



Monte Ahuja
College of Business

A Creative Approach to Walk-In Advising

Presented by:

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Presentation Topic and Outline

► Want a creative approach to manage your walk-in advising?

The College of Business at Cleveland State University has developed a practical approach to change the traditional first-come, first-serve walk-in advising model to a **Quick Biz advisement-by-appointment program** with the goal of changing student behaviors and supporting advisors during high volume periods. This new approach to walk-in advising helps offices decrease student wait time and allow advisors a more manageable schedule to prepare for appointments, while still increasing enrollment and the number of students seen by advisors.

Outline of Presentation

- Introduction: Who are we?
- Walk-In Advising History and Challenges
- Thinking Outside the Box - Overcoming Barriers: Reflect, Recharge, Restart
- The Launch of Quick Biz Advising
- Why Does Quick Biz Advising Work? **Outreach, Support and Structure**
- Results and Outcomes: **Students, Enrollment Data, Professional and Personal**
- How can we help you?

Introduction: Who are we?

- ▶ Cleveland State University
 - ▶ Approximately 17,000 students
- ▶ Monte Ahuja College of Business
 - ▶ 2,000+ undergraduate students
 - ▶ 9 undergraduate business majors
- ▶ College of Business Center for Student Services
 - ▶ 5 full-time undergraduate academic advisors - Spring 2018



Center for Student Services

► Responsibilities

- Provide academic advising services to 2,000+ undergraduate students from first year (13+ earned credit hours) & transfer (25+ credits) through graduation

- Responsibilities include:

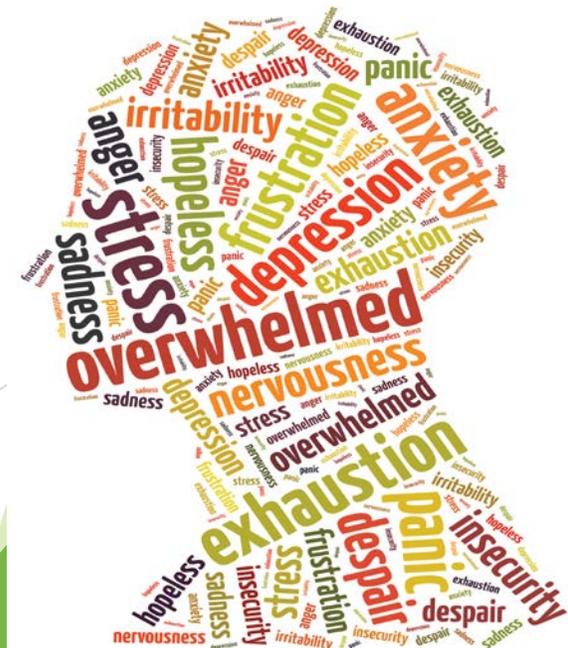
- Advise on all COB major, minor, and certificate program requirements (cross-trained)
- Conduct advising appointments
- Create graduation plans
- Assist with course scheduling
- Review graduation applications
- Manage office email accounts
- and more...



The History of Walk-In Advising

Advising/enrollment services offered 1 week prior and the first 2 weeks of the semester for both fall and spring semesters.

- ▶ **Traditional Walk-In Advising Model - 2005 to fall 2014**
 - ▶ Students came into the office and were served on a first-come, first-serve basis by the first available academic advisor 8:30am to 5:00pm
- ▶ **Same Day Walk-In Walk-In Advising Model - fall 2014 to spring 2015**
 - ▶ Students came into the office and were served on a first-come, first-serve basis based on two shifts of appointments: AM appointments and PM appointments and the office closed daily for lunch from 12 noon to 1:00pm
- ▶ **The result**
 - ▶ Long wait times (up to 2 hour wait times)
 - ▶ Student complaints
 - ▶ Lack of efficiency
 - ▶ Advisor and manager burnout
 - ▶ Poor student service/greater chance for misadvising



Thinking Outside the Box:

