



KU

ACADEMIC SUCCESS

Annual Report 2023-2024



In Academic Success, we support the intellectual engagement and pursuit of learning by KU students throughout their academic career, from orientation to graduation and beyond.

academicsuccess.ku.edu

OUR TEAMS 2023-2024

Fall 2023, Academic Success moved into Academic Affairs under the leadership of Senior Vice Provost Jen Roberts. This reorganization affirmed our student-service focus for all students, undergraduate and graduate, while moving our curriculum-focused work to the newly created Undergraduate Education team.

Success Initiatives:

Academic Success Operations & Technologies

Military-Affiliated Student Center

Leavenworth Student & Academic Support Services

Hawk Link

Academic Success Navigators

Centers for Orientation,

Academic and Career Advising Programs:

Orientation & Transition Programs

Jayhawk Academic Advising

University Career Center

University Academic Support Centers:

Student Access Center

Wingspan: Center for Learning and Writing Support



We provide holistic services to support every learner at every stage of their Jayhawk journey.

KU STUDENT SUCCESS MODEL

Adapted from Completion by Design's (2018) Loss-Momentum Framework, the KU Student Success Model places an emphasis on using data to examine how KU programs, policies, and practices create barriers in the student experience that hinder degree completion (loss) and develop strategies to help retain KU students (undergraduate and graduate) and propel them towards graduation (momentum).



At the core of the model is embracing a student-centered culture and a collaborative effort to continuously improve the KU experience.

INSTITUTIONAL LEARNING GOALS

Students who interact with Academic Success services, programs, and activities will demonstrate awareness and relevant application of each of the KU Institutional Learning Goals as they progress through the KU Student Success Model. KU's Institutional Learning Goals are intended to create a visible conceptual structure around the KU Promise to students and the assessment efforts that demonstrate the university's values around student learning:

Creative Inquiry & Discovery

Effective Communication

Analytical Reasoning

Social Awareness and Cultural Understanding

Ethical and Professional Responsibility

Leadership and Collaboration

<https://assessment.ku.edu/institutional-learning-goals>

JAYHAWKS RISING

Jayhawks Rising is KU's Strategic Plan. The three mission-based institutional priorities for Jayhawks Rising guide our efforts, strategies, and action steps to help ensure continuous progress and success toward our vision to be an exceptional learning community that lifts each member and advances society.

Student Success

Healthy & Vibrant Communities

Research & Discovery

<https://jayhawksrising.ku.edu>

ACADEMIC SUCCESS CONTRIBUTIONS

Strategy 1: Explore replacing UNIV 101 with micro-credentials focused on life skills (executive functions, time management, global awareness, financial literacy) and basic cognitive competencies (included in institutional learning goals).

- Academic Success provided instructional support to maintain UNIV sections while Undergraduate Education researched options for First-Year Courses for all Jayhawks. Hawk Link Staff teach one section of UNIV 101 as part of their workload. JAA staff also teach sections as overload teaching assignments.
- Academic Advisors in JAA advise students to enroll in UNIV and FYS courses during Summer Orientation.

Strategy 2: Engage in a campus wide communication of the student success model while tracking implementation.

- Academic Success led the efforts to socialize the KU Student Success Model to service units at KU with the goal to share with academic units AY25.

Strategy 3: Develop and implement a strategy to connect students earlier in their undergraduate experience with career pathways and services, including post-graduation outcomes data.

- Academic Success administers the Hopes & Dreams survey to first-year students every fall to connect students to their KU Pathway(s) and deliver curated pathway-based content through academic and career advising as well as events and experiential learning.
- Academic Success administers the First Destination Survey to undergraduate and graduate master's students each year to collect post-graduation outcome data.



STRATEGIC PRIORITIES FOR 23-24

Academic Success established these additional, specific strategic priorities to guide our collective work toward meeting KU's Strategic Plan, Jayhawks Rising. As key initiatives evolve to standard practice, they will be maintained in our continuous quality improvement efforts.

Priority #1 Personalize the new student experience and establish foundational campus knowledge for all incoming students.

Priority #2 Coordinate academic support programs and technologies to promote an integrated student services model.

Priority #3 Foster student sense of belonging through coordinated peer and community-based support programs.

Priority #4 Enhance support and clarity for students' major selection, career direction, and pathways to degree completion.



Brief List of Examples (see detailed reports for more!)

- OTP **connects** with students to provide assistance to Orientation attendees and have either not enrolled or have dropped courses.
- The Student Access Center works collaboratively with Student Housing to **facilitate** reasonable accommodations for students living in campus residence halls and using dining facilities.
- JGPS launched **Hand Raise** feature and trained the Jayhawk Jumpstart student population how to use it.
- OTP introduced a new event series titled "**Your First Year.**" The goal is to connect students, in their first year, with pertinent audiences and information as they align with the student life cycle.
- Leavenworth students connect with program faculty prior to classes starting at the **Welcome Reception** for career conversations.
- Wingspan facilitated 110 co-curricular learning experiences with 92 writing workshops and 18 study workshops for classes, student organizations, and other campus groups, resulting in approximately **2,858 learning engagements with KU undergraduate and graduate students**

Academic Success 2023-2024 Priorities and Outcomes continued



Priority #5 Support the mental, physical, and financial well-being of students through personalized referrals and collaborative programming.

Priority #6 Proactively connect students with career and experiential learning through curricular and co-curricular activities throughout their academic career.

Priority #7 Expand opportunities for Academic Success staff development, growth, and recognition with a focus on fostering a collaborative, student-centered culture.

- Academic Success Operations administered **Progress Reports** with peer outreach through Jayhawk GPS for selected high DFW courses.
- Navigators & Hawk Link carried out **Plan to Pay and Hold Mitigation Phone Campaigns** resulting in increased on-time bill payments and faster student enrollment.
- MASC assumed responsibility for all KU **VA Certification** processes.
- UCC staff surveyed campus-wide career programming, per each of the six Student Pathways, to ensure broadscale consistency across all Pathways to **career exposure and career readiness programs**, and opportunities to engage and network with employers and Alumni.
- JAA awarded the **Academic Advisor of the Year** and **Rising Star** awards; UCC received the **Catalyst for Connection** award.



STUDENT LEARNING OUTCOMES

Academic Success delivers educational experiences and services rooted in shared student learning outcomes for each stage of the student’s academic journey. Detailed annual reports for each unit will provide greater insight on the metrics achieved for each student learning outcome.



University of Kansas Students Will Be Able To...

- Outline the next steps after admission to KU while experiencing a sense of welcome and connection.
- Demonstrate effective use of online systems and resources required for KU student use.
- Identify the services available to them at KU.
- Identify the costs associated with attending KU and make a plan for payment each term.
- Identify where to locate at least one resource on campus.
- Identify the degree requirements of their college/school/department.
- Develop a long-term plan to meet their educational goals.
- Utilize Enroll & Pay to enroll in classes.
- Identify the role of their academic and career advisors as a resource for academic success.
- Interact with academic and career advisors at least one time each year.
- Take appropriate action to remove barriers to re-enrollment.
- Identify the benefits of writing as an on-going process that requires preparation and multiple drafts.
- Demonstrate self-determined behavior through using the Access Online portal when following procedures requesting academic accommodations.
- Demonstrate improved understanding of course-specific subject matter.
- Identify the services, experiences and opportunities that connect to their KU Student Pathway.
- Interact with KU places and people to foster belonging and connection on campus and online.

ACADEMIC SUCCESS

This annual report aims to provide visibility into the many services and supports provided to ensure learners succeed at KU. Inside, you will find metrics for our learning outcomes, progress toward our priorities, and highlights that make each unit special in the student success journey.

Whether you review in whole or extract each unit individually, you will find a reflection of the volume of work dedicated to our students' success, retention, and completion.

Our services are rooted in academic research and grounded in evidence-based practice. This executive summary outlines the learning outcomes, success metrics, and priorities by which we structure and evaluate our work. The unit-level companion reports provide deeper visibility into the expertise of our staff who interact directly with our students on a daily basis.

Data/Assessments Utilized:

- National Survey Student Engagement (NSSE)
- First Destination Survey
- Hopes and Dreams Survey
- NISS Playbook
- Individual Student Interviews and Feedback
- Initiative-Specific Pre- and Post-Surveys
- Student Traffic and Appointment Data
- Student Engagement Data
- EAB Analytics



KU Academic Success

ADDRESS



1450 Jayhawk Rd.
Strong Hall Rm. 133
Lawrence, Kansas 66045

CONTACT



academicsuccess.ku.edu
academicsuccess@ku.edu
785.864.4907

ACADEMIC SUCCESS OPERATIONS & TECHNOLOGIES



Annual
Report
2023-2024



Academic Success Operations & Technologies

Technology Support

JGPS Financial Aid care unit usage rates
(Freshman only)
1,128 appts scheduled

Navigate App Usage
New student downloads:
2,003
Returning visits: **8,993**

of students using the resource section of Navigate
2,521

Marketing, Design & Communication Support

Quick Poll responses
23-24
17,053

302,448 messages to students
183,219 emails
119,229 SMS
96 TO DO pushes

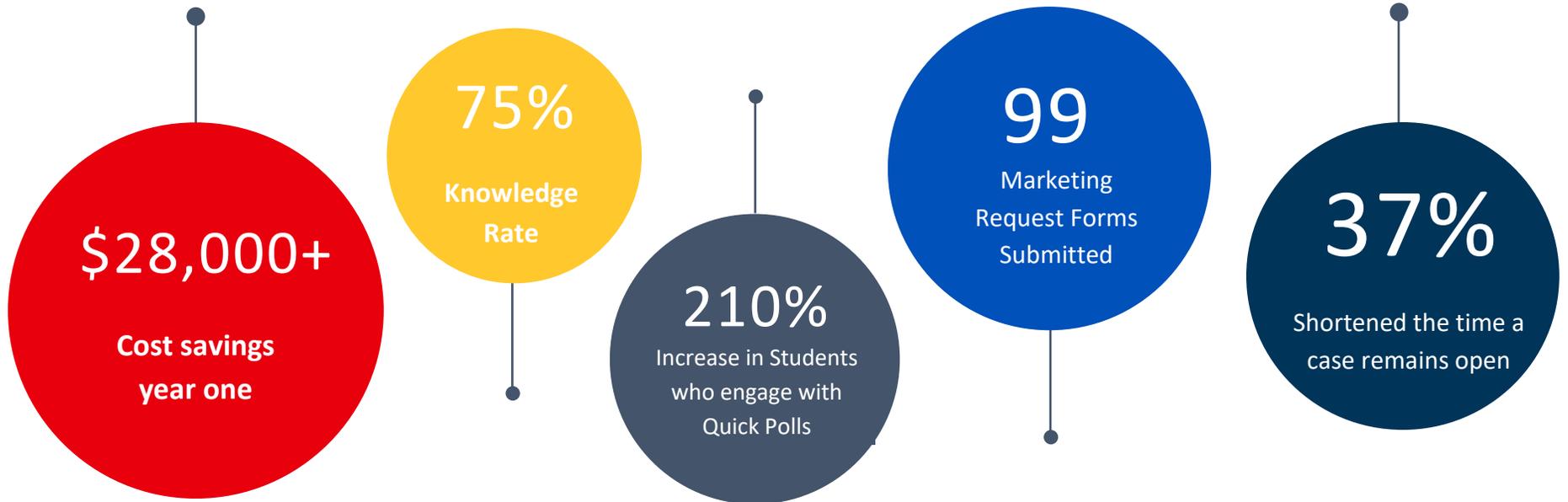
Student Navigator Support

1,010 cases & **868** distinct students
Connected by Student Navs with timely referrals and peer guidance AY24

1,020 students (freshman – senior)
Called in the 'Not Yet Enrolled with a Hold' campaign with a **56.7% freshman enroll rate** by 5-31-2024

58 students
Called in response to FAFSA Quick Poll seeking help with the Fall 2024 FAFSA

BY THE NUMBERS



Cost Savings

Negotiated \$1,600 fee waived for Interstride; Qtrac - \$12,000 savings Year 1, \$16,000 savings Year 2; JayhawkReady - \$15,000

High Marks

75% Knowledge Rate for First Destination Survey

Growth

Saw an uptick in students engaging through Quick Polls and receiving support based on their responses and specific needs.

Support

A Marketing Request Form was created to collect unit digital graphic creation, etc. 99 requests were submitted in the first year.

Action

Student Navigators shortened the time a case is open by an average of 37%.

A fresh vision for coordinated services

This newly organized unit is responsible for implementing services and strategies for superior student communications and technology use to optimize student retention at KU. Three areas assure these initiatives: Technologies Team, Marketing & Design Team, and the Student Navigators Team.

COORDINATED TECHNOLOGY SUPPORT

The technologies team manages Academic Success use of KU technologies and provides coordinated system management, training and access. The technologies area coordinates and oversees all third-party application partnerships and reviews and evaluates project requirements to determine applicability to overall business operations and system integrity.

- Functional Management of Academic Success and Enterprise KU Systems
- Coordinate Vendor Demos, Contract Negotiations, and RFPs
- Develop Proven Practices for System Usage & Workflows
- Co-Chair Student Digital Experience Advisory Committee (SDE)
- Project Management & System Integrations
- Website development for 23 Sites within Academic Success
- Coordinated Survey deployment through Qualtrics

First Year Technology Priorities

- Develop plan for effectively evaluating Academic Success websites.
- Establish effective request for support in areas of website design, technology purchases, marketing and design, and photography support.
- Begin identifying cost savings across all areas of support.
- Assess all existing technology agreements, vendors and contracts.
- Further participate as stakeholders to work to improve the overall **student digital experience**.

Technology Portfolio



EAB

Appointment Scheduling Hub for Students across Academic Success and other services.

47,299 appointments 23-24

2,402 new users this year



EAB

The companion app to Jayhawk GPS. Promoted as part of summer orientation by Orientation Assistants, advisors, presenters, tabling teams, and more.

81.9% return user login rate with 11,722 new user logins.



Symlicity

Connects KU students with employers, job and internship opportunities, career events, and job search preparation resources.



JayhawkReady provides students how-to videos and other resources to help explore and prepare for a career after graduation. Faculty can use the pre-built modules in their Canvas courses.



Used by the KU Writing Center and Academic Learning Center to schedule, track, and facilitate tutoring and writing support. Successfully transitioned to Jayhawk GPS Summer 2024 as planned. Ending this contract at end of agreement.



An advanced queue management system that helps Jayhawk Academic Advising, Student Accounts Receivable, and Financial Aid

33,006 total Academic Advising Drop-Ins

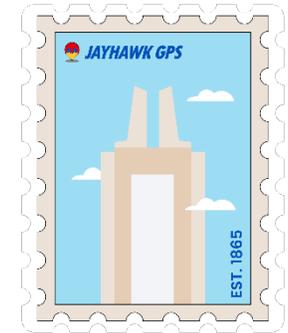
JAYHAWK GPS

23-24 Expansion

- Further promotion of Navigate student app
- Pilot Hand Raise feature with Jayhawk Jumpstart student population.
- Partner with Wingspan to pilot appointment scheduling for Peer Academic Coach support
- Pilot Appointment Feedback Survey feature
- Expand user engagement and UASC adoption
- Successful integration with Symplicity/HireJayhawks appointment and appointment notes information
- Launch Hopes and Dreams Survey from Jayhawk GPS collecting students' engagement goals for advising purposes
- Addition of quick links to key student facing technologies in student app (i.e., Canvas, Enroll & Pay, MyKU, Rock Chalk Central)
- Transitioned from QLess appointment queuing system to QTrac expanding capabilities and improving student experience

System Support Tickets

- 99 - # of Marketing Request Forms Submitted
- Developing plan to track overall unit requests and completed work



System Efficiencies

- Hold API from Enroll & Pay to Navigate Student App
- With **all** Academic Success units using Jayhawk GPS for appointment scheduling and notes, more staff across campus can easily see the student's engagement experience broadly.

Jayhawk GPS Care Unit Trend Data

	F '18	F '19	F '20	F '21	F '22	F '23
Academic Advising & Student Support Services	8,251	16,119	21,762	28,408	31,519	33,753
Financial Aid & Scholarships	473	608	903	1,011	1,121	1,199
Learning Support Services	N/A	2,225	2,160	2,236	2,349	3,472
Total	8,724	18,952	24,825	31,655	34,989	38,424

JAYHAWK GPS / NAVIGATE STUDENT

All Desktop Users

Number of unique students that "hit" desktop during the report timeframe.

16274

All Mobile Users

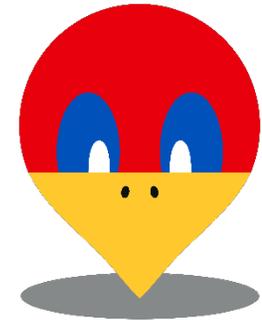
Number of unique students that "hit" mobile during the report timeframe.

11478

All Users

Number of unique students that "hit" either desktop or mobile during the report timeframe.

21115



"This is such helpful information. I did not even know about these resources. I was so stressed about getting caught up, but these will help so much. Thank you for calling."

- First Year Student, Major Unknown



"I just wanted to let you know, last week when I submitted my Jayhawk GPS progress reports for my first-year/transfer seminar, I flagged one student who I hadn't seen in class for the last couple weeks, and at the very next class (this Monday) she was back! So whatever the team at Academic Success is doing, it's effective!"

- First Year Seminar Instructor

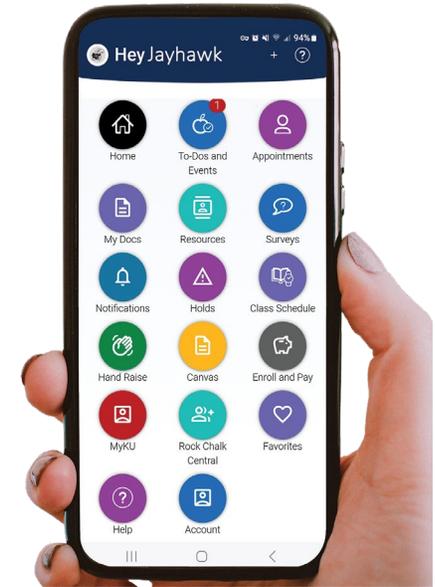


"I had no idea the writing center was in Anschutz Library and it's perfect because I'm there all the time anyway. But thank you so much in general, this has actually been extremely helpful and made me feel better."

- First Year Student, Major Unknown

NAVIGATE JGPS APP USAGE

Feature Name	Number of Clicks		Purpose
	2022-2023	2023-2024	
Schedule Appointment	36,418	42,062	Schedule Appointments with Departments
Class Schedule	11,605	17,423	List or Calendar View of Class Schedule
MyDocs	11,513	16,576	Appointment Summaries, Notes, Progress Reports, Hand Raises
Messages	8,966	10,612	Email Messages Sent as Nudges and Reminders
Hold Center	7,959	6,064	Hold Notification and How to Clear
Success Team Appointments	7,428	4,221	Scheduling Appointments Viewing Success Team Members (<i>Learning Outcome Metric</i>)
Surveys	6,369	4,221	Quick Polls and Surveys Launched Through App
Notifications	5,187	10,612	Push Notifications Regarding To-Dos, Reminders, Events, and Surveys
Resources	3,731	2,521	Exhaustive List of KU Campus Resources
To Dos	3,493	4,766	Reminders Regarding Timely Steps to Take



82.1%
up 3%
Return student logins from AY23

58.7 Days
Users w/holds resolved
132 Days
Non-users w/holds resolved

5,193
up 49%
First Generation student downloads

3,480
up 7.3%
Transfer student downloads

42,062
up 8.5%
Appointments scheduled by students

HIRE JAYHAWKS / SYMPLICITY

KU: 2023 KPI's

percentages 2023 vs 2022



20%

Increase in Student Log-ins



14%

Increase of jobs posted



19%

Increase in Job Applications



24%

Increase in Event RSVPs/
Attendance



10%

Increase in Resumes Uploaded

Career Services

STUDENT KIOSK SYSTEMS

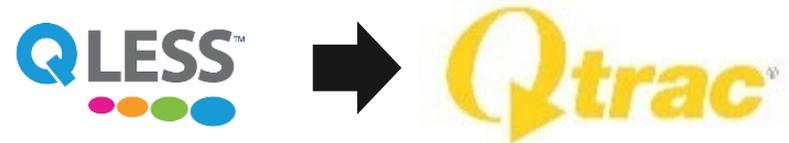
KIOSK Usage

Semester	Virtual	In-Person	Total
Fall 23	4793	1038	5831
Spring 24	3546	1163	4709
Total	8339	2201	10540

QTrac is KU's digital check in desk/service kiosk for our largest student-facing appointment and drop-in servicing units. Critical to the work of drop-in Advising and Financial Aid help rooms at Orientation, as well as picking up Student ID Cards, this tool has proven to be a vital piece of our technology ecosystem.

