answer their questions
- FAs end up reaching out to AAs anyway, so many question whether the process is really saving AAs any time

FA absences during summer and in between semesters were another consistent concern across audiences

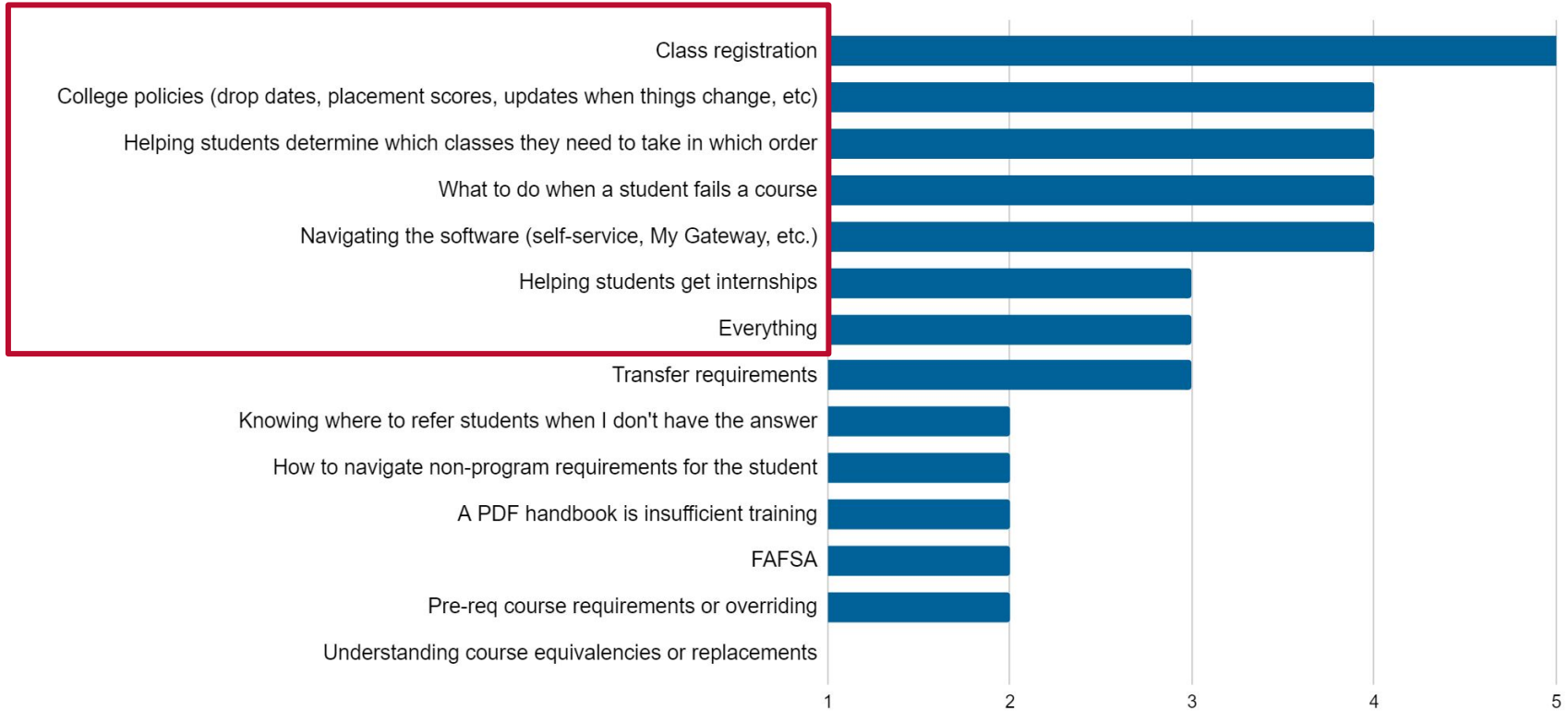


The greatest student need is understanding graduation requirements, following by networking with industry professionals.

What areas can your faculty advisor help you with the most?



FA Training Needs/Requests





Faculty Advising IR Survey

Strengths of Faculty Advising

FAs bring great value to students (industry expertise, content expertise, and program-specific knowledge)

Most students had very positive experiences and loved getting to know faculty members better.

Both students and FAs expressed the value of faculty expertise in course content area, to even help students understand course material.

Faculty found components of the advisor role meaningful, which shaped other roles on campus



Faculty Advisor Focus Group

“

“That immediate **connection to the students needs**, we get personal information on what they specifically need. We can help them **achieve their goals** regardless of what is going on in their life, or at least try to like it, really gives that one-on-one **connection**”

“I think the **growth**. I have the privilege of seeing first semester students in my classes that I teach, and then many times they become my advisees.”

