



Annual Report 2022-2023

JAYHAWK ACADEMIC ADVISING

advising.ku.edu



Jayhawk Academic Advising empowers all students to take ownership of their education by providing personalized, comprehensive academic advising in a supportive environment.

KU Academic Success
academicsuccess.ku.edu



Jayhawk Academic Advising is the advising home for KU students, offering drop-in and appointment-based advising for undergraduate and select graduate students.



BY THE NUMBERS

We ensure 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.

18,209

Advised students

<300:1

Advisor to Student
Ratio

63,878

Appointments
created

17,583

Drop-in advising
sessions

A STUDENT CENTERED APPROACH TO ADVISING



BACKGROUND

In June 2022, the academic advising alignment had just been announced as a Jayhawks Rising Strategy and advisors, advising leaders, and campus stakeholders were just beginning to learn what the future of advising at KU might look like. In the summer months of that year, much time was spent making organizational and operational decisions, resources were being planned, and hiring was getting underway.

Beginning in August 2022, Jayhawk Academic Advising (JAA) began its operations. The foundational goals to establish JAA and benchmark future progress were to:

- 1) Make it easier for students to access advisors.
- 2) Strengthen the stability of student-advisor pairings.
- 3) Build a common understanding of the role of academic advisors that prioritizes proactive, collaborative, and holistic advising behaviors.

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

MAKE IT EASIER FOR STUDENTS TO ACCESS ADVISORS

SCALING UP

Our initial understanding of student's perceptions with academic advising, based on the Senior Survey, student leadership feedback to key campus leaders, and stakeholder feedback from across the University is that advising was hard to access, advising was inaccessible at critical points of need, or accessing advisors required long waiting times often after the student was able to take action. JAA's foundational goal in easing the access to academic advising was to ensure students could get timely information and assistance, advisors would be available to capitalize on the moments where advising was "top of mind" for students, and students would learn to view advising as a readily available resource they can turn to at any point they need help. To accomplish this, JAA:

- Increased our service array and provided all students access to in-person advising or virtual advising based on their preference, drop-in advising and advising by scheduled appointment.
- Implemented all-staff drop-in hours twice weekly for on-demand, real-time services for all students.
- Ensured advising caseloads were decreased to at or below 300 students and maintain these ratios.

19

New advisors hired in
August 2022

22

Additional advisors hired
to meet target loads and
ensure accessibility



**77% of students agree or strongly agree
their advisor is available when needed.**

(Academic Advising Survey, SP 2023)

STRENGTHEN STABILITY OF STUDENT-ADVISOR PAIRINGS

In addition to increasing advising capacity and improving access to advising services, it was critical to utilize a student-centered and advisor/advisee relationship driven model of advising. Moving to this type of model would allow students to know who they should contact for help, position the advisor as a trusted and available resource contributing to the student's sense of belonging and student retention, and provide the opportunity for advisors to offer holistic student support and academic advising rather than transactional and prescriptive academic advising. In order to strengthen this stability, JAA had to improve advisor retention and reduce the number of scenarios in which major changes lead to advisor changes.

2022-2023 JAA Highlights

- *Clarified the role of academic advising and provided balanced and appropriately sized caseloads regardless of student population served.*
- *Hired advisors at market mid-range and right-sized existing staff salaries to reflect market mid-range for their position and years of service, creating salary equity across all of JAA.*
- *Provided work-life flexible benefits such as flex-time and hybrid work arrangements available to all staff across the unit.*
- *Operationalized a Student Pathways model of advisor assignments, allowing students to retain their assigned advisor despite a change of major whenever possible.*
- *Eliminated advisor transition when pre-professional students were admitted to their major of choice.*

83%

Students agree or strongly agree advisors are knowledgeable about degree options and requirements



79%

Students agree or strongly agree advisors are knowledgeable about institutional policies and procedures

PRIORITIZE PROACTIVE, COLLABORATIVE AND HOLISTIC ADVISING BEHAVIORS

In order to make positive contributions to KU student retention, especially for our most marginalized populations of students, academic advising had to make significant changes. It was critical to move away from the passive, first-come first-served advising approach from our past and move towards modern advising interventions that have been shown to most support the progression of first-generation and Pell-eligible students and students of color.

Hallmarks of modern academic advising include:

- Ensuring all students have access to highly skilled advisors to assist them with their multi-faceted needs.
- Students experiencing a consistent level of support regardless of their major.
- Advisors gaining job satisfaction through skill-building and empowerment to help students in a comprehensive manner.

To realize these goals, JAA:

- Established foundational advising behaviors,
- Provided comprehensive advisor onboarding training and ongoing advisor training,
- Developed operational approaches to put students first, and
- Improved campus partner collaboration and advisor awareness for resources.

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

ADVISOR TRAINING

Formation of Jayhawk Academic Advising Spurs New Advisor Training

The focus for 2022-2023 was on training new academic advisors as the creation of Jayhawk Academic Advising allowed for new additions to bring caseloads to workable levels. A cohort of 19 advisors came on board in August of 2022, another 14 in October, and eight more the following January. Eight more advisors began training in June of 2023. Each of these 49 advisors completed a rigorous five-week training program. In addition, nine summer orientation advisors and three graduate assistants were trained in a 40-hour program in May of 2022. A training team of seven seasoned advisors helped implement sessions based on seven training competencies:

- I. The Advising Program in the JAA Context
- II. Academic Programs
- III. University Policies and Procedures
- IV. Academic Advising Skills
- V. Advising Technology
- VI. Campus Student Resources
- VII. Student Identities, Intersectionality, and Well-Being



85% 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**.

ADVISOR OF THE YEAR



Jerica Burgess was named Advisor of the Year for 2023. She earned her Master of Science in Higher Education Administration from KU. While pursuing that program Jerica was a graduate assistant for First Year Experience and a graduate career coach intern with the University Career Center. Hired as an advisor in the School of Education upon graduation, Jerica later transitioned to the Education and Public Service Advising Team with the formation of Jayhawk Academic Advising.

Rising Star Award Winners

In addition to advisor of the year, Jayhawk Academic Advising recognizes new academic advisors who have demonstrated exceptional enthusiasm and engagement in serving students and collaboration in team initiatives while advancing their own advising practice. Recipients for 2023 were Jake Brillhart, Education and Public Service Advising Team and Cassie Nix, STEM Engineering Advising Team.



Jake
Brillhart



Cassie
Nix

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 22 nominations for 2023.

ACADEMIC SUCCESS

Priority 1

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

- Create opportunities for students to learn about the roles and responsibilities of their academic advisor, set expectations for advising services, and help students see the value in their advisor early in their academic journey.

Priority 2

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

- Provide training and set expectations for advisors to provide holistic support services and to provide encouragement, support, and resources for student goals beyond academic plans and curricular requirements.

Priority 3

Enhance support and clarity for students' major selection, career direction, and pathway to degree completion.

- Utilize technology and additional training to increase the frequency of proactive advising interventions by academic advisors.
- Develop strategies to strengthen the connections between academic advising and the Institutional Learning Goals.





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