10,540 Drop In Appointments using QTRAC

Academic Success took on the contract management and expense of the previous system, QLess, during 2023 and implemented QTrac in January of 2024 to provide more advanced workflow functionality and a more streamlined approach to appointment check in.

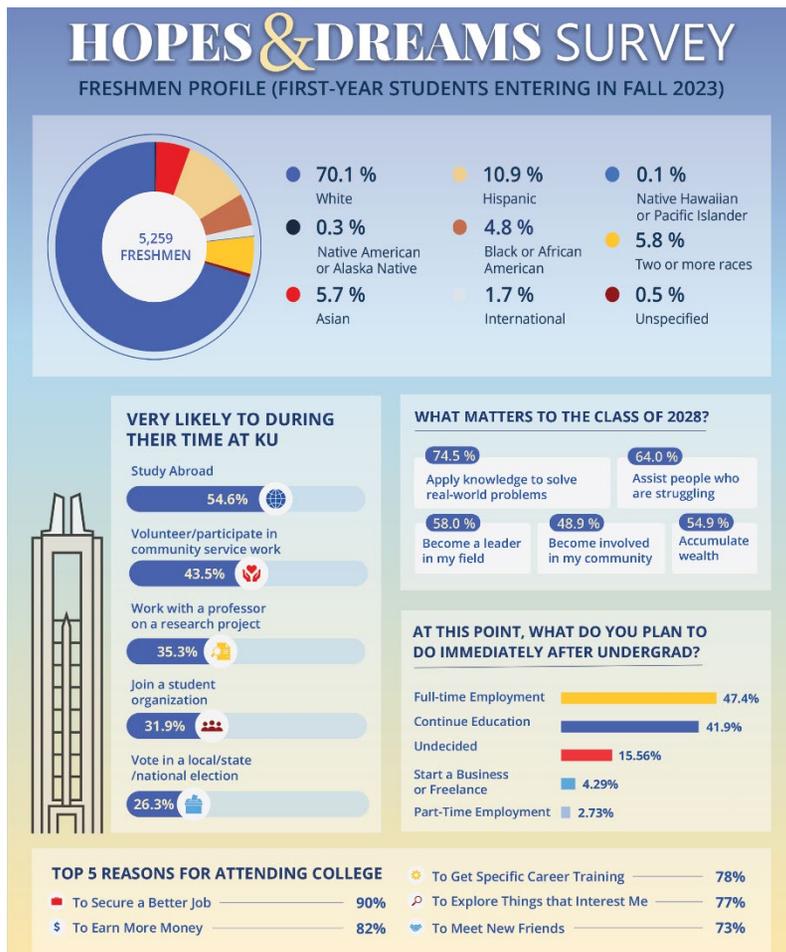


Benefits provided by Qtrac

- + Fully web-based / no app required
- + Accessible
- + Supports Single Sign On
- + Multi-lingual – Interface and Communication
- + Easily Configurable by Administrative Users
- + Advanced Workflow Engine
- + Snapshot Dashboard
- + Comprehensive Reporting
- + Quick Implementation Turnaround of 4 weeks
- + **50% Annual Cost Savings = \$15,000+ per year**

The Hopes and Dreams Survey asks first-year students to share their reasons for attending KU, as well as their experiences, interests, and future goals. The survey results are used to provide students customized services and programs and track progression on their career goals.

Response Rate Fall 2023: **32.8%** Fall 2024: **42.7%**



First Destination Survey

WHAT ARE YOUR PLANS AFTER GRADUATION?

LET US KNOW BY COMPLETING THE FIRST DESTINATION SURVEY
CAREER.KU.EDU/GRADUATE-OUTCOMES



The First Destination Survey captures initial career outcomes for students 6 months after receiving their KU degree.

2022-2023 Knowledge Rate: **74.6%**

4.7% increase from prior year

Purpose & Charge

The Marketing & Design Team supports digital marketing and graphic design, branding, and enhancing student engagement throughout Academic Success. Student Interns fuel the creation of graphic design for print and digital distribution, social media optimization and campaigns, photography, and other student-facing communication strategies providing peer perspective.

GRAPHIC DESIGN

- Consistent and Cohesive Branding Design
- High-quality Content

PHOTOGRAPHY / VIDEOGRAPHY

- Staff/Department Photography and Videography
- Event Photography
- Professional Headshots for students through the UCC

SOCIAL MEDIA

- Strategic Planning
- Designing Content
- Maintaining Social Content Calendar
- Scheduling and managing postings
- Tracking social media analytics

PROMOTIONAL PRODUCTS

- Strategic Planning for Content Creation
- Product Ordering

First Year Marketing & Design Priorities

- Develop and implement social media strategies
- Establish cohesive design while adhering to KU Branding
- Increase attendance at Academic Success Events through intentional and strategic outreach
- Further build out plan for tracking social media analytics across Academic Success and Undergraduate Education
- Continue providing free professional headshots for students through the University Career Center
- Create coordinated and intentional workflow for designing and ordering promotional products

Social Media in Education

Why do users engage?



Connecting with Friends & Family



Post and Share Photos & Videos



News Source & Current Events



Post and Share Photos & Videos



Entertainment



Entertainment & Education



News Source & Current Events

Focus for Content to Meet our Goals

Event Promotions & Event Recaps

Event Promos, Recaps & Engagement

Professional Networking Building

In-the-moment Engagement

Engagement & Entertainment

Documentary & Education

Event Promotions



Students face added challenges in their continued transition from in-person to virtual learning. With hybrid options now available this influences how we reframe our thinking about social media as a leader in communication. Usage became more substantial in users daily activity in the general population from 2020-2022. The average time spent on mobile devices in the 16-24 age group was 5.5 hours in 2022 - 50.1% of that time was spent on social media. These data points remained consistent through 2024 and lead our initiatives in digital marketing and communications.

Our Lasting Impression is Our Legacy

Our goal is to establish and maintain lasting relationships with students. This includes the networks we continue to build. We focus on creating content that follows current design trends - building off of KU's flagship branding, while defining individual voices for genuine interactions. This means our strategies shift and evolve at a fast rate to remain on brand while following trends for each student body and class.

By using 'call-to-action' as a primary form for student involvement we articulate our mission; leaving a lasting impression. Our success is measured by thorough reviews of analytics gathered for each platform in relation to our short-term and long-term goals.

Strong preference toward short-form video platforms.

>59% of the world population use social media

Social Media messaging apps lead over e-mail

@HumansofKU this account launched on Instagram in 2014, moving into the 2024-2025 academic year we will be transitioning this into the main student facing social media channel for Academic Success.

Hawklink is a unit our Team will be more proactively supporting primarily with social media management, digital media products and other services. These services will act as a model to further establish needed system to expand each unit within Academic Success's reach.



Analytics Include:

Retention - measured by follows and unfollows

Engagement - likes, shares, saves and watch times

Impressions - total views of content shared

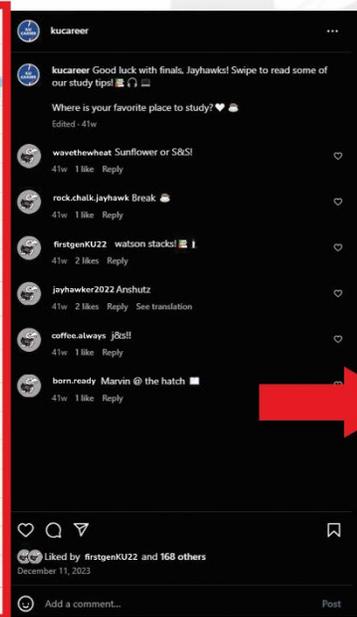
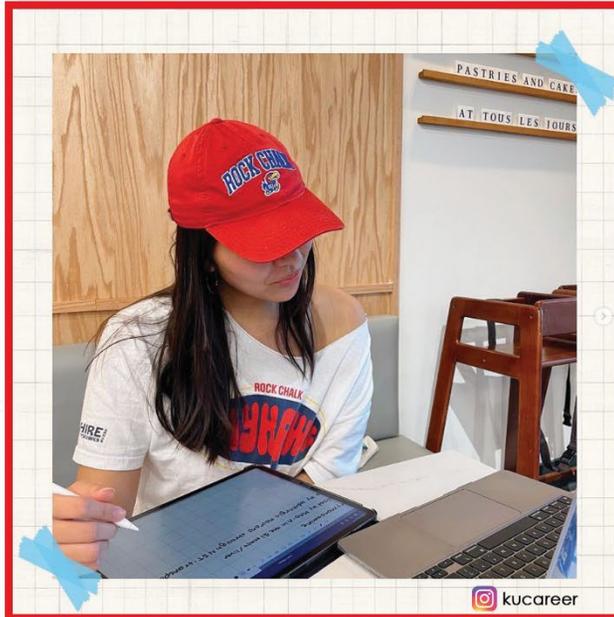
Audience & Demographics - age group and gender

Active Times - app use Monday through Sunday

Ai as a Tool for Social Media

When forecasting trends there is much discussion on what information we as content creators share - knowing that every move we make can and will be replicated by Ai-powered engines. Even as this copy is written we are creating data points for programs to develop streamlined ways for users and marketers to utilize apps and programs for content creation.

In 2024-2025, more Ai-powered marketing tools will be used across our units. It can be argued that the presence of assisted learning and data collection will lay the groundwork for Success Initiatives' digital marketing strategies. The information we learn from Ai feeds our human responsibility to operate with integrity, make moves that are research-based and always move with educated intentions. We strive to be an exemplary presence in the digital world of Academic Success. We use social media to accelerate our communications strategies by navigating *with* the technological advances of Ai to aid and achieve our goals.



Published 03.21.2023

Accounts reached:
1,028 (296 non-followers)

Reel plays: 1,756

Likes: 38

Comments: 0

Shares: 5

Saves: 1

Top questions we consider:

- What are our current target audiences?
- How long will this audience view our content?
- Who will interact with our content tomorrow?

Published 12.11.2023

Accounts reached:
1,562 (55 non-followers)

Impressions:
1,953

Accounts engaged:
175

Likes: 169

Comments: 6

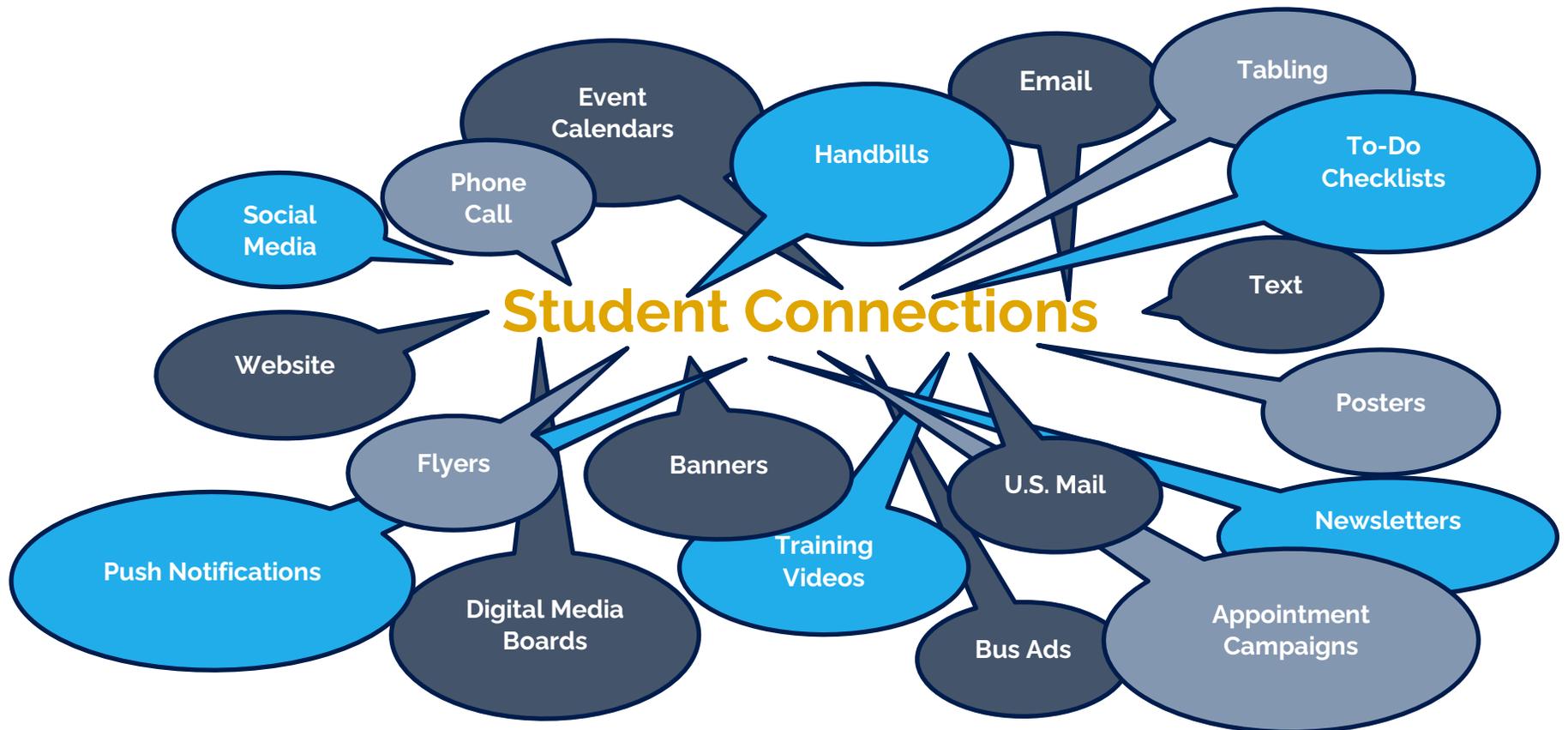
Shares: 8

Saves: 0

The Digital Media Team started their transition from working solely with UCC to supporting all units within Success Initiatives. All the systems built for UCC will continue to inform the decisions made for all departments as we look forward to 2025 and beyond.

STUDENT COMMUNICATIONS

Students receive messages from KU in a **variety** of ways through our systems and tools. Developing a more unified messaging approach can help to ensure our student communications are consistent in tone, style, content, thus reducing confusion. Our hope is that through a **coordinated** approach, we can help to improve overall student engagement and belonging, improve efficiency, and better inform our data-driven decisions, while expanding student services awareness. By combining our efforts, our students will better understand what we're trying to **communicate**, improving the overall student experience.



Student Navigators Purpose & Charge

The purpose of the Student Navigators role within Academic Success is to provide students with an advocate and accountability partner to increase student completion in gateway courses at KU.

The Student Navigator Team supports personalized outreach efforts to our students. With emphasis on students in gateway, high DFW courses and other targeted proactive connection (i.e., students with holds blocking enrollment), peer connection is a best practice for student behavior intervention and sense of belonging.

PROGRESS REPORT CASES

- Respond to faculty alerts with personal student phone calls and text
- Send faculty “kudos texts”
- Manage a 6-attempt outreach sequence
- Close cases and update JGPS
- Make student appointments with services

STUDENT RETENTION OUTREACH TEAM

- Hold mitigation phone call campaigns
- Quick Poll response campaigns

Student Navigator Priorities

- Expand to ENGL and PSYC gateway courses
- Add hold intervention to our portfolio
- Increase student training and leadership opportunities

PEER IMPACT

*"...I was offered a job!! I accepted it. I'll be working as an Admissions Care Navigator. Thank you all for supporting me this past year :) They were *very* interested in my work as a student navigator - not only a great job, but it's a great resume builder!"*

-Sp24 Graduating Student Navigator

Student Navigators engage directly with students about to their course performance, enrollment holds, or important deadlines. Students are referred to other units and departments as needed.

56.7%

First-year student enrolled

by

5-31-2024

Not Yet Enrolled with a Hold Campaign



Student Employee Recognition Ceremony Sp24

PROGRESS REPORTS

Courses with Progress Reporting 2023-2024	# of Opened Cases
Fundamentals Financial Accounting ACCT 200	327
Calculus I MATH 115/125	746
MATH-115	394
MATH-125	352
Precalculus Mathematics MATH 104	77
College Algebra MATH 101	474
Intermediate Mathematics MATH 002	230
General Psychology PSYC 104	140
Jayhawk Success Seminar UNIV 105	8
Orientation Seminar UNIV 101	86
Introduction to Engaged Learning UNIV120	7
Grand Total Cases	2,095
Unique Students with Cases	898
High Fives (Kudo alerts)	1,292

Student Navigators shortened the time a case was open by an average of 37%. Cases closed on average in 7.2 days,

Percentage Point Change in DFW rate from prior academic year:		
	+/- DFW rate from F22	+/- DFW rate from Sp23
ACCT 200	1.5 increase (in DFW rate)	1.0 increase
MATH 115	0.5 increase	0.7 reduction
MATH 125	3.4 reduction	4.0 reduction
MATH 104	0.2 increase	data not available
MATH 101	0.6 reduction	0.6 reduction
MATH 002	2.4 increase	data not available
PSYC 104	4.2 reduction	2.2 increase
UNIV101	5.5 reduction	data not available



Academic Success
Operations & Technologies



ADDRESS

Strong Hall
1450 Jayhawk Blvd.
Lawrence, KS 66045



CONTACT

785-864-0553
jayhawkgps@ku.edu
jayhawkgps.ku.edu

MILITARY ASSOCIATED STUDENT CENTER



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MILITARY-AFFILIATED COMMUNITY

About the Center

The Lt. Gen. William K. Jones Military-Affiliated Student Center, or MASC, serves as a centralized resource and location for KU’s current and former military, spouses, dependents, ROTC students, and allies to find information, services, support and a community of care. We want to ensure all military-affiliated students are empowered to achieve their academic, personal, and professional goals as they move to, through, and beyond the university. We also strive to create an environment where all feel a sense of belonging while at KU.

The hub of our operations is a nearly 3,000 square-foot center in 345 Summerfield Hall, which features a lounge, study and meeting rooms, a break room, several computers, free printing/copying/scanning services, CAC readers for current military, and headquarters for the KU Student Veterans of America student organization.

Staff offices in the center’s footprint give students quick and easy access to support. Staff are also available virtually.

In addition to serving students on the Lawrence campus, we provide information and assistance to faculty and staff who work with military-affiliated students at KU’s other campuses and sites – including the Edwards Campus, KU Medical Center’s campuses, the Leavenworth education site and online Jayhawks.