Overcoming Barriers: Reflect, Recharge, Restart

- ▶ Summer 2015, supervisor of the unit, Anne Nelson tired of student complaints and fearing advising staff would become disengaged and seek other advising positions begin to research and reflect on how to overcome the barriers of the college's Walk-In and Same Day advising services with no budget. **Goals:**
 - ▶ Develop a program or service to support a better work-life and work-office life style during extremely busy times of the semester
 - ▶ Secure staff buy in, engage paraprofessional staff to provide support, and use technology
 - ▶ Locate free online calendar software system
 - ▶ Secure college leadership support with a focus on enrollment growth
 - ▶ Secure student support by focusing on positive attributes and using social media
 - ▶ Quick Biz Advising by Appointment launched in fall 2015

The Launch of Quick Biz Advising

- ▶ **Quick Biz Advising by Appointment Program: Fall 2015**
 - ▶ Online Appointment Scheduling System
 - ▶ Free Calendar Online System!
 - ▶ Emails advisor & student with appointment information
 - ▶ Same-day appointments available (30 minutes)
 - ▶ Must be scheduled minimum 1 hour prior to appointment start time
 - ▶ Allows advisor to review student:
 - ▶ Is appointment required: Admitted / Active?
 - ▶ Trouble-shoot quick issues
 - ▶ Advisor names are not made available
 - ▶ Equal distribution of appointments across advising team
 - ▶ Blocks of Administrative Time in Calendar
 - ▶ Allows advisor to prep for next batch of appointments, respond to emails

Why Does Quick Biz Advising Work?

Team work and open to change

- ▶ Email outreach to non-enrolled students in early summer / late fall
 - ▶ Digital degree completion guides emailed to students
 - ▶ Lessens prep time for future appointments since degree completion guides are already on file from outreach
- ▶ Cross-trained advisors
 - ▶ Advisors are knowledgeable about all majors in the college to provide the most efficient and effective advising services to all students
- ▶ Students schedule their same-day appointment
 - ▶ Allows advisors to adequately prep for appointments
- ▶ Pro-Active Outreach
- ▶ Business Undergraduate Student Services Exchange
- ▶ Structured Services

Why Does Quick Biz Advising Work?

Pro-Active Outreach

- ▶ June 2015, CSU advising offices were asked to complete a 1-time phone campaign for students not enrolled for Fall 2015
 - ▶ Call students to encourage registration
- ▶ **COB Advising adopted a new proactive initiative:**
 - ▶ Advisors update degree maps + provide scheduling recommendations: EMAIL students
 - ▶ Twice a year outreach: May-June & October-November
 - ▶ Encourages early registration
 - ▶ Encourages students to schedule advising appointments in advance
 - ▶ Minimizes # of students seeking last-minute appointments and scheduling help
 - ▶ Paraprofessional Staff: call students to encourage registration and to schedule advising appointments (after email)

Why Does Quick Biz Advising Work?

Business Undergraduate Student Services Exchange: BUSSE – Spring 2017

- ▶ BUSSE is a peer student-to-student service
- ▶ Helps undergraduate business students with a variety of general services:
 - ▶ Course Scheduling (Add/Drop)
 - ▶ General Degree Audit Review
 - ▶ Submit Change of Major/Minor Requests
 - ▶ Waitlist Process
- ▶ Full Advising Appointments Required
 - ▶ additional assistance beyond registration
 - ▶ in-depth review of program requirements
 - ▶ graduation plan

Created by Anne Nelson, Monte Ahuja College of Business of Cleveland State University

Why Does Quick Biz Advising Work?

