



# **Expanding the Role of an Advising Center**

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## Expanding the Role

### Demographics

- 5,102 unduplicated students 2005-06
- 75% of students receive financial assistance
- For Fall 06, 50% had at least one score of 18 or below on ACT
- In service area, 90% of population over 18 years old area has HS degree or less
- 29% of student population is Native American



## Expanding the Role

### Conditions and Challenges 2000

- Fall enrollment decrease in 6 of past 7 years
- First to third semester retention declining
- Lack of organized marketing strategy
- No enrollment management division
- High rate of self advising
- University de-emphasizing College Success course (10% of first time freshmen in 1999)
- No formal enrollment plan



# Expanding the Role

## Building Consensus

- Administration
- Faculty Senate
- Student Government
- Community Partners
- Funding Sources



## Expanding the Role

### Academic Advising and Outreach Center (AAOC)

- August 6, 2001
- 1 Academic Advisor, 1 Support Staff, 1 Student Worker
- Director of Freshman Programs
- 2 cubicles, 1 desk, 1 office, ID machine



## Expanding the Role

### Four Primary Activities

- Academic advisement of freshmen, undecided majors, returning and transfer students
- Academic support for first-year students
- Early warning program
- Celebrations



# Expanding the Role

## Aspirational Statement

**The AAOC will become the hub of services for first year and transfer students.**

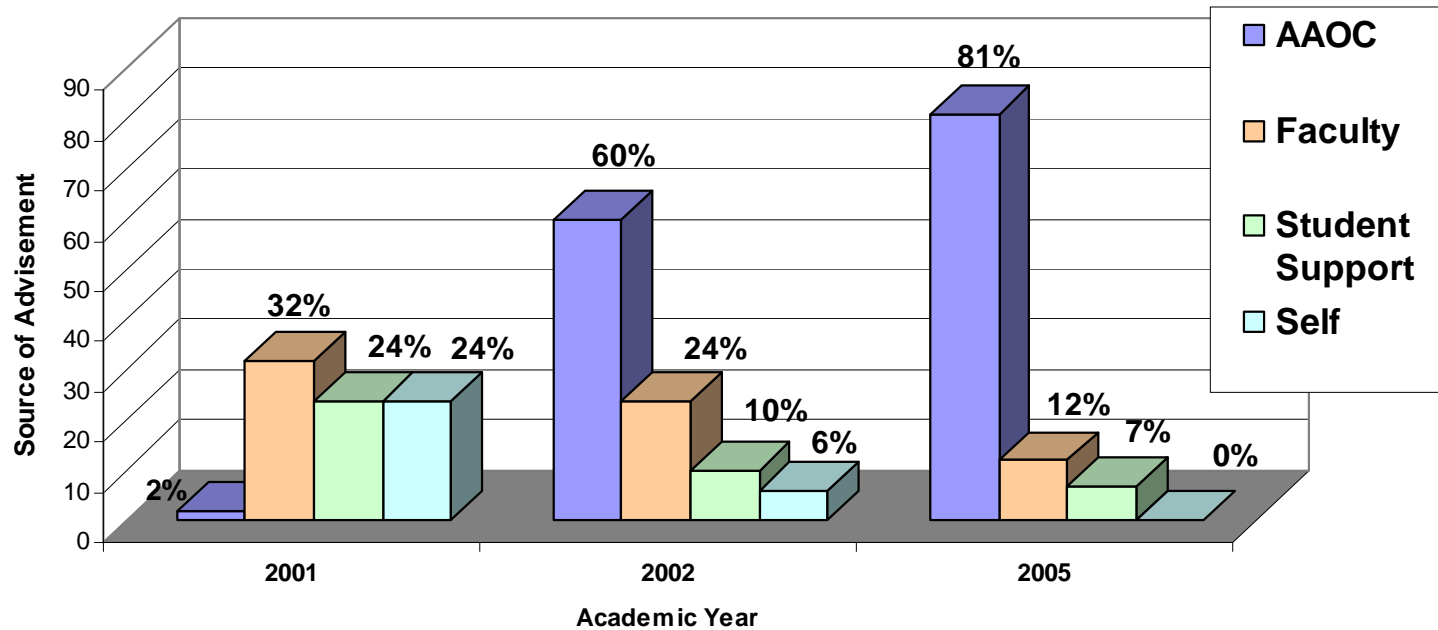
## C.U.R.E

**Connectedness, Uniqueness, Role Models, Empowerment**



# Expanding the Role

## Where Are New Freshmen Being Advised?



Information sources:

