

# Academic Advising Week for \$0

Presenters:

Jessica Santos for hire

Russ Sommer for hire

That's right

ZILCH

NADA

NOTHING

ZERO DOLLARS

AND DID WE MENTION.....

ALMOST ZERO TIME

# Presenter Background

- Educational Leadership Higher Education Student Affairs Graduate Students at EMU
- Graduate Assistants –  
Academic Advising Center [AAC]

# Setting

- Eastern Michigan University
  - Approximately 20,000 Undergraduates
- Advising at EMU
  - Decentralized with major advising in colleges or departments
  - All new / transfer students have initial appointments with the AAC
  - Undecided/Exploratory Students continue to go to the AAC

# Problem

- The undecided students weren't coming to see us....

# Strategic Planning Committee

- 90% of First Year Students are 19 or younger
- 60-65% live on campus
- Greater than 50% have at least one parent who has attended college
- 80-90% plan to work

Report of the Strategic Planning Committee on the Undergraduate Experience: May 2004

# Target Audience

- Undeclared
- First Year Student
- First Generation Student
- Part-Time/Evening students

# What we learned in school...

- Perry's Model of Cognitive Development
- Kuh's Research on Engagement



# Resolution

**ENGAGE THEM!**

# Advising Awareness Week

- The concept is loosely based off of a program we learned about from a post-NACADA debriefing
  - Kudos to Oakland University
- GOAL
  - Build awareness of the advising centers
  - Encourage students to seek advisors prior to registration period
  - Interact with students

# Secret Covert Meetings

- Discussed potential activities
  - Cash Prizes
  - Giveaways
  - Food
  - Music
  - Golf Cart Advising
  - Oh yeah – NO BUDGET

# Resources

- Think like MacGyver
  - Found poster boards around office
  - Markers
  - Paper for flyers
  - Donations –
    - Bag of candy
    - Wood for signs
  - People

# Discussion

- Elevator Advising
- Coffee with Advisors
- Flyers / Signs
- Talk to students
  - Do you know where you need to go for advising?
  - Have you spoken to an adviser lately?

# Discussion

- When –
  - Early in the semester
    - Motivate students to think ahead
    - Give enough time to make appointments before Fall Registration would begin

# Discussion

- Where students spend most of their time?
  - Library
  - Major Academic Buildings
  - Food – Eastern Eateries and Dining Commons
  - Student Center
- Contacted building representatives from around campus to reserve spaces

# Discussion

- What time?
  - Dependent on our schedules
  - As advisors, understanding class breaks were useful
  - Concentrating lunch times around eating centers
  - Other times at academic centers



# Collaborations

- Career Services
- Advising Centers

Still Exploring – Contact Career Services for help finding a major that works for you, then talk to advising about picking out classes.

Career Services  
319 King Hall  
734-487-1195  
<http://www.career.emich.edu/>

Academic Advising  
301 Pierce Hall  
734-487-2170  
<http://www.emich.edu/aac/>



Where do YOU go for advising?

Business Advising Center  
401 Owen



rad.html

Where do YOU go for advising?

Education Advising Center  
206 Porter  
734-487-3415

Special Education... go to 128 Porter,  
(Elementary and Secondary)  
734.487.3300

Secondary and Elementary  
– Attend Group Advising Session  
<http://www.emich.edu/advising/edelement.html>



Where do YOU go for advising?

Arts and Sciences  
Major:  
Room:  
#

<http://www.emich.edu/cas/departments.html>



# Marketing

- Student Email Accounts
- Campus Monitors
- Flyers around campus
- EMU Today
- Word of mouth

# Marketing

- Made catchy slogans
  - Got Advising?
  - Have you seen an advisor lately?
  - Your advisor misses you
  - Let us help you graduate on time
  - Seriously – see your advisor!
  - Academic Advising reduces your cholesterol
    - \*advising does not actually reduce cholesterol
  - Seeing an advisor is so easy –  
a caveman can do it

# Advising Awareness Week

- Spent days alternating between buildings
  - Drinking warm beverages
  - Talking to students
  - Asking them if they knew where to go for advising
  - Correct them if they were wrong
  - Encouraging them to go early
  - Referring them to Career Services to help decide
  - And gave them candy
- Culminating with advisors from all colleges represented to answer questions at the Student Center

# Results?

- Saw 400+ students on campus
- Answered simple advising questions
- Confirmed correct places to go for advising
- Referred undecided students to career center and their services
- Got out of the office
- Most importantly –  
thanked by students for coming to them

# Advice for the Future

- Get a Budget
- Plan Ahead
- Collaborate with other Offices for Resources and Ideas
- Contact Local Vendors
- Include Grad School
- After Hour Activities
- Giveaways
- Painting Kiosk
- Increase Advertising Time and Methods

# Advice for the Future

- If you have graduate assistants use them
  - They 'may' be closer to the age of the student and less intimidating
  - They can offer a fresh perspective on an old idea
  - If they haven't been fully trained, it'll keep them busy and orient them to the types of students they'll encounter in their appointments

# What else can a GA do?

- Advising Awareness Week
- Career Fairs
- Moderating Programs
- Group Advising/Review Sessions
- Create Surveys
- Track Students
- Eat – anyone hungry?



# Discussion

- What can you do on your campuses?
- How can you utilize Graduate Assistants or Student Affairs Divisions?