Structured Services

▶ QuickBiz Appointments

- ▶ Student meets with an advisor to review remaining program requirements and to make a schedule plan for upcoming term
- ▶ Only active students who are fully admitted may schedule an appointment
- ▶ Students with more extensive questions are asked to schedule a full advising appointment (one-hour) when QuickBiz Advising ends
- ▶ Students who need help scheduling their classes are asked to use BUSSE
- ▶ Individual student degree maps are already on file (proactive outreach)

Results and Outcomes

▶ Quick Biz Advising

▶ In place for 3 Years

▶ Fall 2015 - Present (preparing for Fall 2018)

▶ Steady Decrease in # of Students:

week prior to term start and first two weeks of term (both Fall and Spring)

▶ Spring 2015 : LAST Term for traditional Walk-In Advising - 383 Students

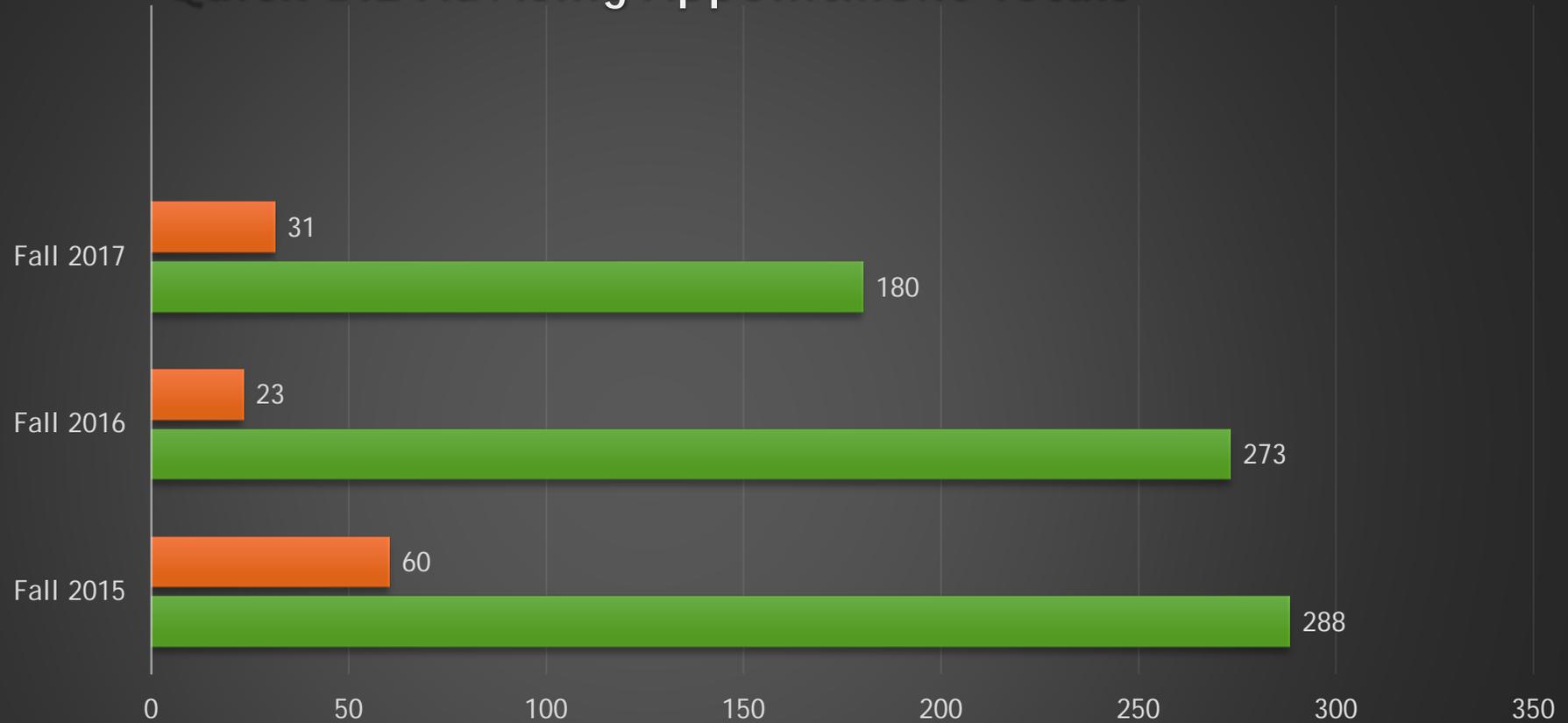
▶ Spring 2018: 212 Students

▶ The DIF: 171 or 44.6% fewer students



Results - Appointments

Quick Biz Advising Appointment Totals



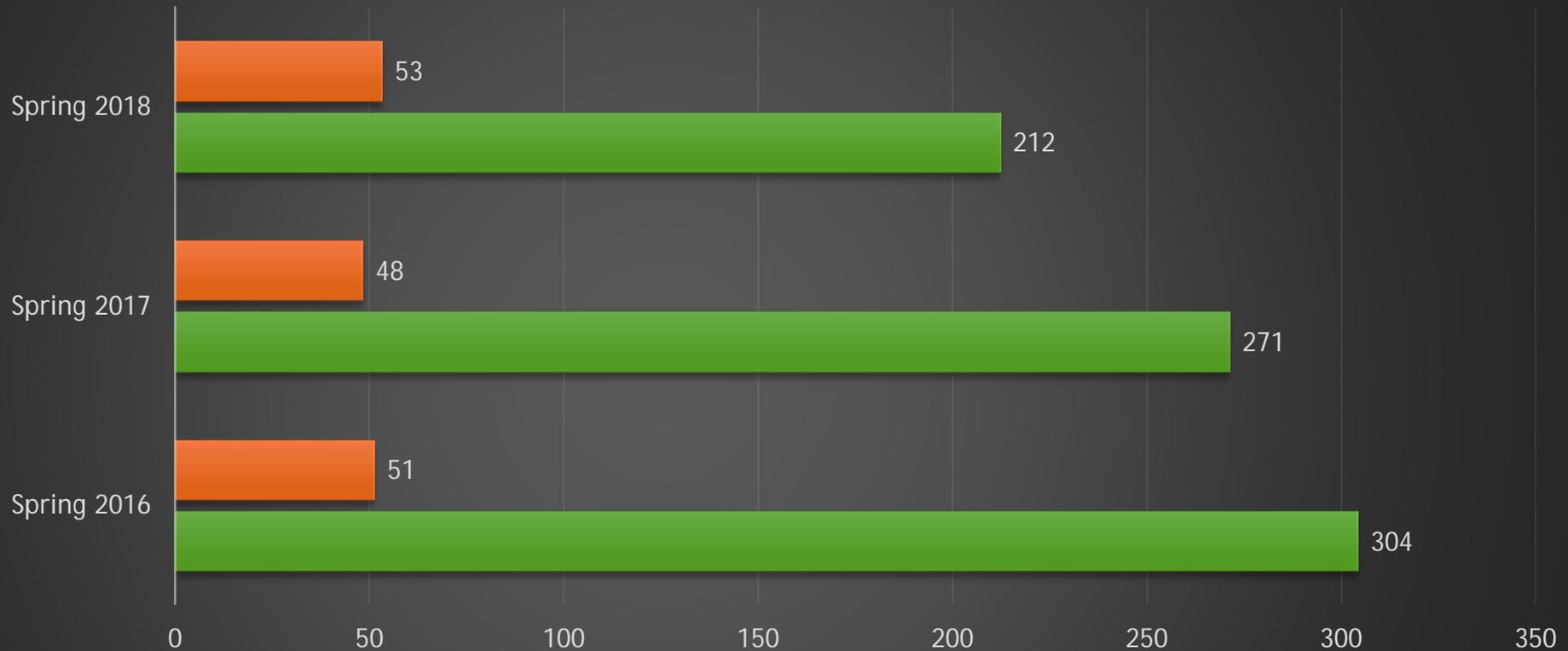
Cancelled Appointments* (Not admitted/active; No TCE)	Fall 2015	Fall 2016	Fall 2017
Total Appointments	Fall 2015	Fall 2016	Fall 2017