Our Students

Fall 2023 Military-Affiliated Student Numbers

Total Military-Affiliated Students	1,924
Undergraduate Students	1,499
Graduate Students	425
Lawrence Campus Students	1,684
Edwards Campus Students	122

Students have the option to self-identify on KU new student applications or are identified if they are using VA/military-related education benefits or if they share their identity with the Military-Affiliated Student Center.

The Military-Affiliated population is the same size as KU’s international student population (1,924 as of Fall 2023).

POINTS OF PRIDE



National Veterans Leadership Foundation

National Partners Member

In 2023-24, MASC piloted the Military-Affiliated Community Advocates (MACA) program, an NVLF-led and supported initiative. MACA offers service scholarships to military-affiliated students who support/advocate for the KU military-affiliated community in key offices on campus.

Three advocates served in offices: the Center for Sexuality and Gender Diversity, University Academic Support Centers, and in the MASC.



Military-Related Education Benefits

In Spring 2024, oversight for and processing of all military and VA education benefits and the Armed Forces Residency Benefit moved from the Office of the University Registrar to the MASC.

The MASC hired a full-time lead certifying official who focuses primarily on education benefits – work historically split between multiple staff. Additional full-time and student staff in the MASC and Leavenworth provide support during peak periods.



VA VetSuccess on Campus (VSOC) Program

KU is one of 104 schools nationwide with VA's VSOC program. This program provides a VA Vocational Rehabilitation Counselor to each VSOC school. VSOC counselors provide peer-to-peer counseling and referral services for eligible military-affiliated students. They ensure veterans receive the support and assistance needed to pursue their educational and employment goals. KU's VSOC counselor is located in the MASC.

Welcome Letters

We mail welcome letters to military-affiliated students who have been admitted to KU. These letters are signed by current students with various military identities to help incoming students know they have at least one other Jayhawk with whom they share a military-affiliated identity. The letters also contain information about using various military-related benefits and details on the center itself.

We mailed:

- 156 letters to Spring 2024 admitted students – a 7.6% increase from Spring 2023 (145)
- 520 letters to Summer/Fall 2024 admitted students – a 52.5% decrease from Summer/Fall 2023 (1,095)



“Thank you so much. That one email (reply) has been more helpful than my current school’s VA advisor. You have no idea how much I appreciate that.”

- Prospective Military-Affiliated student

New Student Orientations

In Summer 2024, we shifted from serving at the Orientation Opportunities Fair to working the Financial Aid Help Room every afternoon of Orientation. This allowed us to offer more in-depth, one-on-one appointments/drop-ins with incoming students and their families.

We visited with:

- 120 military-affiliated students during 27 orientations June-August



“Thank you again for always being a knowledgeable, trustworthy guide in this process ... We love that our son is at KU and thank goodness for the VA help so he can work on making his dreams come true.

- Parent of a current KU Military-Affiliated student

Prospective and incoming student visits



We partner with the Office of Admissions so prospective and incoming students can schedule appointments to visit with MASC staff and tour the center as part of their campus visit.

- 184 requests for visits from Aug. 1, 2023, to July 30, 2024 (up from 134 the previous academic year)

Military-Affiliated Student Center visits

4,589 visits to the MASC from Aug. 1, 2023, to July 31, 2024 – a 29.5% increase from the previous year (3,542).

The full center is open and staffed from 8 a.m. to 5 p.m., Monday through Friday, during the Fall, Spring and Summer semesters, except for breaks (i.e., Fall/Winter/Spring/Summer breaks).

	Fall 23	Spring 24	Summer 24
Total visits per open day	2,430	1,984	161
Average visits per open day	27.30	25.11	4.06

Student employees

- 10 student employees during AY 2023-24 (KU student hires and VA work-study students)
- 7 VA work-study students worked 1,351.25 hours in the MASC. Because students are paid a non-taxable income of the equivalent of minimum wage directly by the Department of Veterans Affairs, the VA work-study program provided the equivalent of **\$9,796.56** worth of student staff support to the university.

Veterans Day Week

Veterans Day Week marks one of our signature series and partnerships with campus units. **We advertised 10 activities/events** between Nov. 4-12, 2023.

The 2023 KU Vets Day 5K, our featured event and an annual KU tradition, commemorated the 70th anniversary of the Korean War Armistice. **We totaled 663 in-person and virtual participants.**

We also partnered with several offices on campus to provide **55 care packages** to military, veterans and nontraditional students during National Nontraditional Student Week & Veterans Day Week.

Student Interactions

Students – and families, staff, etc. reaching out about/on behalf of students – can contact the MASC via email, webform, phone, walk-ins, virtual/in-person appointments, and Teams/GroupMe.

During the 2023-24 academic year, we saw a **21.8% increase in student interactions in the MASC** from the previous year.

	2022-23	2023-24
Total number of interactions	2,381	2,901

Purpose of interaction	2023-24
Education Benefits (VA, TA, etc.)	60.91%
MASC Program/Event/Service	8.63%
Financial Aid/Scholarships	7.33%
Armed Forces Residency Benefit	5.96%
Billing/Accounts	5.05%
Enrollment	3.28%
Campus Resources	2.34%
Admissions	1.91%

Armed Forces Residency Benefit (AFRB)

In Spring 2024, we worked with the Office of University Registrar to allow for students to be conditionally approved for AFRB pending their Kansas address. Historically, students were required to wait until they listed a Kansas address in Enroll & Pay before applying for AFRB. By allowing conditional approvals, students were able to see their in-state tuition rates much earlier. If they received a KU Merit Scholarship, the in-state merit scholarship amounts posted much earlier as well. About **30 students were conditionally approved**. All updated their Kansas address before the start of fall classes and were fully approved for AFRB.

KU Military-Affiliated Scholarships

Thanks to generous donors, KU offers several military-affiliated scholarships. During the 2023-24 academic year:

<p style="font-size: 2em; margin: 0;">38</p> <p style="margin: 0;">current/former military students received \$7,033 in book scholarships</p>	<p style="font-size: 2em; margin: 0;">\$84,500</p> <p style="margin: 0;">in other KU Military-Affiliated scholarships awarded</p>
--	--

“Y’all are just doggone rock stars! Thank you so much (for all your help). Coming to KU was one of the best decisions I’ve made with my life.”

- KU Military-Affiliated student



KU Commencement 2024: MASC director April Blackmon Strange (second from left) celebrates with three graduating MASC student staff.

“You’ve been one of the best – no, THE best person we’ve talked to regarding all the benefits my son is eligible for and how to get the most out of them. Thank you so much!”

- Parent of incoming KU Military-Affiliated student



Lt. Gen. William K. Jones
Military-Affiliated Student
Center



ADDRESS

Summerfield Hall, Rm. 345
1300 Sunnyside Avenue
Lawrence, KS 66045



CONTACT

785-864-2458
masc@ku.edu
masc.ku.edu

LEAVENWORTH STUDENT AND ACADEMIC SERVICES



Annual
Report
2023-2024



KU IN THE LEAVENWORTH COMMUNITY

About KU Leavenworth

KU Leavenworth provides graduate level education to the Leavenworth and Northland community members, officers attending the U.S. Army's Command and General Staff College, and online distance learners. KU Leavenworth coursework can be completed within 10-12 months through accelerated programming and flexible class times to fit the schedules of working adults with military careers. With staff offices and classroom space located on Fort Leavenworth and in the Towne Place Suites hotel, students have access to the same academic and student support, professors and educational rigor as those attending main campus in Lawrence.

Our Graduate Programs

- MBA (Hybrid)
- MS Organizational Leadership
- MS Supply Chain Management and Logistics
- MS Homeland Security: Law & Policy
 - Homeland Security: Law & Policy Graduate Certificate
- MA Global and International Studies-Interagency
- ME Project Management
- MPA
 - Public/Nonprofit Management Graduate Certificate

Our Students

Fall 2024 Admission and Enrollment Numbers

Total New Admitted Students	75
Total Enrolled Students	84
Returning Students	31

Total Enrolled Session Hours 851

Fall 2023 Admission and Enrollment Numbers

Total New Admitted Students	99
Total Enrolled Students	97
Total Enrolled Session Hours	928

Our Students

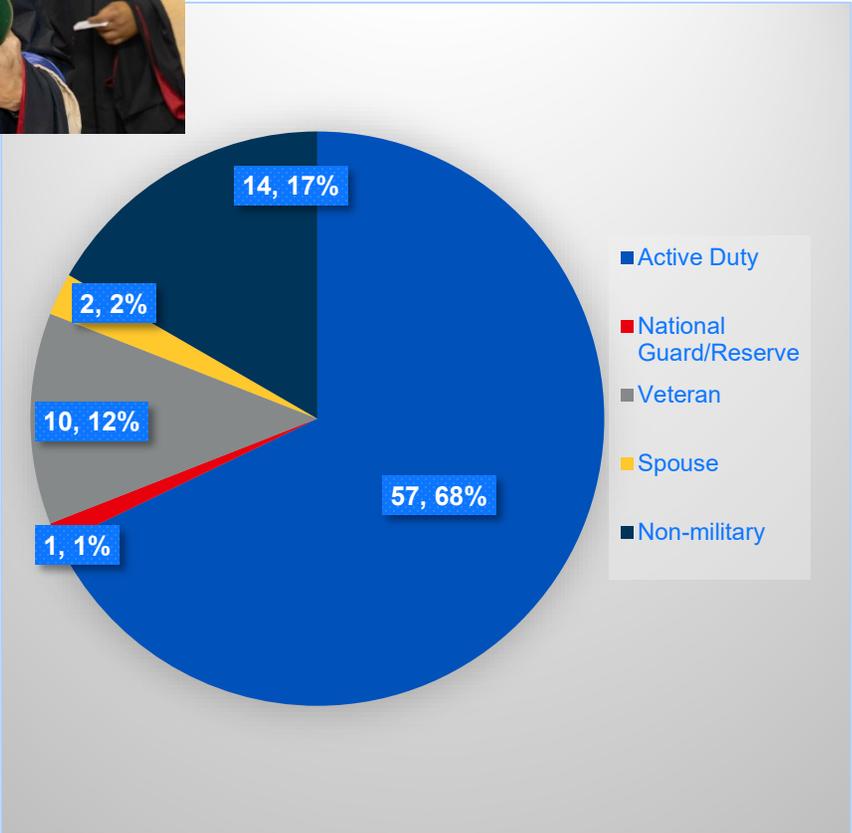
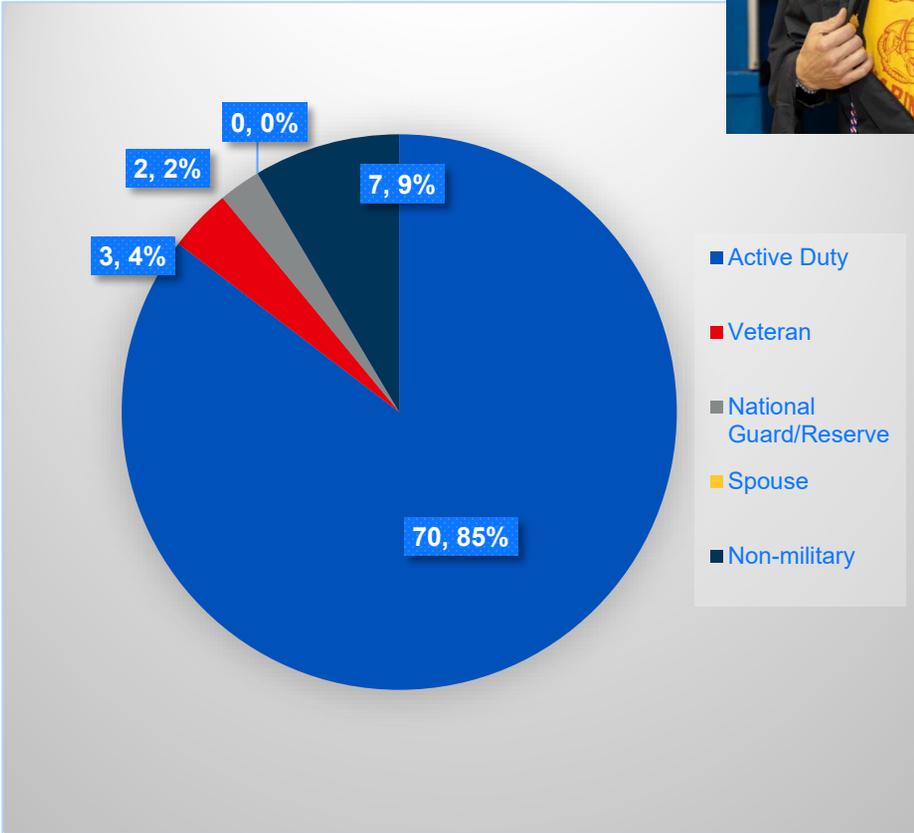
AY 2023

Total Military-Affiliated: 75



AY 2024

Total Military-Affiliated: 70



POINTS OF PRIDE



Seven Supported Graduate Programs

KU Leavenworth offers and supports **7 graduate programs** as part of the Fort Leavenworth MOU.

In Fall of 2024 two new programs were added to the MOU:

ME in Project Management

MS in Homeland Security: Law & Policy.



Timely and Personalized Student and Academic Support

Unlike other universities on Fort Leavenworth, our office has **extended hours** to accommodate the students and faculty that are participating in evening classes. Staff are available before class to answer student and faculty questions.

Office hours for students are also offered Tuesday afternoons in the cafeteria of the Lewis and Clark Center and online.

The KU Leavenworth Canvas page also provides orientation items and important announcements from staff to students.



Military Friendly

The staff at KU Leavenworth are full time and have a background working with military-affiliated student population and military funding options. Staff assist students with understanding and utilizing their Federal Tuition Assistance and/or VA educational benefits.

Working closely with the Military-Affiliated Student Center on the Lawrence campus, KU Leavenworth supports the processing of VA educational benefits during peak times.

KU Student Success Model



CONNECTION

2024 New Students

- Fall 2023 Total Inquiries: 109
- Fall 2024 Total Inquiries: 133
- 89 applications
- 75 admitted
- 3 International



ENTRY

2024 New Student Reception

- 81 attendees
- 30 students & 31 family members
- 7 Special guests from the community



PROGRESS

Learning Support

- 3-4 class visits each week
- Weekly open office hours (Tuesdays)
- Connect with students before classes.



COMPLETION

2023 Graduates!

- 76 graduates
- 40 Honor Cords and Challenge Coins given to graduating students.



TRANSITION

2023 Cohort Survey

- 40 total responses
Increased response rate of 54% from 2022-2023 cohort
- Very positive feedback highlighting student and academic support provided by KU LV staff.



“The admin team made it extremely easy to make sure all the admin and financial tasks were completed. This was just one less thing to think about and allow for maximum focus towards coursework.”

- 2023 Student Response from KU Leavenworth Student Survey

2023-24 Student Survey Results

A record number of students responded to the 2023 KU Leavenworth Student Satisfaction survey. Key highlighted results are below.

How useful is the communication provided by the Leavenworth office staff?



- Please expand upon your answer above
- Not useful at all
- Slightly useful
- Moderately useful
- Very useful
- Extremely useful

"The onsite staff are your best asset. They are readily available, and hand walk you through the entire process in a very short timeline."

"The Leavenworth office staff were always helpful throughout the year. They consistently provided answers to all my questions, regardless of their complexity."

How helpful are the KU Leavenworth staff with administrative and other issues?



- Please expand on your answer above
- Very Unhelpful
- Moderately Unhelpful
- Slightly Unhelpful
- Neither helpful or unhelpful
- Slightly Helpful
- Moderately Helpful
- Extremely Helpful

Having now completed (or close to completing) your graduate degree with KU Leavenworth, do you believe it will benefit your military career?



- Please expand upon your answer:
- No
- Yes

"The MBA concepts I encountered are directly applicable to organizational leadership in the Army"

Student Survey Qualitative Statements

- “For future Command and General Staff College (CGSC) students, the KU Leavenworth program requires **commitment**. The professors at KU Leavenworth not only teach at the Leavenworth campus but also the main campus in Lawrence. These **professors are exceptional**. If you commit to the program, the professors and staff will be **dedicated to your success**. You will have the opportunity to work ahead, allowing for a better work-life balance.

It's important to communicate with the professors and staff when life events or CGSC events arise. I completed all the CGSC requirements while attending KU, and I also fulfilled all the requirements for my KU degree. Effective planning makes achieving work-life balance possible. I highly recommend the KU Leavenworth program to any student seeking a graduate-level degree with outstanding professors, administrators, and staff.”

- “The content of the courses for this degree are **extremely applicable** to military officers and will serve all of us well in our future careers. CGSC should be teaching more courses similar to the courses taught by KU. I believe that the KU courses actually do more to **prepare** us for the next phases of our career than many CGSC classes.”
- “**Great** classes and instructors”



KU Leavenworth continues to grow relationships in the Leavenworth community on and off Fort Leavenworth.

- 7 on-base tabling events attended. Included 2 PAIR days, 2 Career and Education Fairs, 2 Installation Newcomer's Incomers brief, 1 table at PX location.
- 6 Military Affairs Council (MAC) meetings (Leavenworth-Lansing Chamber of Commerce).
- 22 KU recruiting tabling sessions (July-August 2023).
- Collaborated with TAP (Transition Assistance Program) team and KU faculty to provide transition soldiers with courses that will enhance their transition experience to the civilian sector.
- 2023 KU Leavenworth New Student Reception where KU leadership and faculty, Leavenworth community members, and Fort Leavenworth dignitaries to come together with new students to show support and welcome them to the KU family.



Leavenworth Partners from KU Alumni Foundation and City of Leavenworth



Leavenworth Student Reception

“The Leavenworth admin staff were amazing. The relatability with the challenges Active Duty Soldiers (especially as Permanent Party on FLKS) was very advantageous. They were a resource that made my experience so much more fulfilling and successful. And now I will utilize them with the few remaining requirements I have to obtain my second Masters (MBA) @ KU as well.”

- KU Leavenworth student



The Education Center on Fort Leavenworth where the KU Leavenworth office resides.



KU Leavenworth
Local Classes. Global Respect.



ADDRESS

120 Dickman Ave
Room #1
Fort Leavenworth, KS 66027



CONTACT

913-897-8242
leavenworth@ku.edu

HAWKLINK

Annual Report 2023-2024



LINKING YOU TO KU

Hawk Link

Hawk Link offers opportunities to support the transition to college, experiences during college, and preparation for post-graduation. Hawk Link provides students with individualized and community-based support through:

- Intake and planning next steps
- Linking of campus and community resources
- Navigating campus applications and processes
- Providing encouragement and ongoing support
- Offering a place to express and work through academic and personal goals
- Initiating outreach to prevent barriers to success

Mentored Scholars Program (MSP)

MSP is a program with student success and retention at its core. In addition to an annual scholarship of \$2,000, students receive faculty mentorship. The aim is to engage in the high-impact practice of faculty mentorship to assist students in successfully completing their degree.

Jayhawk JumpStart

JumpStart is a freshman transition program that provides five days full of activities, workshops, and networking to help students adjust to college and prepare for their first day at KU. Students who are the first in their families to complete a four-year degree, are Pell-grant eligible, or conditional admits were invited participate in JumpStart.

Haskell/KU Exchange Program

The Exchange Program is an opportunity for students from either university to take classes at the other campus while remaining full-time students at their home university.

HAWK LINK BY THE NUMBERS

5/20/23-5/17/24

Engagements	831
Appointments	522
Drop-ins	197
Emails	19,680
Text Messages	22,242
Unique Students	518

Hawk Link Nest & Fuel Station

With the new location of Hawk Link in 130 Summerfield Hall, we had capacity to create a welcoming space for students to study, connect and recharge between classes. We were also able to set up a small fuel station that has water, coffee, Gatorade, and a variety of snacks.