“Connection and relationships - Put face to a name and see we aren't scary as advisors and instructors. Can establish relationship... had lots of students ask me things related to **industry knowledge** when they feel comfortable with you and **trust you because you discussed things other than logistics.**”

”

“Seeing the student **grow** and become more confident”

“Helping them meet their goals! Watching them **graduate.**”

“**Personal connection**”

“Helping them get **that first job** at the end.”

Key Findings from Inquiry



Proactive Advising Team

Other Themes on Faculty Advising

Biggest Challenges and Pain Points:

- Major lack of time capacity for FAs
- FAs struggle with knowing how to answer student questions
- FA absence during summer and in between semesters
- Faculty spent an outsized amount of time on “logistics” with students, and less on the areas they felt well positioned to provide the most value/had the best expertise with.

Collaboration with Academic Advisor: Seen as vital for faculty advisors; wanted more collaboration/teaming up.

- Shadow caseload

Concern

“Most of the questions that I get from students are I'm trying to register for this class, and it's not letting me, or I'm getting this message, or I don't know what button to push, or whatever. And these are **logistical questions that I'm probably ill prepared to answer**...we can create a plan for your schedule to get you through the program in a timely manner..But it's the logistics behind it. I think that's a lot of what their questions are.”

“Students shouldn't feel that they have to lose one support system to gain another, in a wrap-around culture, students have access to all the services and experts as needed.”

Academic Advising Connections

- **2021-2022**
 - 10,322 individual appointments
 - Other connections:
 - 7,198
- **2022-2023**
 - 11,242 individual appointments
 - Other connections:
 - 10,620

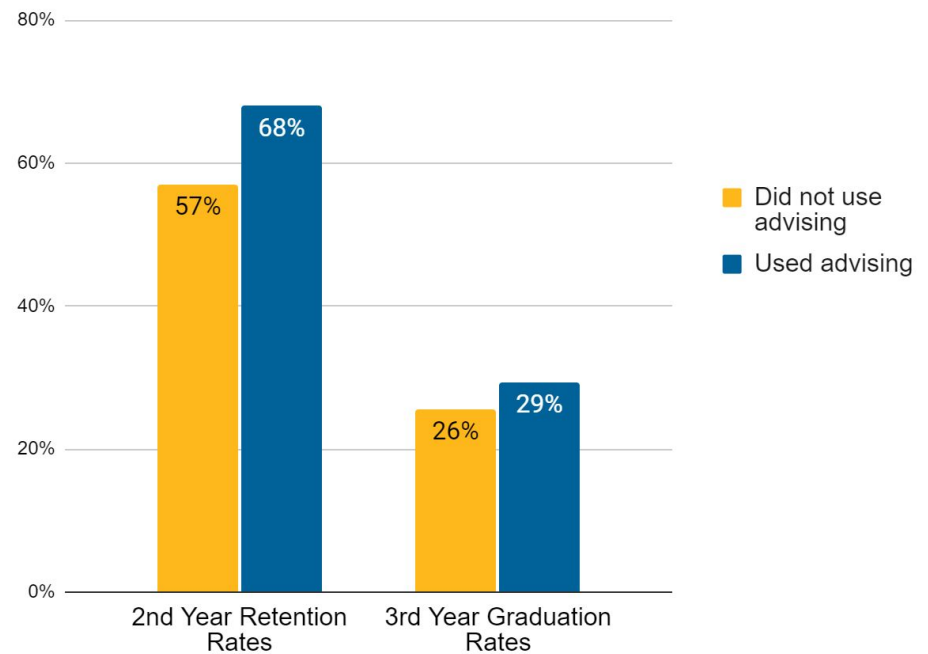


Advising Impact on Student Outcomes

Students who used advising during their first cohort year had improved student outcomes.

When controlling for academic program and demographics.