Cancelled Appointments* (Not admitted/active; No TCE)

Total Appointments

Results - Appointments

Quick Biz Advising Appointment Totals



Cancelled Appointments* (Not admitted/active; No TCE)

Total Appointments

Cancelled Appointments* (Not admitted/active; No TCE)

Total Appointments

Outcomes - Students

▶ Positive Impact: Changes in Student Behavior

▶ Early Registration

▶ Priority Registration Outreach: February

▶ Registration in March - May

▶ No Enrollment Outreach: May - June & October - November

▶ Registration in June - July & November - December

▶ Advising Appointments

"student-advisor relationship intended to aid students in achieving educational, career, and personal goals through the use of the full range of institutional and community resources."

Quoted by William G. Hendeby. Developmental Advising: A Practical View. Published in The Mentor on January 20, 1999 <http://www.psu.edu/dus/mentor/990115wh.htm>

▶ Minimizes # of students seeking last-minute appointments & scheduling help

Outcomes - Students

▶ Positive Impact: Changes in Student Expectations

▶ Quick Biz

- ▶ Review remaining program requirements
- ▶ Creation of schedule plan for upcoming term
- ▶ Registration with BUSSE: peer student-to-student service
- ▶ Only active students!

▶ Enrollment

- ▶ Multi-term Registration: in March students move forward with registration for upcoming academic year
 - ▶ Fall - Spring - Summer
- ▶ Add Classes to avoid being Waitlisted or having to extend graduation plan

Outcomes - Enrollment

Table 3.24: Undergraduate Fall Enrollment by College & Load: 5-Year Trend

College	2012	2013	2014	2015	2016	Percent Change	
						1 Year	5 Year
Business	1,313	1,340	1,648	1,593	1,704	7%	30%
CLASS	2,454	2,529	2,079	1,924	1,929	0%	-21%
Education	634	646	553	566	467	-17%	-26%
Engineering	930	1,045	1,136	1,472	1,570	7%	69%
Nursing	467	502	458	457	497	9%	6%
Other	-	-	1	-	-	--	--
Science	2,218	2,332	2,165	2,266	2,228	-2%	0%
Undergraduate Non-Degree	24	14	16	24	11	-54%	-54%
Undergraduate Studies	353	383	412	612	602	-2%	71%
Urban Affairs	197	209	206	221	213	-4%	8%
Full-Time Total	8,590	9,000	8,674	9,135	9,221	1%	7%

Source: CSU Book of Trends 2017-2018

Outcomes - Professional and Personal

- ▶ Positive Impact: Happy Academic Advisors
 - ▶ Decrease in advisor burnout in traditional busy season
 - ▶ Ability to Adjust Calendar
 - ▶ Ability to schedule time off without guilt of how it will impact rest of advising team
- ▶ Positive Impact: Increase in Advisor Effectiveness & Efficiency
 - ▶ Develop understanding of advising caseload: needs of students, schedule, enrollment
 - ▶ Not reinventing the wheel!
 - ▶ Degree completion guides are ready with minimal updates required



Outcomes - Professional and Personal

- ▶ **Positive Impact:**
Proud Supervisor and Higher Education Administrator
 - ▶ Achieved all goals regarding the creation of “Quick Biz Advising”
 - ▶ No advising staff member has resigned since fall 2015
 - ▶ Engaged professional and paraprofessional staff
 - ▶ Happy for my staff because I worked in the old Walk-In Advising system for more than 12 years and the system does not support work-life or work-office balance. Many days staff did not have a lunch hour.
 - ▶ The program continuous to grow and after two years, I launched “Business Undergraduate Student Services Exchange”, which helped to strengthen the “Quick Biz Advising by Appointment Program”
 - ▶ Happy for our students

Overcoming Barriers: Reflect, Recharge, Restart:
From Walk-In Advising to Quick Biz Advising by Appointment



think
outside
the
box

How can we help you?

A Creative Approach to Walk-In Advising

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