2001-2002: Student Surveys. Source verified by Registrar's Office

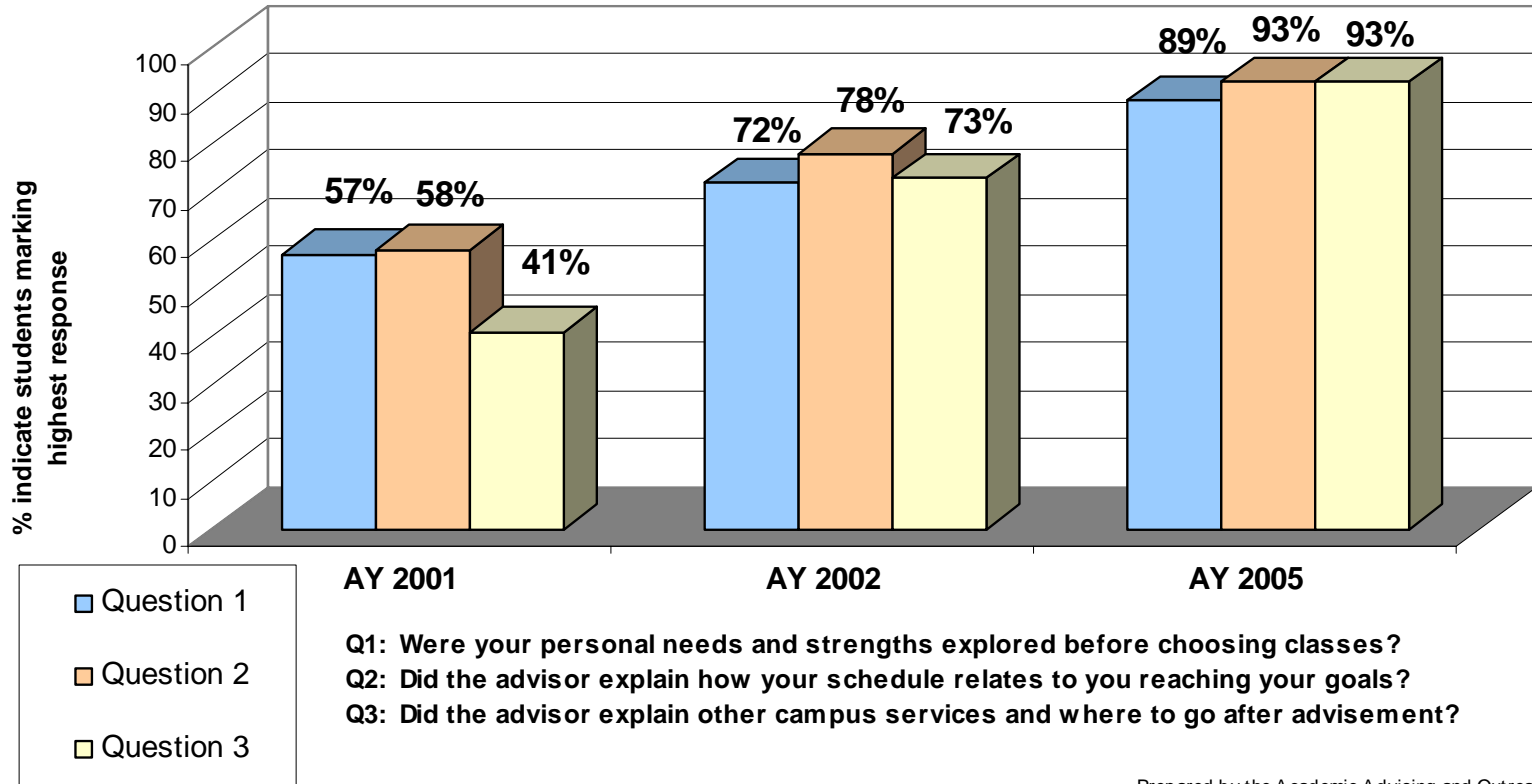
2005: SOSU Office of Administrative Computing data

Prepared by the Academic Advising and Outreach Center,  
January 2006, Tim Boatman, Director.



# Expanding the Role

## Student Satisfaction with Self-Understanding and Goal Consideration



Source: Student Satisfaction surveys of the corresponding year

Prepared by the Academic Advising and Outreach Center  
January 2006, Tim Boatman, Director



## Expanding the Role

### Academic Support

- College Success Course
  - FA05 – 432 enrolled (79%)
- Learning Communities
  - Aviation, Music, Residential, Native American, Leadership, Student Athlete
- Enrollment Survival Guide
- Faculty Development and Training



## Expanding the Role

### Academic Support (cont.)

- **Student Athlete Mentor Program**
  - Study Hall, Laptop Program, College Success
  
- **Phone Outreach Program**
  - High Risk and “Slow enrollers”



## Expanding the Role

### Early Warning Program

- “Not Attending” list from Financial Aid
- All students enrolled in College Success Course (FA 05 - 432 students)
- Collect data
- Refer to College Success Instructor



## Expanding the Role

### Celebrations

- Freshman Convocation

  - Cost-\$1,200 (food)

- First Semester Success Reception

  - Cost-\$1,000 (t-shirts)

- Top 10 Freshmen

  - Cost--\$150 (Medals)



# Expanding the Role

## Retreats

**-Honors**

**-President Leadership Class**

**-New Student Athletes**



## Expanding the Role

### **Additional Roles Assumed**

- **Native American Excellence in Education**
- **Advise BGS/BAAS Students**
- **Advise School of Education and Behavioral Science**
- **Athletes L.E.A.D.**
- **Connect to Completion**



# Expanding the Role

## Current Staffing

**1 Director**

**4 Professional Advisors**

**1 Graduate Assistant**

**1 Support Staff**

**3 Student Workers**



# Expanding the Role

## IMPACT

- **Freshman Retention**
  - 1999-2001—57%
  - 2001-2004—62%
- **BGS/BAAS Graduates**
  - 2004—11
  - 2005—12
  - 2006—36
- **Call to Dean of EBS concerning advisement**
  - Fall 2003—24
  - 2004-2006—2