“Sometimes, I forget to hydrate or to eat. Stopping by Hawk Link helps me to get through the day not developing headaches. Please keep having accessible snacks and drinks for the students, we really appreciate it!!”

- KU Undergraduate Student

Phone Call Campaigns

ALEKS Phone Calls	1069
- 71% success rate (students took Aleks exam, submitted transcript, or brought transcript to orientation)	
Plan to Pay Fall 2023	359
Plan to Pay Spring 2024	360
Holds & Housing Fall 2023	220

Hawk Link Event Highlights

- **First-Generation Student Conference**
- **MSP Welcome**
- **HDF/KC Scholars Provost Welcome**
- **Monthly Community Events in the Hawk Link Nest**
- **First-Gen Book Club**
- **Finals Re-Fuel Station**



Hawk Link Hosted 18 events/engagements in Fall 2023

- Jayhawk JumpStart
- Dinner with Strangers*
- Medical Mondays*
- Non-traditional Student Wellness kits*
- First Gen Conference & First Gen Week
 - First Gen Week Kickoff Celebration
 - Headshot Tuesday
 - Tea at 3*
 - First Gen Week Tailgate*
- MSP Welcome Event
- First Gen Book Club
- Native Food Event
- Hawk Link Office Visit
- Haskell Market
- Finals Fuel Station
- Match & Chat*
- Dia de Los Muertos
- First Gen Book Club

Spring 2024 Hawk Link hosted or participated in 16 events

10 events were in collaboration or in tabling appearances rather than curated events

- One Stop Prep Shop*
- Health Info Management Day*
- Rising Scholars Event*
- KU Powwow
- Jayhawk Finance Budgeting 101 Workshop*
- Alternative Breaks* (Sponsored 21 Students)
- FAFSA Workshops*
- Rock Chalk Days*
- Respiratory Care Day*
- March Madness Event
- Snowed in at the Burge*
- First Gen Book Club
- Native Forward Workshop
- MSP End of Year Banquet
- Destination KU*
- Plant Games

*An event we collaborated with a campus or academic success partner.

"The event yesterday was so heartwarming. What a welcoming space you have!"

- Campus Partner

JAYHAWK JUMPSTART

JumpStart 2023 Participants: 277

Student Portfolio	Percentage Breakdown
First-Generation	49.8%
Continuing Generation	50.2%
Student Identity	Percentage
White	59%
Hispanic	26%
Black	18%
Multi Race	10%
Asian	15%
American Indian	4%

*Students with who identify as Multi Race (10%) are accounted for in more than one category.



JumpStart by the Numbers

Fall 2023 Cohort

Retained to Term 2

98.1%

Fall 2023 Cohort

Retained to Year 1

85.2%

JumpStart 2024 Participants: 155

Student Portfolio	Percentage Breakdown
First-Generation Total	60%
Pell Total	89%
FG + Pell	52%
Student Identity	Percentage
White	38%
Hispanic	28%
Black	22%
Multi Race	7%
Asian	7%
American Indian	2%

*Students with who identify as Multi Race (10%) are accounted for in more than one category.

JumpStart Values

Build Community

- Feeling connected to the people and the places while being supported and valued is vital to fostering success and belonging.

Construct Knowledge

- Empowerment comes from the ability to acquire, retain, and implement knowledge contributing to increased self-efficacy and confidence.

Navigate Campus

- Confidence in where resources are located as well as how to access them are important to the Jayhawk journey.

JumpStart Learning Outcomes

JumpStart students will:

- Identify how to access and use at least two campus support services.
- Describe how to find at least two new places on campus.
- Have contact information for at least one person who makes them feel welcome on campus **OR** create a calendar meeting with at least one new connection.
- Increase confidence in accessing Academic Success support services.





Student Engagement by the Numbers

Engagement includes academic and personal success coaching and planning for KU and Haskell students.

NAI Student contact

Institution	Number of Students	Number of Appointments/Contacts
KU	9	22
Haskell	73	152

Haskell/KU Exchange Program

The historical partnership between Haskell Indian Nations University and KU exists to offer academic courses for students at either institution, while students stay enrolled at their host institution. The exchange program has returned to the current numbers for KU and Haskell students following a decline through the pandemic when Haskell was fully online and KU was hybrid, but primarily in person.

Haskell/KU Exchange Program 2023-2024

Institution	Semester	Number of Participants
University of Kansas	Fall 2023	1
	Spring 2024	1
	Summer 2024	0
Total		2
Haskell Indian Nations University	Fall 2023	24
	Spring 2024	26
	Summer 2024	16
Total		66
Passing Grade earned (A-C)		74.74%

MENTORED SCHOLARS PROGRAM (MSP)

The Hawk Link team, also known as MSP Central, oversees the administration of the Mentored Scholars Program and partners with nine academic units at KU to provide mentoring, resources, and academic support.

During the 2023-2024 school year, a review and evaluation of the MSP mission, processes, budget, and how students are served was completed. MSP Central met with all MSP Directors who manage their academic unit's program to discuss needs, finances, and best practices.

We were able to identify the **heart of the program: faculty mentoring**. Mentoring contributes to MSP students retaining and graduating at a higher rate than their non-MSP peers. It was also determined that the model should be a retention, rather than a recruitment program, returning to the original intent of the program as it was established 30 years ago. As such, we have rebranded to the Mentored Scholars Program and retain scholars at KU rather than recruit to KU.

A transition plan for several academic units will ensue, but for the remaining programs, a decentralized, yet aligned model between the remaining five academic units and MSP Central will take shape and allow for expansion.



MSP Stories

Lin Jaw, a senior in the Architecture & Design program, was awarded experiential funds to study abroad. "I am excited to deepen my understanding of the cultural threads that weave through Korea and Japan. This journey presents an incredible opportunity to broaden my cultural horizons while exploring the architectural wonders of these two nations with rich traditions. I aim to expand my architectural knowledge and design sensibilities by immersing myself in these diverse architectural landscapes. I believe that this experience will enrich my comprehension of East Asian cultures and, also teach me valuable insights to infuse into my future architectural projects."

2023 MSP Student Retention Rate vs. Overall KU Retention Rates

	MSP	Overall KU	Difference
Retained to Term 2	98.1%	94.4%	+3.7 pp
Retained to Year 2	90.7%	86.5%	+4.2 pp

MSP Student Graduation Rate vs. Overall KU Graduation Rates

	MSP	Overall KU	Difference
4-year grad rate 2020 cohort	58.5%	55.8%	+2.7 pp
6-year grad rate 2018 cohort	79.2%	68.8%	+10.4 pp

The faculty/staff mentors and school leadership who support our students annually are a key element to our overall student success in MSP. Each mentor serves at least 5 students, with some supporting up to 15 annually. We would like to acknowledge the following mentors who all served MSP students in the 2023-2024 school year:

- **Architecture and Design - Betsy Barnhart | Jae Chang | Nisha Fernando | Kapila Silva**
- **Business - Steven Johnson, Jr. | Sam Azzaro | Morgan States**
- **College of Liberal Arts and Sciences - Brittnee Carter | Angela Gist-Mackey | Cameron Piercy | Shuai Sun**
- **Education & Human Sciences - Michele Casavant**
- **Engineering - Palvih Bhana**
- **Journalism & Mass Communication - Himee Kamatuka**
- **Music - Margaret Marco**
- **School of Pharmacy - Dennis Grauer**
- **School of Professional Studies - Anna Balmilero | Amy Neufeld**

MSP Scholars 2023-2024

Program	Fall Count	Fall Graduates	Spring Count	Spring Unenrolled	Spring/Summer Graduates
Architecture & Design	44	0	43	n/a	12
Business	85	4	79	2	21
College of Liberal Arts & Sciences	64	3	58	3	21
Education & Human Sciences	22	0	22	n/a	8
Engineering	25	1	24	1	5
Journalism	13	0	12	n/a	5
Music	8	0	8	n/a	3
Pharmacy	7	0	7	n/a	3
Total	268	8	253	6	78





Hawk Link



ADDRESS

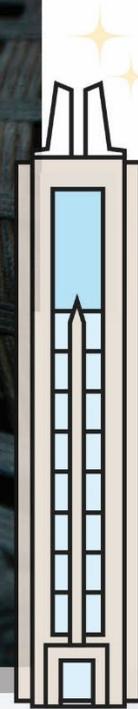
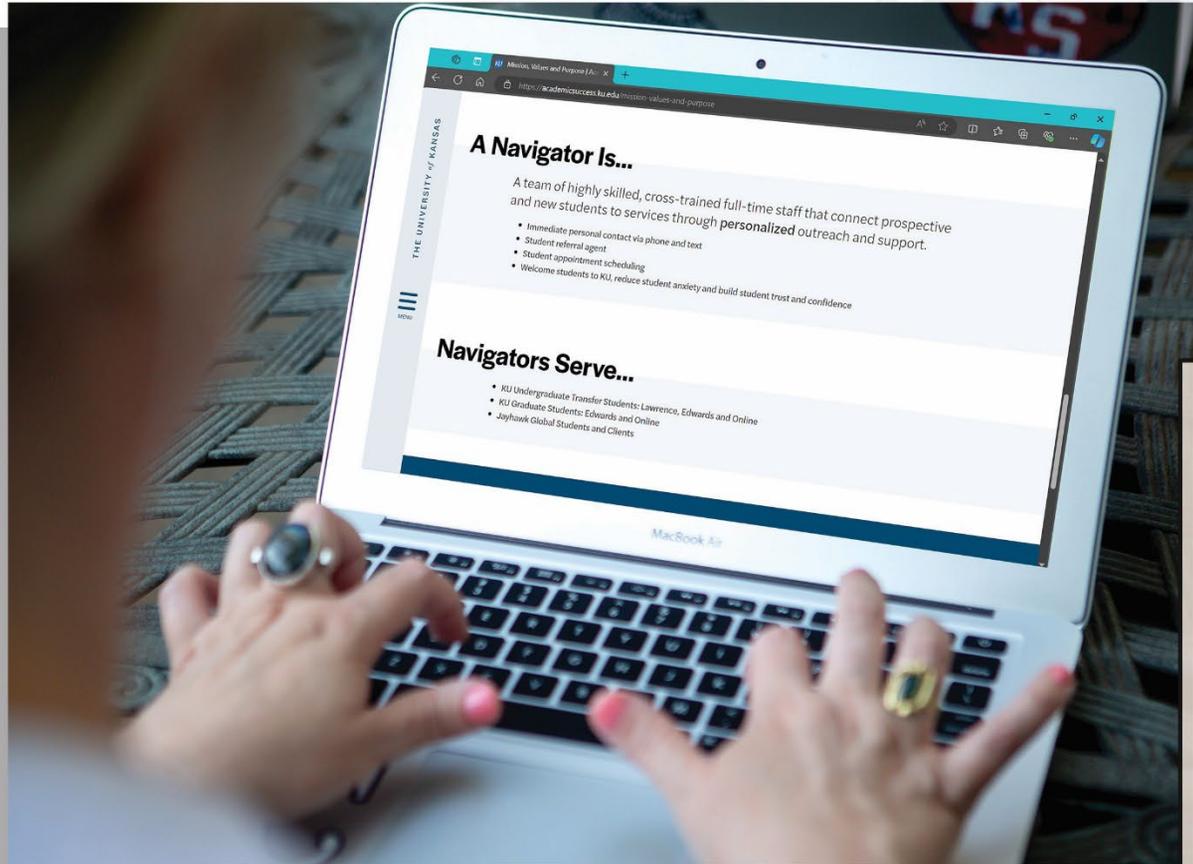
Summerfield Hall
1300 Sunnyside Ave
Suite 130
Lawrence, KS 66045



CONTACT

785-864-0989
hawklink@ku.edu
hawklink.ku.edu

ACADEMIC SUCCESS NAVIGATORS



Annual
Report
2023-2024

ABOUT US

Navigators are a team of 11 highly skilled, cross-trained full-time staff that connect students to university services through personalized outreach and support. Our work is spread across three distinct areas of specialization to reflect the holistic student support recommended by the KU Student Success Model.

1. Prospective Student Inquiry Response through Program Enrollment and Orientation Support

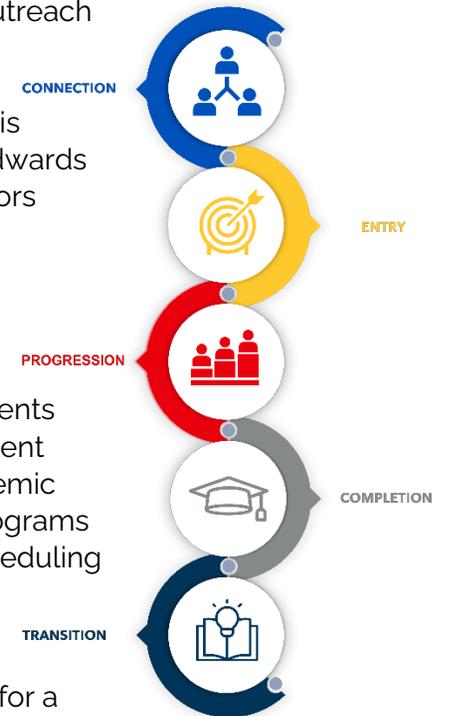
Navigators are an integral part of a proactive communication strategy that utilizes phone, text, and email to serve students interested in academic programs at KU with **“just in time”** information. Phone outreach begins 24 hours after a prospective student has requested information. Subsequent phone outreach is spread across a 45-day timeline. Prospective students are offered **one-on-one** appointments with an academic advisor for career conversations and transcript evaluations. This service model is provided to a select group of undergraduate and graduate programs at KU Edwards Campus, KU at Leavenworth, and Jayhawk Online. To further support these programs, Navigators conduct application deadline reminder call campaigns.

2. New Transfer, Graduate and Readmit Support

Navigators begin outreach to new transfer and readmitted students within five days of admission. We use a combination of phone and email communication to **welcome students** to KU and connect them with their next steps. These “next steps” are an intentional series of events that begins with a one-on-one **tech session**, during which students are registered for new student orientation, and ends with a Transfer Welcome Meeting enrollment appointment with an academic advisor. Navigators also make Grad Student Welcome Calls for online and satellite campus programs and offer one-on-one tech sessions, **orientation registration**, and enrollment appointment scheduling for graduate students to support graduate student success.

3. Jayhawk Continuing Education Registration Services

Navigators provide **registration** processing and **payment collection** by both phone and email for a diverse group of international and domestic students engaged in workforce development, certifications, employment training, and enrichment learning through Jayhawk Continuing Education.



What is a Tech Session?

A tech session is a 30-minute meeting in which a new student (transfer or graduate) connects one-on-one with a Success Navigator. These sessions are conducted via Zoom so that the Navigator and the student can screen share to complete tasks during these sessions including locating their KU student ID number, establishing an online ID and password, completing financial and electronic consent agreements, and answering the TB questionnaire.

Once these tasks are complete, Navigators provide an overview of the resources available through myKU, with special attention to KU ID card, KU Bookstore, KU IT technology resources, student accommodations, and mobile apps. Navigators also review key features in Enroll & Pay and Jayhawk GPS. At the end of the tech session, Navigators register students for New Student Orientation and schedule an enrollment appointment.

The goal of these sessions is twofold:

- 1) [Make Student Connections](#)
- 2) [Deliver Critical Learning Outcomes](#)

We hope to maximize the student's time during their first appointment with an academic advisor, focusing on hopes and dreams rather than technology logistics. We ensure that students are aware of the technology and support services available at KU to help them be successful.

Outbound Phone Call Expertise

Because daily Navigator work involves proactive outreach by phone, our team has been identified as a "go-to" for assistance with time-sensitive calling campaigns. In the past year, these campaigns have included reminder phone calls for Edwards Campus Orientation, TB compliance calls for students that failed to complete the tuberculosis questionnaire prior to enrollment, and Plan to Pay calls to guide students through upcoming tuition and fee deadlines.

TRANSFER AND READMIT SUPPORT

“Transferring from a small community college to such a big school has been so overwhelming and confusing and you have helped me so much today. I had so many questions and you answered them all!”

-F24 Transfer Admit

2023-2024 Accomplishments

- ❑ Collaborated with Slate to create a portal for post-admission Welcome Call and Transfer Tech Session workflows.
- ❑ Increased cadence of outreach so that new admits receive a phone call or email every two weeks until they take action.
- ❑ Folded domestic-international transfer students into the post-admission Welcome Call and Transfer Tech Session process.
- ❑ Expanded Tech Sessions to include information about DUO authentication requirement for new students.
- ❑ Collaborated with Success Technologies to launch a new *Hand Raise* in Jayhawk GPS of “I’m recently admitted and I’m not sure what to do next”
- ❑ Formalized a process for completing appointment reminder calls for all scheduled Transfer Tech Sessions *and* Transfer Welcome Meetings
- ❑ Expanded post-admission communication to readmits from one call to multiple attempts by phone and email.
- ❑ Created and filled a Trainer position to provide training and on-going support to campus partners that collaborate with Navigators on transfer processes.

Spring 2024

322 Tech Sessions
completed
342 Transfer Welcome
Meetings scheduled

Summer/Fall 2024

1243 Tech Sessions
completed
1207 Transfer Welcome
Meetings scheduled

INQUIRY RESPONSE THROUGH ADMISSION

“Wow, many thanks for the prompt and elaborate email. The guidance is spot-on. I am excited and I look forward to pursuing my graduate studies from the University of Kansas.”

– Future KU graduate student

2023-2024: A Year of Change

Fall 2023, we began the process of moving our prospective student inquiry work from Hubspot to Slate CRM. We collaborated closely with the Slate Team to complete the following:

- Converted 40 program-specific request-for-information forms on the Edwards Campus website from Hubspot forms to Slate forms.
- Moved all email content for 61 unique nurturing sequences from Hubspot to Slate for a total of 366 individual email messages.
- Initiated text workflows for all programs in the Edwards Campus portfolio.
- Programmed a “Let’s Talk About Financial Aid” email to be delivered to all prospective undergraduate students in the Edwards population that attended a pre-advising meeting with an advisor.
- Established Active Scheduler and provided Slate training for 13 advisors serving programs in the Edwards Campus and Jayhawk Global populations.
- Programmed a letter of congratulations from the School of Professional Studies to be emailed to all students admitted to an SPS program.
- Created and filled a Trainer position to provide training and on-going support to campus partners that collaborate with Navigators on prospective student work processes in Slate.

64,783 Total Calls

Hubspot -32,612
Undergrad Slate – 11,462
Grad Slate – 20,709

82 Programs Served

Doctoral degrees: 4
Master’s degrees: 20
Bachelor’s degrees: 25
Certificates: 33

JAYHAWK CONTINUING EDUCATION REGISTRATION SERVICES

"Thank you so much for your excellent and very personalized service"

-KU Osher Lifelong Learning Student

Five Years of Service and Counting

Navigators assist in all related aspects of registration for Jayhawk Global Continuing Education programs. These include:

- Providing broad support by answering questions about continuing education programs by phone and email.
- Assisting international customers placing orders using a purchase order or wire transfer and federal employees placing orders using SF-182s.
- Processing paper registration forms and checks received by mail.
- Completing credit card orders over the phone, including orders for gift certificates, donations, and annual membership fees.
- Processing requests to transfer, substitute, or cancel course registrations.
- Assisting customers in resetting passwords so they can self-register using Enrole.
- Printing confirmation emails, invoices, and certificates of completion.
- Collecting requests to add or remove customers from catalog mailing lists.
- Setting up web access for new customers so they can access course history and certificates.