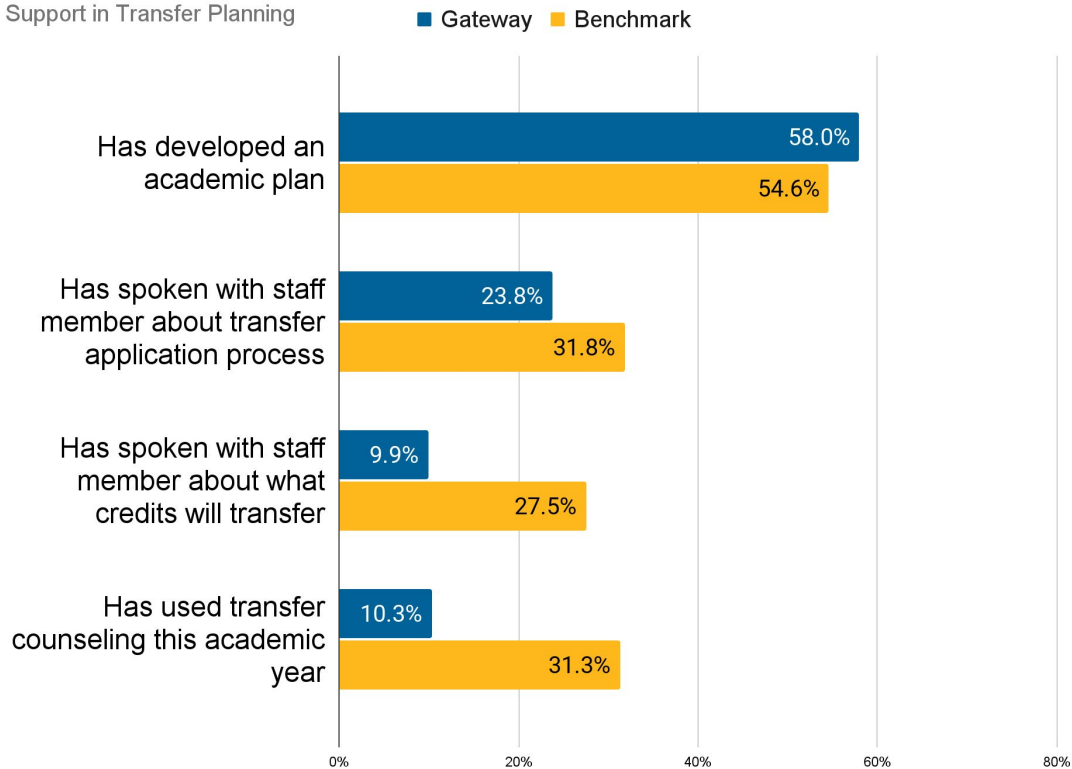
Student outcomes based on use of advising in first cohort year



Student outcomes data based on use of advising

Gateway students are much more likely to have an academic plan, but much less likely to have spoken with someone about the transfer process.

Support in Transfer Planning



Service Usage and Perceived Importance



Academic Advising/Planning

- Ranked **most important** among Gateway services
- **Most utilized**
- **94% satisfied**



Other Top Services/Supports

- **Library resources** (2nd most important; 2nd most utilized)
- **Career counseling/job placement** (3rd most important; 4th most used)
- **Financial aid advising** (4th most important; 3rd most used)



Less Utilized Services/Supports

- **Tutoring**
- **Student organizations**
- **Computer labs**

Advising Impact on Student Outcomes

- Are our practices working?
- Student Feedback Survey
 - March 2020
 - Survey emailed to student
 - “My Academic Advisor is concerned with my success as an individual”
 - 1 (strongly disagree) 7 (strongly agree)
 - **6.5 satisfaction score**

Student Feedback Survey

- 5 years of data
- “My Academic Advisor is concerned with my success as an individual.”
- 1 (strongly disagree) 7 (strongly agree)
- **6.5 satisfaction score**



Proactive Advising: Partnership Model



Move to a partnership/advising model where students continue with their Academic Advisor until completion of program and have a faculty connection from the beginning

1

Enable Faculty to deliver impact in the areas they are uniquely positioned for:

Faculty advising survey and faculty advisor focus groups both identified faculty as being well-positioned to support students through **mentorship, industry expertise, content expertise, and program-specific knowledge**

2

Enable Academic Advisors to deliver impact in the areas they are uniquely positioned for:

Advising usage in the first year served as a protective factor for at-risk students, being **positively associated with 2nd year retention rates**

- On/Off Plan
- Consistent person throughout student's journey
- **Hire two additional advisors**

3

Align with High Impact Practices

WTCS Faculty Advising Survey:

- [8 colleges responded](#)
- Conclusion: There is no perfect model. However, models that focus more on **mentorship** and **career connections** in Faculty Advising were more successful

“Institutions today must provide HOLISTIC care to students to help them manage their personal, professional, and academic demands as they progress through college. As student needs have evolved, so too have the skills required to meet them.”

Best Practices



- Assess your Advising Model
 - Question the status quo, what is working? what is not working?
- Collaborative Effort
 - include ALL stakeholders (students, advisors, faculty, registrar, CRM, Deans, etc)
- Collect the Data (create data)
- Measure Impact
- Create bold Recommendations
- Communicate Change Effectively
 - Create a Plan
 - Professionally
 - Clearly
 - Timely
 - Consistency
 - Transparency
 - Use Multiple Channels
 - Tell a Story
 - Anticipate Resistance (prepare for resistance and address it proactively)



Final questions, thoughts, comments

Contact Information

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Strengths: Learner | Responsibility | Strategic | Achiever | Arranger

Gateway's Vision

We make life-changing educational opportunities a reality.

Our Mission

We deliver industry-focused education that is flexible, accessible, and affordable for our diverse community.