Registrations by Program

**Self-service and Navigator supported*

KU Aerospace Short Courses: **1,181**

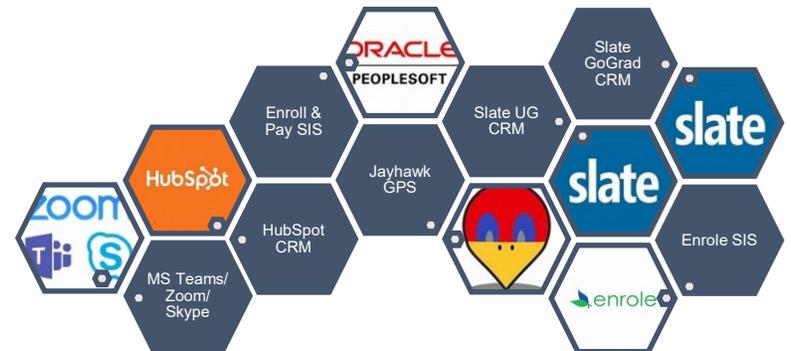
KU School of Law Media and the Law Seminar: **142**

KDOT Transportation Safety Conference: **426**

Annual Water and Wastewater Operators School and Examinations: **271**

KU's Osher Lifelong Learning Institute: **4,396**

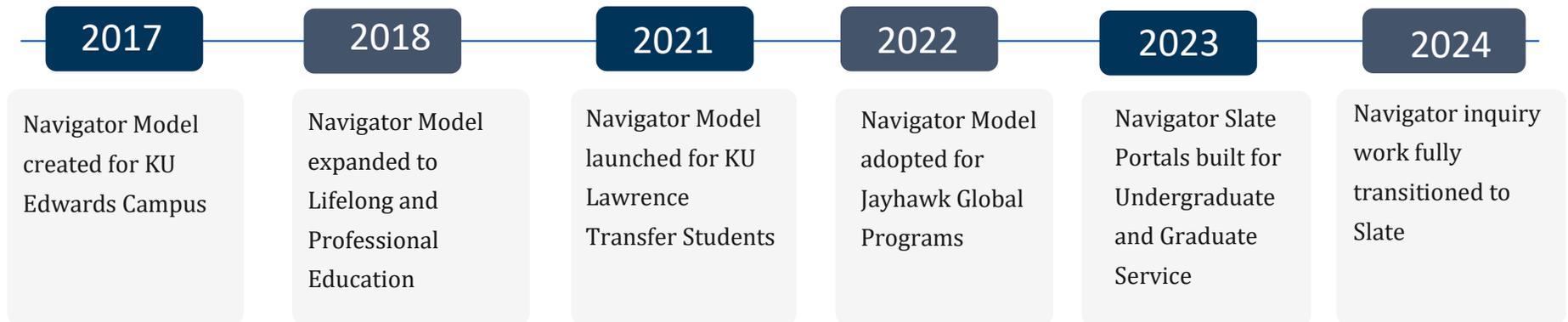
Professional Programs (all other): **647**

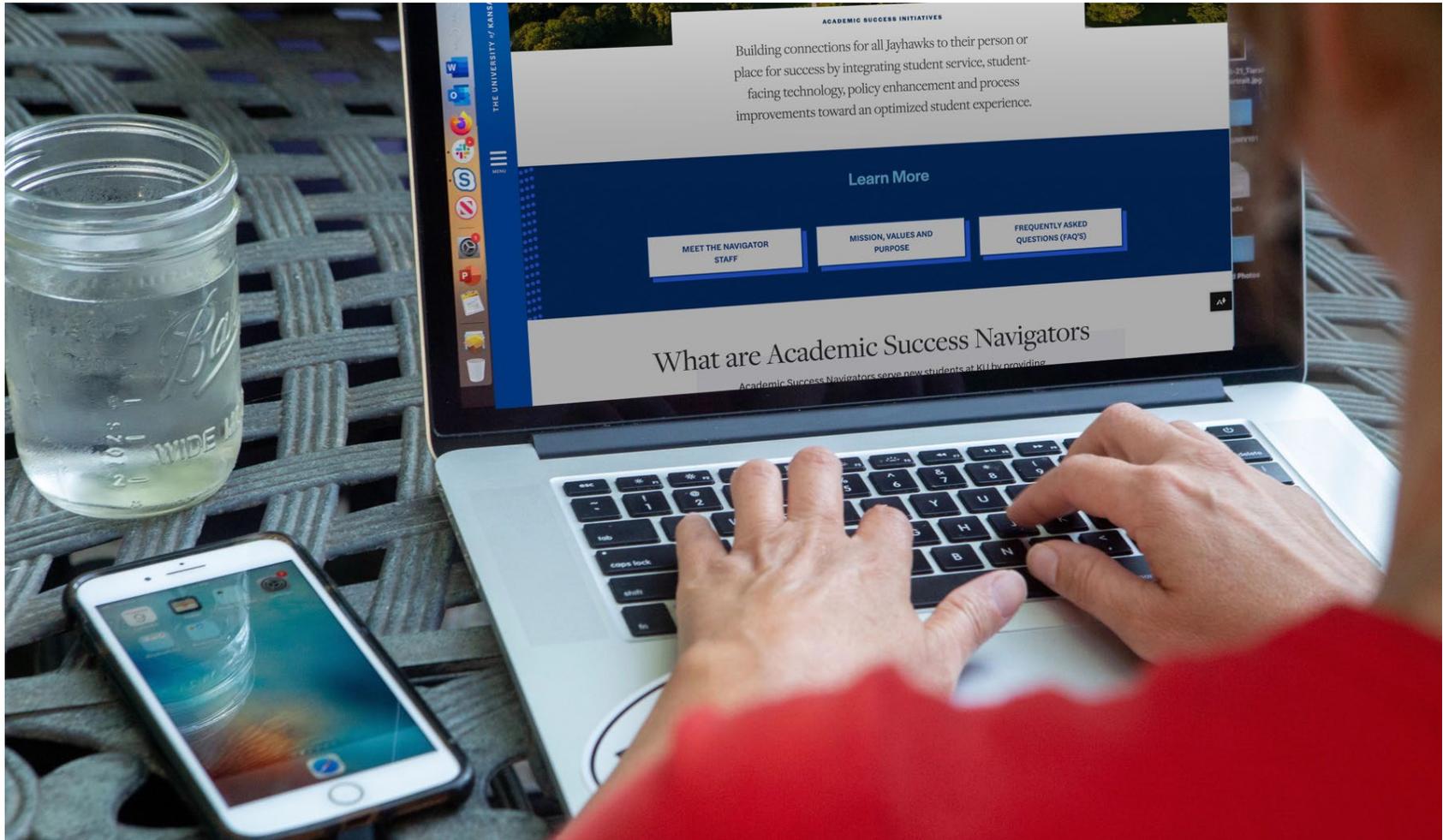


OPERATIONS AND MILESTONES

Navigator Operations: The Difference

1. Listen to the student’s story, interests, motivations, and goals. Respond to the individual student and tailor communications to their needs/wants. Personalize the experience.
2. Provide service that is helpful and answers questions while providing education and satisfaction for the student.
3. Deliver service that encompasses customer needs: friendliness, empathy, fairness, and customer control with time-sensitive information.
4. Provide next action steps so that the student feels confident to continue their academic journey at KU.





Academic Success Navigators

ADDRESS

Regents Center 131
12600 Quivira Rd.
Overland Park, KS 66213
*Remote Team based in KS,
OK and MO*

CONTACT

785-864-1218
kunavigators@ku.edu

CENTER FOR ORIENTATION & TRANSITION PROGRAMS



Annual
Report

2023-2024



OUR PURPOSE

The Center for Orientation and Transition Programs supports the mission of the University of Kansas through our programmatic efforts and partnerships, designed to set a foundation for all incoming domestic students that allows them to become educated leaders, who can build healthy communities, with access to resources to make discoveries that change the world.

We provide intentional programs that will support and empower students through their Jayhawk journey.

As a team, we utilize the following guiding principles:

1. OTP curates information so that students can take in, make meaning, and take timely action.
2. Participation in OTP programs builds the foundation and provides the opportunities for students to begin to build support networks to other Jayhawks.
3. OTP programs intentionally create and develop a cohort of student leaders through the OA process.
4. OTP programs strategically reduce the melt of incoming students.

"I thought that the day was really good and helpful, and I met fellow KU freshman. It got me excited to attend and move into KU in the fall."

- F24 New Student

ELEMENTS FOR SUCCESS

Orientation

- **Freshman Orientation** – Freshman Orientation consists of a one-day session that includes: Welcome, Student-to-Student Group, Opportunities Fair, Paying for KU Presentation, Advising & Enrollment, Navigating the Nest, and I am KU session. Additionally, students are required to complete a pre-orientation online course and *Discover KU*, a post-orientation online course.
- **Parent & Guest Orientation** – As part of our Freshman Orientation sessions, we also offer a full day Parent & Guest program. This program includes Welcome, Supporting Your Student’s Academic Success, Building Your Nest, Opportunities Fair, and Paying for KU Presentation. Parents & Guests can choose between 15 different conference-style sessions, and receive access to a pre-Orientation course, and the KU Family Connection, a CampusESP online platform.
- **Transfer Onboarding** - The Transfer Onboarding experience includes a Welcome Call from an Academic Success KU Navigator, one-on-one Tech. Session, Advising & Enrollment Appointment, can choose from one of the following Onboarding Experiences: a fully online course, or an in-person half-day session. OTP serves both Lawrence and Edwards campus students through our Onboarding efforts.
- **Jayhawk Global Orientation** – Our Jayhawk Global Orientation is an asynchronous course that serves undergraduate and graduate students admitted into a Jayhawk Online Program.



ELEMENTS FOR SUCCESS



Transition Programs

- **Hawk Week** - KU starts off your bright future with big fun. Hawk Week has so many live and festive events focused on community and inclusivity we could not pack it in seven days and have stretched it to 10. Your path to the future is paved with learning, laughing, and a lot of free stuff.
- **Your First Year** - This program offers year-long programming for first year Jayhawks through academic connections, social events, workshops, and guest speakers. Your First Year connects first year students with opportunities to deepen their KU connections established from Orientation and Hawk Week.
- **I am KU** - Every Jayhawk arrives at KU with their own experiences and stories to tell. It is easy to feel pressure to fit a mold or someone else's expectations when starting college. What makes the Jayhawk unique is that it is one of a kind, and so are all our students! I am KU is a speaker series that gets students to think about who they are right now and who they might become throughout their KU experience.
- **Winter Welcome** - Whether newly admitted or returning to KU for Spring, every Jayhawk deserves a warm reception. We beat the cold and ring in the spring semester with a campuswide week of programming and events.
- **Rest, Relax, Recharge** - For both the Fall and Spring semester the Center for Orientation & Transition programs curate a week of events during finals week centered around wellbeing and academic preparedness. These weeks also include our marquee event, Late Night Breakfast.

BY THE NUMBERS

Freshman Orientation

Over 6 weeks and 28 freshman orientation sessions, we served 5,257 incoming Jayhawks and 7,098 of their parents & guests. On the 20th day of the semester, we had 5,323 first-time freshmen enrolled at KU.

Transfer Onboarding

On the 20th day of the semester, we had 1,117 transfer students enrolled on the Lawrence and Edwards campuses. We had 858 Transfer students enroll in our fully online Onboarding course, and 269 attend an in-person half day program.

Jayhawk Global

In our second year of Jayhawk Online, we had 53 undergraduate students and 208 graduate students enrolled in online courses with over 25 degrees served.

12,355

Jayhawks, parents, and guests welcomed

5,323

First-time Freshmen enrolled

28

Orientation Sessions

1,117

Transfer students enrolled

1,127

Students attended a Transfer Onboarding

233

Jayhawk Global students attended Orientation

ACCOMPLISHMENTS & HIGHLIGHTS

Improved Parent & Guest Experience for 2024

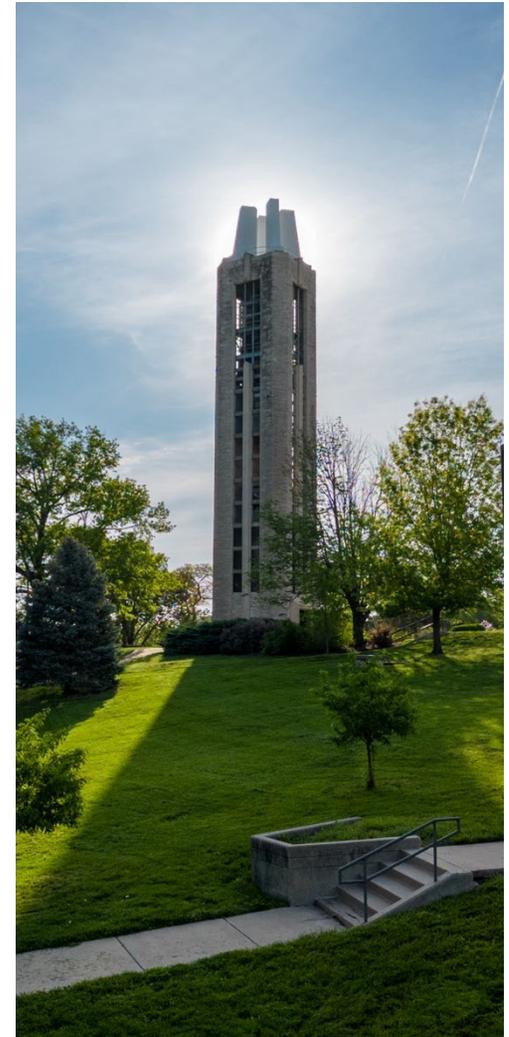
- Launched a Parent & Guest orientation course to align with the pre-orientation student course, creating space for resource sharing prior to attending their Orientation session.
- Created conference-style sessions for our Parents & Guests during the afternoon portion of their program. Through three session blocks during the afternoon, parents and guests could choose from 17 unique sessions that best spoke to their own questions, concerns, and curiosities about the KU experience.
- 65% of Parents & Guests attended at least one session with a total of 10,877 attendees across the three session blocks over the course of our Orientation season.

Improved Student Learning Outcome Connections

We were able support this new programmatic initiative in the Parents & Guests program by moving the afternoon components of the student schedule out of the Kansas Union. For Summer 2024, students attended their **Navigating the Nest** and **I am KU** sessions in Wescoe Hall. This allowed students to experience an actual KU classroom and lecture hall to increase comfortability in an academic space ahead of the first day of classes.

Expanded Portfolio of Service

OTP continued to strengthen our partnership with the KU Edwards Campus. We ensured alignment across our undergraduate transfer online courses. For the first time, we included Edwards Campus events on the greater Hawk Week Schedule, allowing greater connection across campuses as students transitioned to their unique Jayhawk experience.



TRANSITION PROGRAMS

Winter Welcome 2024

Winter Welcome took place over the first week and weekend of the Spring 2024 semester from January 16th to 21st. This year we had 34 Winter Welcome events hosted by 25 campus partners. 779 students participated in Winter Welcome.



“Thank you so much for planning these events! It made the transition to university life less scary.”

– KU student



TRANSITION PROGRAMS

Hawk Week

Hawk Week 2024 began on Friday August 23rd and ended on Wednesday September 4th, with an extension into the second week of classes to accommodate Labor Day. Incoming Jayhawks had to complete three programs valuable to their academic, social, and personal transition to KU.

Traditions Night: Hawk Week kicked-off on The Hill this year, as students caught the Jayhawk spirit and learned KU traditions with KU Athletics, the marching band, and 4,000 members of our Jayhawk community.

Jayhawks Give A Flock: Students found their Flock through this training program hosted by the Sexual Assault Prevention and Education Center. In this program, students learned ways protect themselves and the KU community against sexual assault and violence. **3,561 students completed this program during Hawk Week.**

Academic Sunday: Students attended their academic school or unit's welcome event and had opportunities to meet faculty, staff and organizations to learn about resources to support their academic journey. **2,473 students connected with their academic unit on Academic Sunday.**



This year, we had **80** Hawk Week events hosted by **46** departments across campus with **9,874** students attending Hawk Week events.

OUTCOMES, METRICS, AND ASSESSMENT

Curating attainable outcomes and collecting and analyzing both quantitative and qualitative data points are central to the work that we do in the Center for Orientation & Transition programs. Below are our 2023 outcomes and relevant data points.

Outcomes for Orientation & Transition Programs

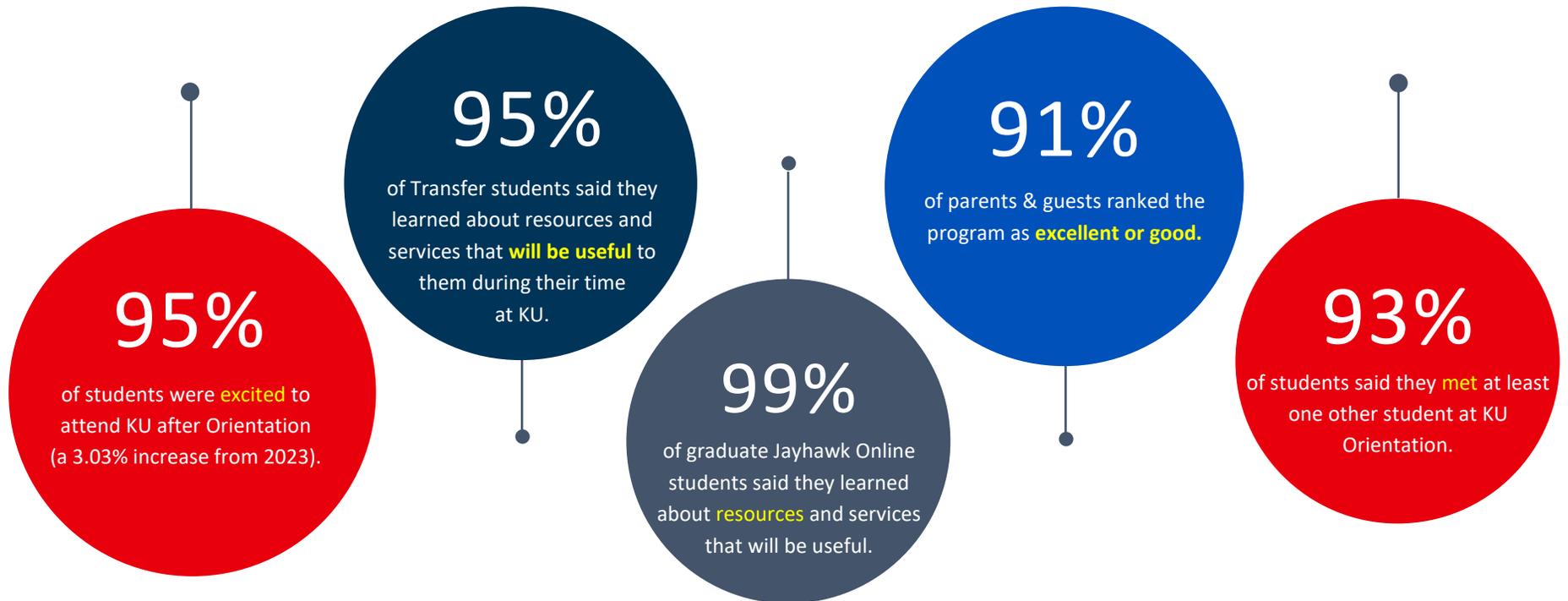
1. Increase individual student awareness of and knowledge of campus resources.
2. Provide opportunities for students to meet one another.
3. Introduce and invite students to experience and participate in KU traditions.
4. Provide connection to the physical spaces of KU's campus.
5. Introduce students to affinity and inclusive spaces (physical, emotional and spiritual).
6. Prepare students for academic experiences at the University.
7. Introduce students to KU systems and technology and prepare them for completing the basic day-to-day and transactional functions of academic life.
8. Introduce new students to student leaders.
9. Introduce and re-introduce students to the Jayhawk community expectations.



“Orientation was very well put together and ran very well. I appreciated how welcoming all the staff members were and how they welcomed us all with open arms. I am excited to begin my journey here and to join the Jayhawk family.”

- Orientation participant

OUTCOMES



“Since the start of our daughter’s college selection, KU exceeded expectations again. Highly organized and everyone, whether a student, advisor or a specific person attached to her college has been more than willing and ready to help. She will be 16 hours from home, so it is comforting to know she has resources that will truly help when needed. Great job!”

- New Jayhawk Parent



Center for Orientation & Transition Programs



ADDRESS

Wescoe Hall Room 4006
1445 Jayhawk Blvd.
Lawrence, KS 66045

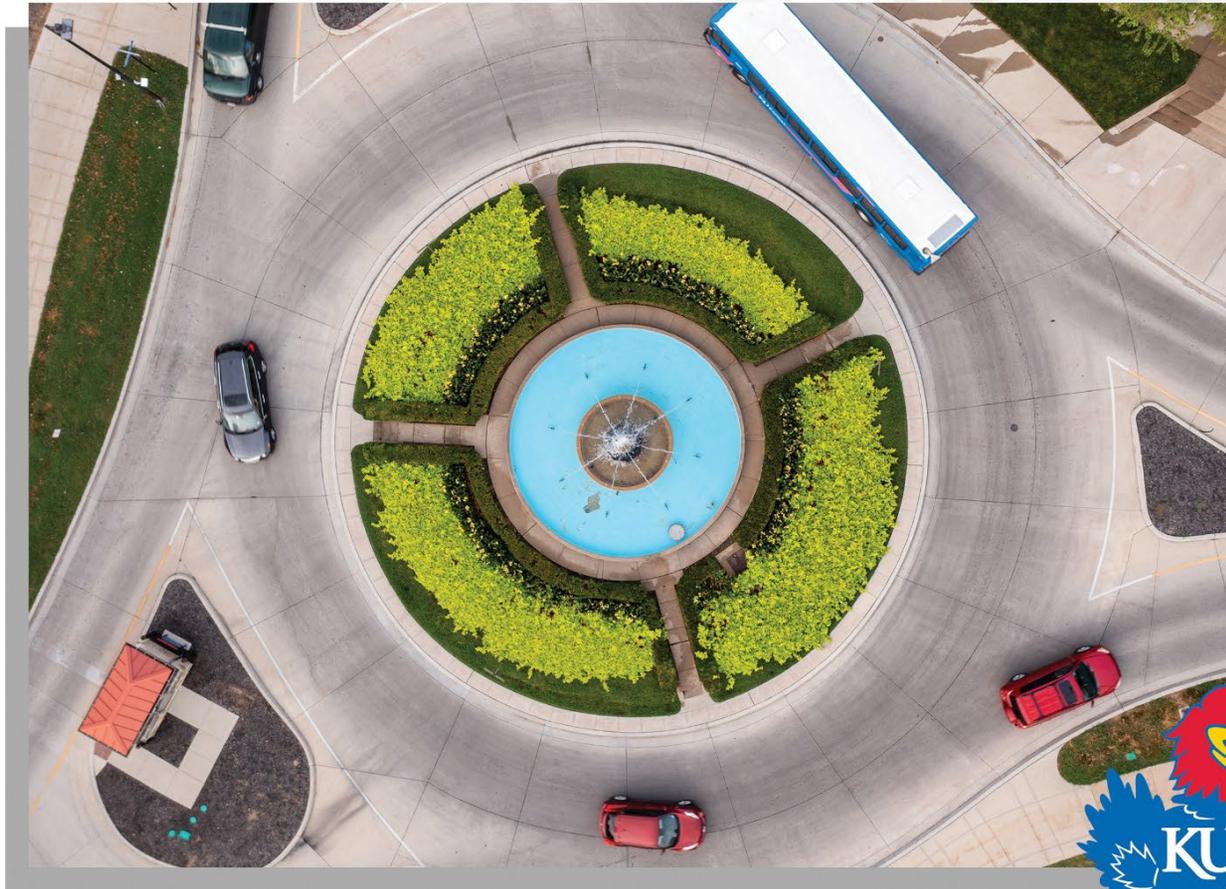


CONTACT

785-864-4270
orientation@ku.edu
orientation.ku.edu

JAYHAWK ACADEMIC ADVISING

Annual
Report
2023-2024



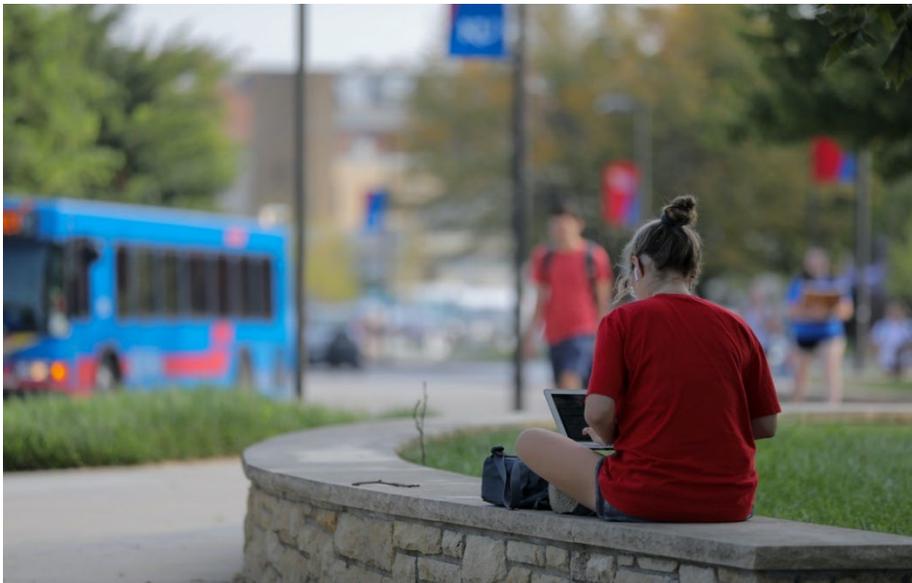
BY THE NUMBERS

Jayhawk Academic Advising ensures high quality academic advising through:

- Providing accurate and timely resources, materials, and information.
- Providing a holistic, seamless student experience from the point of admission through graduation.
- Connecting students to academic advising early in their KU career with a proactive advising approach.
- Increasing student access to personalized support for all students regardless of major.
- Mentoring students as they explore and clarify their values and their educational, career, and life goals.
- Collaborating with students as they make meaning of their experiences, work to actualize their academic interests, and implement their educational plans.
- Providing a team of highly competent academic advisors through:
 - Coordinating staffing, onboarding, and training resulting in consistent, efficient practice.
 - Incorporating inclusive and socially just practices.
 - Providing career ladders, competitive salaries, and increased retention of student success professionals.



A STUDENT CENTERED APPROACH TO ADVISING



BACKGROUND

In June 2022, academic advising was aligned at KU as a Jayhawks Rising Strategy and one of the four recommendations from the National Institute of Student Success mandated by KBOR.

In August 2022, Jayhawk Academic Advising (JAA) began its operations. The foundational goals to establish JAA and benchmark future progress were to make it easier for students to access advisors, strengthen the stability of student-advisor pairings, and build a common understanding of the role of academic advisors that prioritizes proactive, collaborative, and holistic advising behaviors.

Those priorities remain at the core of who we are in Jayhawk Academic Advising, and we challenged ourselves in AY 2023-24 to build on our foundational successes by:

- Continuing to scale JAA to meet the growth of the university, keep caseloads down, expand services in pre-health and prelaw service areas, and ensure students have easy access to advising support that matches their needs and timeline.
- Increasing advising expertise and support across academic/career families through the refinement of the Pathways model.
- Strengthening and maintaining consistent student-advisor relationships by building a robust, human-centered organization that retains and advances its advisors.

The data and summary provided in this annual report are provided with these goals in mind.

87% of students agree or strongly agree their advisor creates an open, respectful, supporting environment.

MAKE IT EASIER FOR STUDENTS TO ACCESS ADVISORS

ACHIEVING SCALE

Increasing access to advising through the rightsizing of caseloads has remained a critical focus in JAA's second year. Improved retention numbers and a record-sized freshman class necessitated that JAA continue to grow, ensuring that students had ready access to an advisor, thereby providing them early and timely information, proactive assistance, and readily available resources at any points of need.

Our Model:

- Provides all students access to in-person or virtual advising, as well as drop-in advising and advising by scheduled appointment.
- Offers all-staff drop-in hours twice weekly for on-demand, real-time services for all students, adding locations and improving check-in processes for a smooth student experience, both in-person and virtual.
- Supports university and program growth by increasing staff so that advising caseloads remain to at or below 300 students and maintain these ratios as KU grows.

29
New advisors hired
in AY 23-24

1:<300
Target caseload achieved
to ensure accessibility and
proactive approach



Our approach ensures we say “yes” to students and for students.

KU STUDENT PATHWAYS TO SUCCESS

In addition to increasing advising capacity and improving access to advising services, JAA continued its phased reorganization into a designed, research-informed KU Student Pathways structure and away from legacy units and reporting lines. Following NISS recommendation to “develop intentional pathways for students to learn about, select, and transition between majors,” JAA brought advisors supporting programs with curricular and career alignment into KU Student Pathways-based teams. These teams were then cross-trained, thereby ensuring greater opportunities for students explore, add, and transition between related programs while retaining their relationship to their KU Pathways team and academic advisor whenever possible.

2023-2024 JAA Highlights

- Hired a dedicated team to advise pre-health and prelaw preparation and post-graduate program search and application support.
- Streamlined and timed support for transfer students, where all incoming transfer students meet with an advisor for advisement and enrollment support on the student’s preferred timeline.
- Supported the university’s implementation of the statewide general education curriculum, KU Core 34, through extensive advisor training and creation of transition-focused tools and information repositories.
- Reorganized Jayhawk Exploratory Advising as its own team led at the Associate Director level.
- Worked with SIS and Stellic partners to begin building an enterprise-level, student-facing degree planning tool called Planner.

3.7

Average number of times students report discussing academic interests, performance, and course selection with their advisor this year.



1,260

Transfer Welcome Meetings attended by incoming transfer students

SUPPORTING STUDENTS BY SUPPORTING ADVISORS

Jayhawk Academic Advising aims to make positive contributions to KU student retention by increasing students' sense of stability, connectedness, and belonging, through the strengthening of student-advisor relationships. Therefore, it is critical that JAA positions itself as an organization that attracts, supports, and retains high quality staff members deeply invested in student success. To this end, in AY 2023-24, JAA fully implemented and operationalized its career ladder, a promotional structure giving advisors the opportunity to advance in their careers while remaining in JAA. Meanwhile, JAA continues to place focus and dedicate resources to its ongoing professional development structure.

Highlights of JAA's professional development structure:

- Promoted four JAA advisors to Senior Academic Advisor.
- Implemented Lead Advisor position, a position that gives advisors the opportunity to supervise 2-3 academic advisors.
- Promoted six advisors to Lead positions, supporting these new advisor-supervisors through HR and JAA-created trainings and structured, ongoing development.
- Four additional staff members advanced to leadership positions within JAA.

70%

Percentage of JAA advisors completing Mental Health and Campus Connect trainings in last two years.

30+

JAA advisors taught or enrolled in a course in AY 2023-24.

JAA's ongoing commitment to its team members:

- Provided four cycles of JAA's comprehensive advisor onboarding training, a six-week classroom, shadowing, and mentoring experience to 22 new staff members.
- Nearly 50% of JAA attended at least one multi-day national, regional, or local professional development event. In addition to these opportunities, JAA coordinated a year-round calendar of one-day and partial day learning events for staff.
- Thirty-six advisors completed Mental Health First Aid and 30 completed Campus Connect suicide prevention training.
- Funded professional organization memberships for all requesting JAA staff so that advisors and advising teams maintain access to resources, critical information, and best practices in their advising areas.
- Supported 30+ advisor requests to either take or teach a course, backing our advisors' educational, career, and service goals.

ACADEMIC ADVISOR TRAINING

Training for KU Core 34 and Deeper Exploration of Proactive Advising

In 2023-2024, 29 new advisors in four cohorts completed JAA's five-week training program to join the ranks of JAA to fill vacancies and some new positions, including those created with the initiation of the career ladder with the lead advisor role. Sixty-nine new advisors were trained in JAA's first two years.

A major focus of the year was implementation and training for KU's new Core 34 general education program based on the state-wide general education program mandated by the Kansas Board of Regents. The training team also gave strong attention to two of the training program's seven competencies (IV. Academic Advising Skills; V. Advising Technology) to strengthen our proactive advising mindset. Part of this work was to develop advising learning outcomes with the help of an advisor task force and the assistant director team. These have been initiated in the training program with a focus on advisor skill and technology use in the one-to one setting to create the most meaningful advising experience. They will be fully introduced across JAA in Fall 2024 through team meetings. Finally, the hiring of a training coordinator in April has set the stage for training programs more responsive to immediate needs and continuous improvement of the advisor, including targeted desk-side coaching to improve individual advising skill.



83% of students agree or strongly agree their **advisor actively listens to their concerns** and 80% agree or strongly agree their advisor **cares about their overall well-being**.

- Sp23 Advising Survey

ADVISOR OF THE YEAR

Both the Advisor of the Year and Rising Star Awards are selected from a pool of advisors nominated by students, staff, and faculty. There were **36 advisors nominated for 2023-2024, double that of the previous year.**

The Advisor of the Year selection process searches for an advisor who creates a caring and inclusive advising environment while exhibiting knowledge and insight about academic programs. They develop advisees as purposeful learners and effectively engage students with resources while also providing service to the advising community.

The recipient of the Rising Star Award demonstrates exceptional enthusiasm and engagement in serving students and collaboration in team initiatives while advancing their own advising practice.



Advisor of the Year, Nigyar Alves

Nigyar Alves was named Advisor of the Year for 2023-2024. Nigyar earned a B.A. in Communication Studies from the University of Missouri, Kansas City, and is originally from Baku, Azerbaijan. At the time of the award, she advised for American Sign Language & Deaf Studies, Law and Society, and Public Administration at the KU Edwards campus. Of her reasons for becoming an advisor, she states, “I value education in helping people find their passion and strengths in all stages of their college career. Academic advising goes beyond class selection and scheduling. It is an intensive process that considers the whole student and their college experience. It is valuable to have a non-judgmental, non-evaluative person in student’s lives throughout their college experience.”

Rising Star Award, Jay Haverty

The Rising Star recipient for 2023-2024 was Jay Haverty. Jay joined Jayhawk Academic Advising in August of 2022 and is a member of the Business, Communication & Leadership Advising Team, where he works with students from the School of Journalism and Mass Communications as well as students in Sport Management. He has a B.S. in Sport Management and a minor in





Jayhawk Academic Advising



ADDRESS

Summerfield Hall, Rm. 315
1300 Sunnyside Ave.
Lawrence, KS 66045



CONTACT

785-864-2834
advising@ku.edu
advising.ku.edu

UNIVERSITY CAREER CENTER



Annual
Report
2023-2024



The University Career Center (UCC) provides career advising services for all KU students and alumni. We provide additional, focused job search and professional development support for students in the College of Liberal Arts & Sciences, School of Architecture and Design, School of Education and Human Sciences, School of Music, and School of Social Welfare.

Empowering all KU students to transform their futures and connect to career possibilities.

The UCC offers a wide range of quality services designed to:

- (1) Support and challenge students throughout all stages of their academic and career development journey.
- (2) Curate career engagement opportunities that provide real-world skill-building, pathways to employment, or further education.
- (3) Integrate career development throughout KU students' journey by collaborating with academic units, faculty, and staff.
- (4) Cultivate strong partnerships with employers to ensure equitable access to quality career possibilities for all KU students.



Student Voices



“In my first [career advising] meeting, I wasn’t sure what to expect but I learned so much in a half hour that I was blown away. I told all my friends to go.”

- KU sophomore



“The PHOG [Professional House of Garments] helped me when I needed it most. I felt good about going to the career fair!”

- KU SENIOR



“I didn’t think I was going to have fun at a networking event, but this was really amazing. I ended up staying longer than I had planned because I met someone who is working in the field I want to go into!”

- KU

Our Impact

Career Advising

2,737 appointments 23-24

In post-appointment surveys, 99.9% of students would recommend this service to someone else!



10,732 students signed up to receive at least one of the six thematic **Hawk Hustle** Newsletters written by career advisors, sharing career advice and providing jobs, internships, and campus engagement ideas.

Career Programming

UCC staff collaborated with **65** KU campus and student organizations to offer customized career programming, reaching **2700+** students.

PHOG

Professional House of Garments

Provided over **500** students with free professional clothing for use at career fairs, interviews or first day on the job.



4,553 KU students have registered for Pathway U accounts, a self-directed career assessment tool.

Faculty Connections

131 academic departments integrated career content through workshops and assignments, reaching close to **4000 students**.

EXPANDED CAREER ADVISING

For the 2023-2024 year, UCC staff expanded capacities to provide specialized career advising services aligned with each of the six Student Pathways. Due to these expanded capacities, the UCC saw increased student engagement in career advising appointments (30%) and Hawk Hustles (newsletter for Student Pathways).

2,737

Career Advising
appointments 23-24

99.9%

Students would return
for another career
advising appointment

40%

Student open rate for
Hawk Hustle
newsletter

6000+

Pathway specific career
opportunities shared in
Hawk Hustle Newsletter

- UCC Career Advisors undergo significant and comprehensive training to deliver career support to *all* KU students using a culturally responsive career advising model. They become adept at establishing rapport quickly, assessing needs, goal setting, and using a wide range of tools, techniques and resources.
- In post-appointment surveys, student confidence increased by 1.5 points (1-5 scale), and the most common words students used to describe how they felt were **relieved**, **motivated**, and **prepared**.
- 40% consistent open rate (“good” is considered anything between 25-35%), these newsletters are reaching over **3,000 students throughout the year**.

CURATING CAREER ENGAGEMENT

- The International Consulting Project returned for the 4th year, engaging 24 students and 5 campus departments from KU in a week-long consulting project with faculty and students from RheinMain University in Germany about a new Student Success Center at KU.
- The UCC worked with the KU Business Development Program and office of DEIB on clothing drives to provide more size inclusive clothing options for students accessing the P.H.O.G. (Professional House of Garments), now in its 7th year of operation
- UCC staff provided career focused training to over 500 staff in a wide variety of student-facing roles including Counseling and Psychological Services, Housing, Writing Center, Jayhawk Academic Advising, Student Union Activities, and International Student Support.
- In late spring 2024, UCC staff surveyed campus-wide career programming, per each of the six Student Pathways. Findings and recommendations will be implemented during the 2024-2025 year to ensure broadscale consistency to career exposure and readiness programs, as well as opportunities to engage and network with employers and Alumni.

STUDENT PATHWAYS

BUSINESS, COMMUNICATION, AND LEADERSHIP

CREATIVE ARTS AND DESIGN

EDUCATION AND PUBLIC SERVICE

HEALTH AND BEHAVIORAL SCIENCES

LANGUAGES AND CULTURES

SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH

FIND YOUR PATH THROUGH THE STUDENT PATHWAYS PROGRAM

To learn more, book an appointment with your Academic Advisor or Career Advisor!

advising.ku.edu

career.ku.edu

EMPLOYER ENGAGEMENT

UCC Staff supported **eight career fairs** that connect students to internship, volunteer, and full- and part-time job opportunities. In May 2024, oversight of this area was refreshed with an updated title and position description: Manager of Employer Engagement. This position will ensure equitable, scalable, and consistent delivery of career services to all students by cultivating additional opportunities through strong partnerships with employers such as mock interview programs, career fair prep sessions and related offerings.

2023-2024 Event Attendance

	# students (+/- from last year)	# employers (+/- from last year)
Part Time Job Fair	972 (-3%)	70 (-11%)
Volunteer Fair	339 (+34%)	45 (0%)
Education Career Fair & Interview Day	75 (-61%)	65 (-46%)
Science & Health Career Expo	154 (+16%)	49 (0%)
Internship Fair	561 (-7 %)	57 (+4%)
Career & Internship Expo	1154 (+59%)	148 (+1%)
Architecture Fair	346 (+21%)	94 (-6%)
Summer Camp Fair (new)	40	17

3,703

KU students attended UCC Career Fairs (+12%)

584

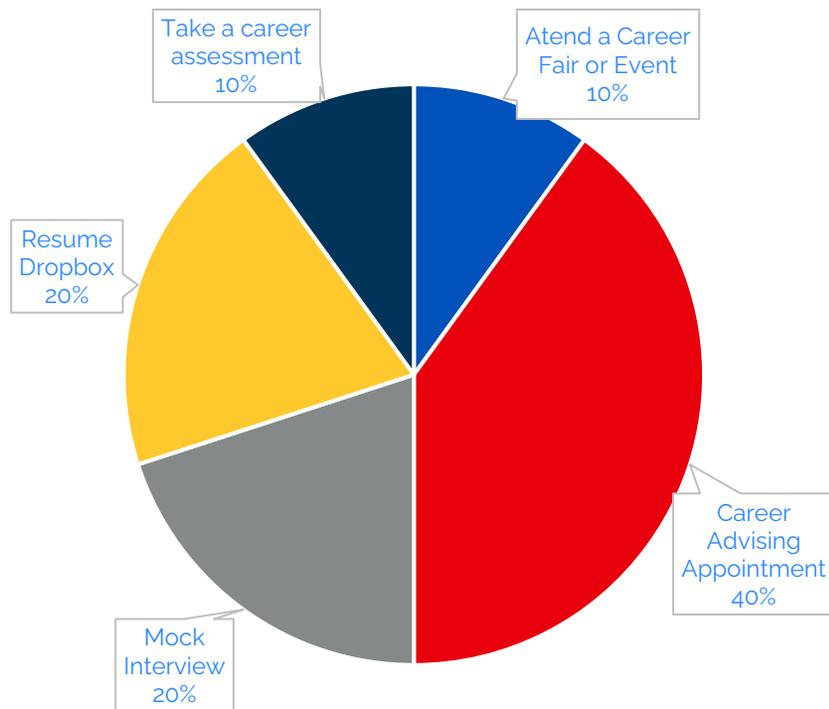
Employers attended a UCC Career Fair (-14%)

FACULTY ENGAGEMENT

Understanding the important role that faculty play in students' career readiness, the UCC offers a variety of services to faculty to embed career content in their classrooms through the use of their resources, services or events, or by inviting a UCC speaker into their classroom.

A new position was created and hired in June 2024: Manager of Academic Engagement. This position is charged with cultivating strong partnerships with academic departments and faculty, playing a critical role in integrating career development into the academic enterprise

Embedded Career Readiness Assignments, 2023-2024



- In total, 131 faculty engaged University Career Center services, resources, and events to embed career readiness content into their classrooms, reaching 3,980 students.
- Of the 131 faculty, 31 assigned a UCC advising appointment, resource, event, or program as an assignment or for extra credit, impacting 1,490 students.
- 100 faculty invited UCC staff to collaborate on a workshop or presentation in their classroom, reaching 2490 students.
- UCC staff collaborate with faculty to design quick-moving learning experiences to encourage further exploration outside of the classroom. Evaluations of these workshops show increase of 1.5 (on a 5 point scale), with 99% demonstrating that they have a clearly defined next step with maintaining their momentum.

ALUMNI ENGAGEMENT

- In partnership with the KU Alumni Association, UCC provided educational programming, mock interviews, and networking events, connecting **1,300 students with close to 200 KU Alumni.**
- Hosted five (5) Mocktails & Mingle networking sessions (Health Professionals, Design, Nonprofit & Public Service, Media & Communication, and First-Gen). 259 students and 117 alumni attended (avg. 52 students and 23 alumni per mocktail)
- UCC staff introduced a Practice Session for the Spring Mocktails sessions, leading to increased student confidence with networking skills

The UCC was recognized by the KU Alumni Association in February 2024 for its commitment to KU’s campus and alumni communities with the ‘Catalysts for Connection Award.

During this event, how do you rate your confidence in the following areas:

Average score: 1-Not Confident, 5 – Extremely Confident. (scores for students who attended Practice Session)

Introducing yourself	3.88 (4.14)
Talking about your career goals and interests	4.00 (4.15)
Describing your skills and achievements	3.76 (4.29)
Making small talk	3.45 (3.76)
Joining a conversation already in progress	3.11 (3.41)
Leaving a conversation	3.76 (4.29)





KU University
Career Center

 ADDRESS

Summerfield Hall, Rm. 206
1300 Sunnyside Ave.
Lawrence, KS 66045

 CONTACT

785-864-3624
ucc@ku.edu
career.ku.edu

STUDENT ACCESS CENTER



Annual
Report
2023-2024



STUDENT-CENTERED OFFERINGS



Accessible Print

Converts text and academic resources into accessible formats for students with print-based disabilities.

17,982 pages
Converted to e-text
in house
(17% increase)



SAC Students

Supports students with disabilities by facilitating accommodations that remove barriers to academic success.

1901
Students registered
with SAC
(18% increase)



Testing Center

Provides reduced distraction space for students to take exams and receive other exam-related accommodations.

4,675
Exams AY24
(9% increase)

STUDENT ACCESS CENTER

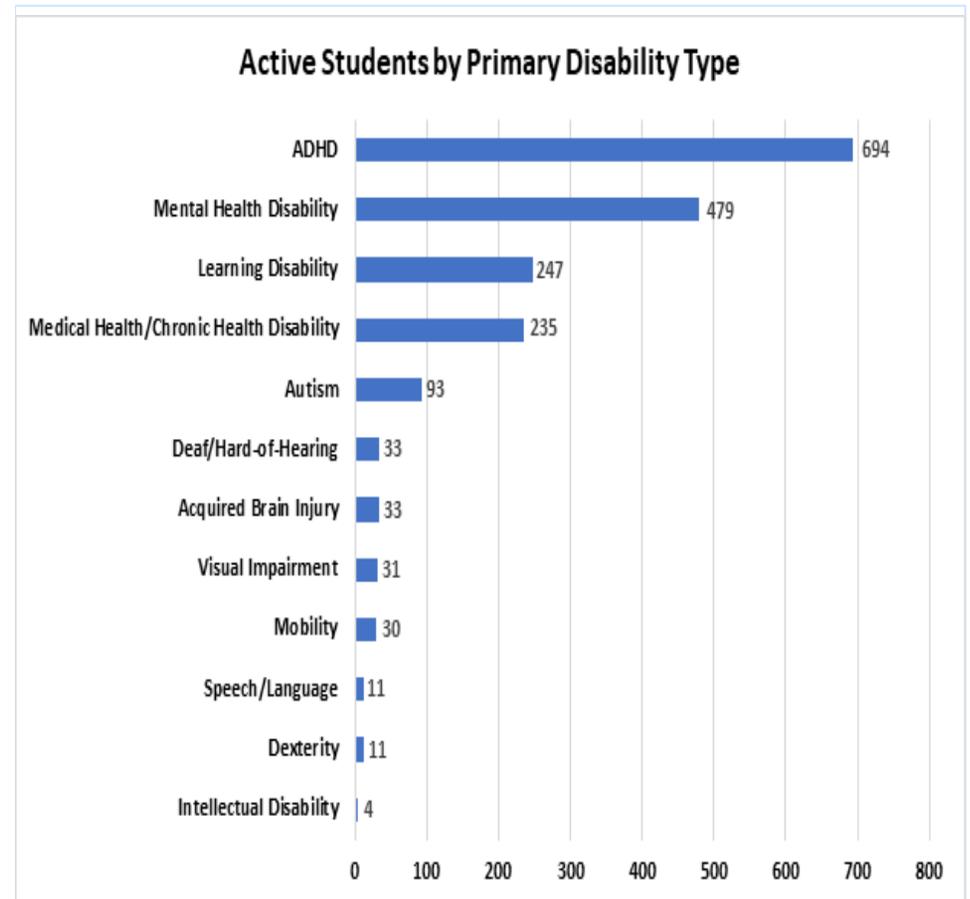
The Student Access Center is a unit within the University Academic Support Centers (UASC) that supports students with disabilities by facilitating reasonable accommodations that remove barriers to academic success.

Planning for growth

- The SAC began planning for a new testing center in Price Computing Center. Our new location will increase capacity and provide additional space for our accessible print team. First exams to be given in the new location in Fall 2024.
- Beginning Fall 2025, the SAC will offer KU faculty the ability to give make-up exams in our expanded testing center in support of the University Excused Absence Policy.

SAC By-the-Numbers

The Access Center **served over 18% more students than last year.** The graph below details the primary disability for the **1,901 students registered with the Access Center.**





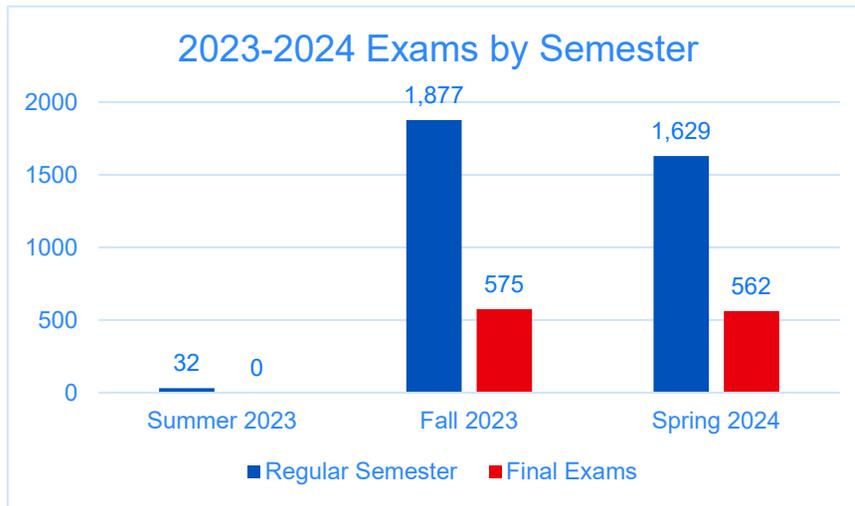
The SAC schedules a variety of different appointment types. All new students complete an intake, which is an hour-long appointment with the access specialist, who reviews disability documentation and engages in the interactive process to determine eligible accommodations. Other appointment types include follow-up appointments, general questions about the process, time to discuss specific accommodations (flexible attendance, etc.), and coaching appointments.

- SAC staff conducted a total of **3,495 student appointments during AY2023-24, almost a 12% increase from last year.**
- **Over 45% of student appointments were focused on academic/executive function coaching.**
- **Approximately 64% of appointments were virtual and 36% were in-person.**

The SAC is staffed by eight full-time staff members who carry student caseloads: one Associate Director, one Assistant Director, and six access specialists. We have a full-time testing coordinator who manages our SAC Testing Center, and a full-time alternative print coordinator.

SAC Testing Center

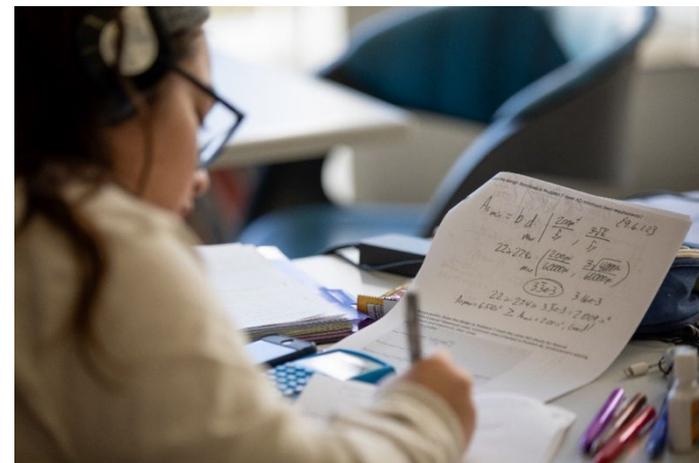
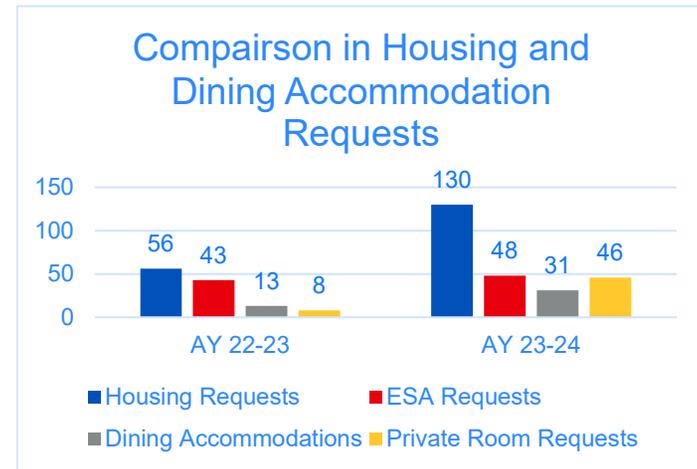
Faculty can send students to our Testing Center to take exams with accommodations if they choose not to provide the testing accommodations directly.



The SAC Testing Center gave a total of 4,675 exams during the 2023-2024 academic year, representing almost a 9% increase from last year. As the number of exams increased, our Testing Coordinator reserved an additional 100 classrooms across campus to give exams. Looking ahead, the SAC Test Center will move into a larger space that will help reduce the number of additional rooms needed for testing accommodations.

Increase in Housing/Dining Accommodations

The Student Access Center works collaboratively with Student Housing to facilitate reasonable accommodations for students living in campus residence halls and using dining facilities. **We saw a 132% increase in the total number of housing accommodations requests from students.**

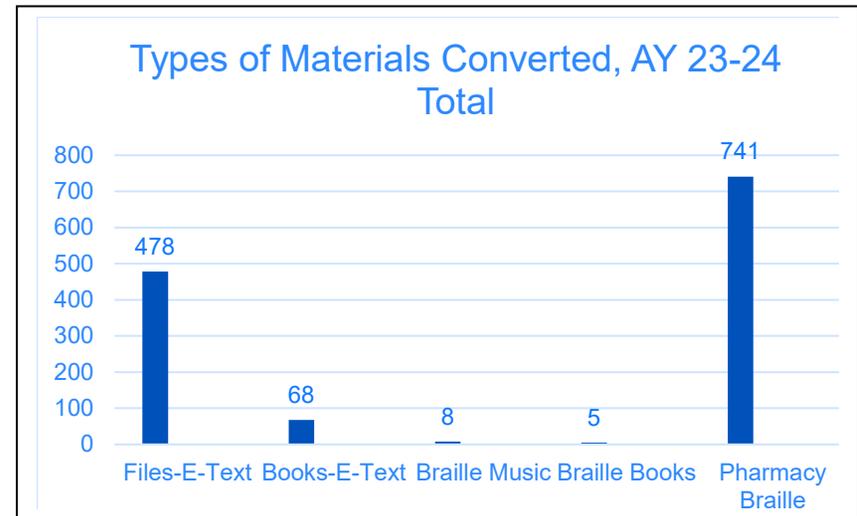


Accessible Print

Accessible print accommodations involve providing print materials in a format readable by a computer or refreshable Braille display or converting them into large text or Braille. All these items are referred to as electronic text (e-text), except for hard-copy Braille and tactile graphic materials. Accessible print can also include providing electronic copies of textbooks for students with mobility or dexterity disabilities so they do not have to manipulate or carry physical materials.

Accessible print can include textbooks, journal articles, class PowerPoint presentations, music scores, or any other visual material required for a class. This accommodation is needed for a variety of reasons, but the most common are visual impairment (low-vision or blindness) and learning disability involving reading (for example, dyslexia).

Accessible print for books is acquired by the Student Access Center’s Accessible Print Coordinator from a variety of sources, and a team of editors then make that file fully accessible, either by passing it along to a vendor for conversion to Braille or by converting to e-text in-house.

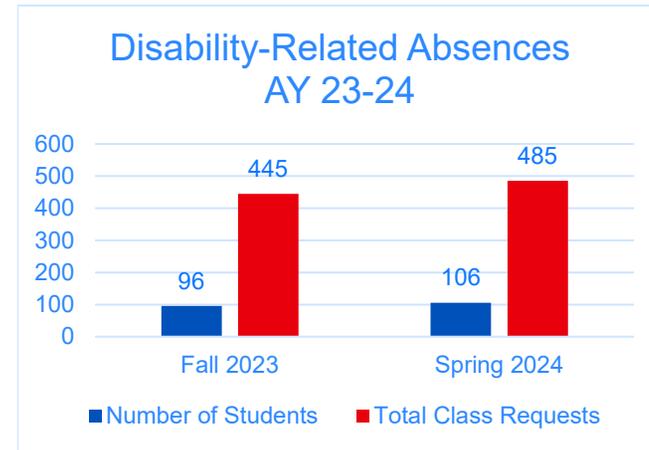


The editing team converted **17,982 pages** of books, articles, and other course materials to e-text in-house, a **17% increase** from AY 22-23.

Changing Nature of Accommodations Requests

The Student Access Center has experienced a tremendous increase in the number of students with chronic physical and mental health disabilities requiring more extensive accommodations related to course attendance. The Access Center will authorize disability-related absences when a student experiences an episodic or unpredictable flare up. Implementing this accommodation requires extensive communication and collaboration between the Access Specialist, student, and each individual faculty member because:

- Each course may have its own, unique attendance requirements based on the learning objectives
- Individual courses may have differing degrees of classroom interaction between students.
- The nature of the course may rely on student participation as an essential method for learning.



The chart above shows the number of students requesting Disability-Related Absences and the number of courses requested requiring one or more individual faculty outreach. The staff time necessary to implement this accommodation appropriately is significant.

- For each student who uses this accommodation, individual outreach by an Access Specialist is required.
- Communication between the faculty and the Access Specialist is necessary to determine the degree of flexibility that is reasonable based on course structure.
- One student who uses this accommodation is likely in 4 to 5 classes per semester, which demands a considerable amount of staff time.

Academic Success Priorities

Staff Highlights

SAC hired two new access specialists in 23-24 and a new testing coordinator.

Created an Access Specialist Senior position to focus on initiatives surrounding data, assessment, and professional development coordination.

SAC and Student Housing continue to partner to improve the accommodations process. SAC Housing specialist was trained on Mercury, the online management system in Housing, to enhance efficiency.

SAC staff spend significant time reviewing and revising our policy on Disability-Related Absences. We have seen a significant increase in requests for this accommodation and wanted our policy and procedures to be clear for students and faculty.

Increased Focus on Prospective Students

In support of Academic Success Priority 1, the SAC collaborated with Admissions to track the increasing numbers of appointments with prospective students with disabilities. Visits with university disability services offices are becoming a critical part of disabled prospective students' college choice process.

The Student Access Center:

- Received over **240 requests** for prospective student appointments in 23-24.
- Met with **196 prospective students and their families (58% increase from last year)**.
- Began working with Admissions to host weekly group prospective visits at the Jayhawk Welcome Center.

Connecting with Students Using Jayhawk GPS

- The Student Access Center began using Jayhawk GPS for follow-up appointments and academic coaching appointments in January 2023.

Increased Student Traffic

- The SAC provided **3,495 student appointments during AY 2023 – 2024, a 12% increase from last year**.
- Access Specialists conducted **1,578 coaching appointments** scheduled through Jayhawk GPS during academic year 2023-2024.



University Academic
Support Centers

ADDRESS



Strong Hall
1450 Jayhawk Blvd.
Lawrence, KS 66045

CONTACT



785-864-4064
uasc@ku.edu
academicsupport.ku.edu

WINGSPAN

Annual
Report
2023-2024



WINGSPAN: CENTER FOR LEARNING AND WRITING SUPPORT

Peer Academic Coaching

93
Appointments in
Spring/Summer
2024

Tutoring Services

3,272
Appointments
in 23-24
(72% increase)

Supplemental Instruction

6,844
Student contact
hours
(29% increase)

Writing Center Services

3,284
Appointments
in 23-24
(318+ hours of support)

Workshops and Class Visits

5,213
Student interactions
(92% increase)

OVERVIEW

In the Fall of 2023, KU combined its former Academic Learning Center and Writing Center into a single academic support concept called the Wingspan: Center for Learning and Writing Support (also known as the Wingspan or CLAWS). Housed on the fourth floor of Anschutz Library, the Wingspan offers dynamic programs and resources designed to foster students' learning and writing development. Our initiatives promote active engagement in and beyond the classroom, catering to the unique needs of undergraduate and graduate students.



WINGSPAN:
Center for Learning
and Writing Support

Mission

In pursuit of enhancing learning outcomes and student success, our mission at the Wingspan is to engage KU students through collaborative, student-centric, and research-driven learning support initiatives. Our goal is to cultivate a culture of empowered thinkers, learners, and leaders by offering transformative learning and literacy development experiences. The Wingspan aspires to deepen comprehension of subject matter, foster metacognitive growth, facilitate knowledge transfer across various contexts, and empower students to generate new connections through their academic pursuits.

Vision

KU's Wingspan: Center for Learning and Writing Support will be a regional leader in providing collaborative, student-centric, and research-driven learning support initiatives. We strive to promote a culture of collaborative learning as a lifelong pursuit, guiding the development of the next generation of thinkers and leaders.



Throughout its inaugural academic year, the Wingspan developed, expanded, and re-envisioned its portfolio of programs and services. Major highlights include:

- The newly expanded space in Anschutz Library.
- The pilot of Spanish consultations.
- The first semester of Fridays on the Fourth.
- The first episodes of *Prose Notes: A Graduate Writing Podcast*.
- The finals prep event in Fall 2023.
- The pilot of the new Peer Academic Coaching (PAC) program.
- Sunday (PAC) support & dedicated drop-in support.
- New processes for supporting student staff research in Spring 2024.
- The first semester of online tutoring and of all services using Jayhawk GPS in Summer 2024.
- Offering new events like Late Night at the Wingspan.

Wingspan Student Participation Highlights, 2023-2024

- Provided **6,655** individual academic support sessions (peer academic coaching, tutoring, or writing) throughout 2023-24 to 2,832 unique students in Fall 2023; 2,083 students in Spring 2024; and 122 unique students in Summer 2024
- Provided **8,500** group academic support contact hours to undergraduates (6,844 hours of SI and 1,650 hours of small group tutoring plus 6 hours of evening campus events)
- Supported **283** graduate students through writing groups, coaching, write-ins, and the Thesis/Dissertation Accelerator
- Used **nearly all available appointment times** for individual tutoring and writing appointments in Fall 2023 with 9 weeks of the semester seeing utilization rates over 90% for both programs
- Facilitated **183** collaborative events with approximately **5,213** student interactions
- Employed and trained **196** student peer educators

Additionally, the Wingspan's Office Assistants worked with the Peer Academic Coaches and Academic Success Navigators to conduct student outreach about progress reports that faculty submit in Jayhawk GPS. These retention-oriented emails and calls connected **over 1,200 students** with Wingspan programs and services.

Writing Center Services (WCS)

The Wingspan’s Writing Center Services (WCS) supports students through individual writing consultations, workshops, graduate writing groups, graduate write-ins, and thesis/dissertation accelerators. In 2023 – 2024, WCS offered 60-minute appointments, a 15-minute increase, and worked on new and strengthened collaborations across campus. This work resulted in increases in class visits and co-curricular learning experiences and in new services, including Spanish consultations, Fridays on the Fourth, dedicated drop-in support, Sunday support, and a new podcast titled *Prose Notes: A Graduate Writing Podcast*.

Overall, WCS supported approximately 2,429 unique students through all writing programming, a number that goes up to 3,273 students when Wingspan class visits are included.

1 Writing Consultation
correlates to
1 letter grade **increase** in
final grades

Writing Center Services Participation Highlights, 2023-2024

- Provided 3,284 writing consultations to **1,311 unique students**
- Had 3,284 occupied consulting hours, or 137 full days of support, an **11% increase** from 2022 – 2023
- Worked with students from every school, with 55% of users from the College of Liberal Arts & Sciences, 13% from the School of Education & Human Sciences, 10% from the School of Business, 7% from the School of Engineering, and 15% combined from the other schools
- Supported students from **76 fields of study** who self-identified as speaking **23 different languages**

“It’s great to be able to go to the writing center at any stage in the writing process. [The consultant] was a great sounding board for me to make sure that my ideas made sense, they connected, and to find the general thread that ran through all the experiences I could write about.”

- KU undergraduate student



WCS Programs at a Glance

Writing Consultation Totals by Semester, 2023-2024

	Fall 2023	Spring 2024	Summer 2024
Writing Consultations	1,761	1,329	194
Individual Writers	846	590	92

Data Source: WCOonline

Writing Consultation Totals 3 Year Comparison

	2021-2022	2022-2023	2023-2024
Writing Consultations	2,976	3,280	3,284*
Individual Writers	1,209	1,325	1,311
Consulting Hours	2,397	2,966	3,284

Data Source: WCOonline

96%
of respondents
rated their session
Excellent or Very
Good

98%
of respondents
would recommend
the WCS to a friend
or colleague



“I’d been nervous to talk to the writing center because I worried I would be judged for the challenges I was having. I would definitely recommend the writing center to a friend because the person I worked with was kind, understanding, and very helpful.”

-KU undergraduate student

Graduate Writing Programs

Graduate writing support programs provide sustained support for graduate student writing beyond one-on-one writing consultations.

Accountability Writing Groups

In 2023-2024, we provided 25 Accountability Writing Groups for 168 unique participants with 60 participating in more than one semester.

	Fall 2023	Spring 2024	Summer 2024
Number of groups	9	10	6
Total Registrations	161	122	42
Total Placements	134	96	42
Total Withdrawals	40	11	5

Source: Writing Group Registration Forms

NEW: Fridays on the Fourth in Watson Library

For this collaboration with KU Libraries, the Center for Teaching Excellence, and the Office of Graduate Studies, we provided weekly support and workshops every Friday, starting in week 2.

	Fall 2023	Spring 2024
Avg. Weekly Attendance	10	17
Total Attendance	144	226
Unique Students	55	67

Graduate Writing Coaching

These coaching appointments cover the transition to graduate level writing, the thesis/dissertation writing process, writing academic journal articles, and more.

- 2023-2024 = 147 appointments with 40 unique students.

“[The writing coach] made clear some aspects that were otherwise obscure and daunting, and she reassured me that I was capable and worthy of continued support.”

-KU graduate student

Thesis/Dissertation Accelerator

We hosted two Thesis/Dissertation Accelerators (TDAs). This program is a 4-day, intensive writing workshop for graduate students looking to make substantial progress on their thesis or dissertation. We offer workshops designed to deconstruct long-form writing projects and provide consultations with research librarians and writing consultants. The cap for participation is 30 students, and we had a waiting list each time.

Tutoring Services

Tutoring Services offers small group and individual course-specific tutoring for a range of undergraduate courses. In 2023 – 2024, individual tutoring continued to boast large numbers of student engagement and success: from 1,900 individual appointments in 2022 – 2023 to 3,272 appointments in the 2023 – 2024 academic year, **students demonstrated a clear continued need for this service with a 72% increase in usage**. Engagement with individual tutoring far surpassed small group tutoring, suggesting students prefer individual tutoring support.

Small Group Tutoring

Small group tutoring involves supporting up to five students per group for 90-minute meetings twice per week. In 2023 – 2024, small group tutoring was made free for all students for the first time. Tutoring Services ran 50 tutor groups, providing tutoring to 179 unique students. Small group tutoring saw a 48% decrease in amount of small group tutor groups that were created, further emphasizing the student desire for individual tutoring support instead of group tutoring.

Student Placements by Academic Discipline, 2023-2024

	ACCT	BIOL	BSAN	CHEM	MATH	PHSX	Total
FA 2023	6	18	5	23	62	4	118
SP 2024	9	6	0	26	17	3	61
Total	15	24	5	49	79	7	179

“As someone with a learning disability, the help I get here is so appreciated. Every tutor I’ve worked with is kind, patient, and helps me develop a deeper understanding of the concepts.”

- KU undergraduate student





*“My tutor was extremely **helpful** and made me feel like I wasn’t stupid for asking questions I thought were silly to ask. He took everything he taught me at a **good pace** and step by step which made it easier for me to grasp.”*

- KU undergraduate student

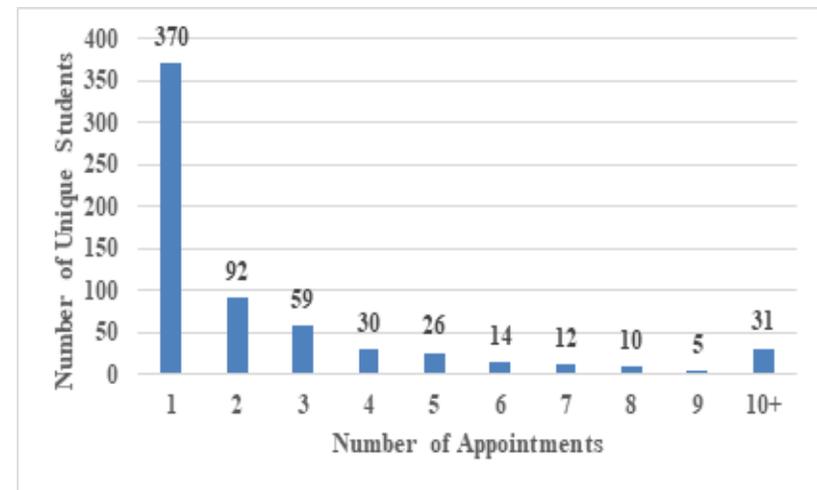
Individual Tutoring

- **1,816 appointments** in Fall 2023 supported 646 unique students.
- **1,456 appointments** in Spring 2024 supported 431 unique students. Survey results indicate the service is well received with 41% of students returning for two or more sessions.

Student Feedback

- 90.2% of survey respondents rated their individual tutoring session as “Excellent” or “Very good.”
- 93.2% of survey respondents said they will use individual tutoring in the future.
- 93.7% of survey respondents said they would recommend the service to a friend or classmate.

Number of Unique Students Attending One or More Appointments, Fall 2023 (Source: WCONLINE)



Supplemental Instruction (SI)

The Supplemental Instruction (SI) program provides free, engaging study sessions to students in specific courses each semester. Sessions and office hours last the second week through the last week of classes. Students enrolled in a course with SI can attend as many sessions as offered. Sessions are led by students (SI Leaders) who have recently taken the course, received a strong grade, and received a recommendation from the faculty.

SI Leaders support students in building academic behaviors, habits, and strategies that facilitate and foster student learning by:

- Engaging students in learning course/subject content.
- Modeling and suggesting appropriate study strategies to learn course/subject content.
- Empowering students to take ownership for their learning.
- Creating an inclusive and safe environment for learning.

In 2023 – 2024, **the SI program expanded its offerings to support 10% more courses and 51% more class sections than the previous academic year—providing more support than ever before.** During Fall 2023, we partnered with 28 courses with 151 sections and another 26 courses with 101 sections in Spring 2024.

Supplemental Instruction Participants vs. Non-Participants: Fall 2023-Spring 2024 Average Course Grade Outcomes

	Participants	Non-Participants	GPA Pt Difference
Under-represented Minority (URM)	2.88	2.50	+0.38
Non-URM	3.31	2.91	+0.40
First-Generation	3.01	2.51	+0.50
Non-First Gen.	3.25	2.88	+0.37
Biological Sex (F)	3.32	2.87	+0.45
Biological Sex (M)	3.07	2.79	+0.28

“[My SI Leader] really helped me to comprehend the material in a way that made sense and allowed me to succeed.”

-KU undergraduate student

2023 – 2024 SI Program Highlights

- SI boasted its **largest attendance numbers ever**.
- Demographic groups of historically underrepresented students, first-generation students, women, and Pell-eligible students who attended SI consistently throughout the semester had **higher course GPAs and were less likely to receive a final course grade of DFW** than their peers who did not attend SI.
- Of unique students who attended SI, 76% from Fall 2023 and 75% from Spring 2024 **received a final course grade of a “B” or higher**.
- Expanded to offer new courses, including revitalizing partnerships with previously supported courses with high DFW (non-passing) rates, such as: EECS 138, MATH 126, MATH 127, and ME 211.
- To increase program efficiency and reduce costs, sessions immediately following an exam in a course were not hosted. Even with the increased session cancellations post exams, SI still achieved its largest ever unique student and total participation numbers.

Supplemental Instruction Participation, 23-24

	Contact Hours	Unique Students
Fall 2023	3,823	1,408
Spring 2024	3,021	1,002
Total	6,844	2,410



*“Attending SI **noticeably** improved my academic performance by emphasizing which concepts to study.”*

-KU undergraduate student

Peer Academic Coaching

The Peer Academic Coaching (PAC) program provides free, engaging, and holistic coaching sessions to all KU undergraduate students.

Appointments/drop-ins (based on coach availability) start the second week of classes and continue until the end of finals week. Students do not have to be enrolled in any specific course to avail themselves of this service, as the program was developed to empower students with overall better academic and life habits.

The Peer Academic Coaches (PACs) meet with students to discuss motivation, time management, reading, learning strategies, note taking strategies, self-care, and more. Additionally, we offer students “body doubling,” or accountability sessions. These sessions help students stay productive, positive, and accomplish goals by keeping distractions minimal with the use of Pomodoro technique and other productivity tools.

In addition to being available by appointment, PACs supported students with dedicated body-doubling/coaching drop-in hours three times a week where students join or bring a friend to co-study with a coach while also having access to writing consultants and tutors.

2023 – 2024 PAC Program Highlights

- **Fall 2023:**
 - The Peer Academic Coaching (PAC) program was developed.
 - The program’s first 8 Peer Academic Coaches were hired.
- **Spring 2024:**
 - The new PACs were trained and began offering sessions, including appointment-based sessions and drop-in support.
 - The PACs created 38 Success Guides for students.
 - The PAC program was the first appointment-based Wingspan program to use Jayhawk GPS as its appointment tracking and scheduling system.

Peer Academic Coaching Participation, 2023-2024

	Total Sessions	Unique Students
Spring 2024	71	35
Summer 2024	22	4
Total	99	39

“My coach was very helpful to me. I will incorporate and try to experiment with the study styles to find out what works best in my classes.”

-KU undergraduate student



Collaborations, Workshops, and Events

During 2023 – 2024, the Wingspan’s collaborations, event, and workshop engagement increased significantly, as Program Managers streamlined workshop and event organization across the writing and learning areas in Spring 2024.

- Facilitated 183 collaborative events with approximately **5,213 student interactions**.
- Conducted 110 co-curricular learning experiences with 92 writing workshops (31% increase over AY 2022 – 2023) and 18 study workshops (157% increase) for classes, student organizations, and other campus groups, resulting in approximately **2,858 learning engagements with KU undergraduate and graduate students**.
- Visited 42 classes (14% increase) to introduce the Wingspan to **1,051 students**.
- Collaborated with campus partners to provide 31 additional marketing events throughout the year with **1,304 student engagements**.
- Worked with at least **999** unique KU students through workshops within their courses, 922 through class visits, and many more through workshops and events organized by campus departments and organizations where student IDs were not collected.

Workshop Satisfaction:

- 93% of students rated workshops as “excellent” or “very good”
- 90% of faculty requestors said workshops met the needs of their class “extremely” or “very well,” an 11% increase over AY 2022-2023
- 100% of faculty requestors said their workshop was “extremely” or “very engaging,” a 12% increase



Student Staff: Developing Future Leaders

In 2023-2024, the Wingspan employed 196 student staff, also known as peer educators, across its programs. Wingspan leadership recognizes the vital role that student employment plays in creating supportive communities, retaining students, providing quality co-curricular learning experiences and peer support services, preparing students for their future careers, and creating successful KU alumni.

With these ends in mind, the Wingspan prioritizes staff development as a key strategy for achieving the Jayhawks Rising objective of assuring retention and completion through student engagement and satisfaction. Wingspan staff participated in professional development in multiple ways during 2023-2024:

- Pre-semester training days
- Regular, on-going, semester-long professional development through peer educator development groups led by senior staff
- Feedback via peer and supervisor observations
- Mid-semester check-ins, lunch and learns, and trainings
- Self-paced training through online modules and readings

In addition to training, the Wingspan increased professional development opportunities to prepare peer educators for their future careers and develop leadership, presentation, and research skills in multiple ways, including the following:

- Providing senior staff and graduate assistant positions with enhanced responsibilities, including developing and leading trainings and giving feedback via observations
- Leading class visits and workshops
- Developing handouts, success and writing guides, workshops, and other learning resources for students and staff
- Conducting research projects and participating in *Prose Notes*, the new graduate podcast, with staff mentorship
- Attending and/or leading sessions at local conferences like the Greater Kansas City Writing Centers Project and the Heartland College Reading and Learning Association



Student Staff Experience

The following were the top impacts and benefits Wingspan student staff reported gaining from their experience in Spring 2024 surveys*.

Development of academic skills

Learning processes, including studying and/or test taking
Public speaking
Information gathering and analysis
Analytical and critical thinking
Reading and writing

Development of soft skills, leadership skills, and/or other workforce skills

Active listening
Adaptability
Communication skills
Empathy
Interpersonal and/or professional communication
Patience
Problem solving
Mentoring

Development of campus and/or social connections and support

Friendships and social connections
Networking and professional connections
Connections with campus resources
Opportunity to connect with people different from me/broadened perspective

“My work at the Wingspan positively impacted my experience at KU, and I thoroughly enjoyed helping the KU community.”

-Wingspan Writing Consultant



Other Notable Impacts of Working in the Wingspan*

- Increased sense of belonging with KU
- Provided valuable leadership and training opportunities
- Increased their confidence
- Provided an enjoyable experience
- Increased the likelihood of achieving career goals

*7 PACs, 25 SI Leaders, 29 Writing Consultants, and 26 Tutors completed the survey

“I’m quite happy with the time I spent being a[n] SI. It gave me a new direction towards professionalism and helped me a lot in time management and planning.”

-Wingspan SI Leader





Wingspan: Academic Learning and Writing Centers



ADDRESS

Anschutz Library
1450 Jayhawk Blvd.
Lawrence, KS 66045



CONTACT

785-864-7733
learning@ku.edu
learningandwriting.ku.edu



KU Academic Success

ADDRESS



1450 Jayhawk Rd.
Strong Hall Rm. 133
Lawrence, Kansas 66045

CONTACT



academicsuccess.ku.edu
academicsuccess@ku.edu
785.864.4907