Overview

Assessment is not a bad word! Do you hear the term assessment and cringe? Do red flags fly with the thought of data collection and tracking? Assessment is a tool used to demonstrate how academic advising impacts student success and is vital to moving advising programs forward on any higher education campus.

In this Assessment of Advising Community-sponsored webinar, NACADA Assessment Institute Faculty members will look at how to apply assessment tools to show the value of your contributions and academic advising practices to your administrators, funders, supporters, and students.

The presenters will define assessment, explain its value, and describe the Assessment Cycle, including what to do with the data once you’ve gone through a cycle.

Focusing on the various steps of the Assessment Cycle, the presenters will take you through how assessment works and introduce you to the NACADA Assessment Institute and Assessment Pocket Guides as additional tools to help you develop and hone your assessment skills.

References and Resources


Assessment of Advising 101
An Overview

Mary Carmel Etienne (La Salle University)
Angela Bowius (Metro State University)
Dan Chandler (Brigham Young University)
Isaiah Vance (The Texas A&M University System)

Outcomes
Participants will be able to:
• Value assessment as a tool to demonstrate how academic advising impacts student success.
• Define assessment in the context of academic advising
• Identify the components of the Assessment Cycle
• Understand how to use data to make change on their campuses

What is Assessment?
Assessment processes provide an opportunity for institutions to ensure that significant learning is the core experience a student has when engaged in academic advising. Keeping student learning as the central focus is the foundation of creating a culture of academic advising focused on continuous improvement.

- Zarges, Adams, Higgins & Muhovich, 2018

Assessment vs. Evaluation

Assessment is
Did we accomplish what we set out to do?
Did we achieve the intended outcomes?
Do we know what we do well and where we can improve our services?

Assessment is not
Student happiness
Episodic
Just about measurement
Easy or quick
Solely an administrative process
Evaluation of individual performance

The Value of Advising Assessment

Stakeholder Buy-In

Involving stakeholders, both internal and external, from all areas tied to the advising program including administrators, faculty, staff, and students as well as campus partners (e.g., institutional research, alumni affairs, accessibility services, athletics, and parents), is necessary to create and sustain a culture of continuous improvement.

- Maki, 2017
Craft a compelling Annual Report
Create a culture of Assessment
Share with your Audience
Share your story aligned with the strategic priorities of your institutions
Include data that shows impact
My advisor helped me explore my interests and connected me to campus resources.

Link data to student learning outcomes to show value.

Use data visualization and design best practices.

Craft a compelling Annual Report.

Don't go crazy with jacked and stuck fonts.
Three Cs of Culture Creation

Commitment

Capacity
Create a culture of Assessment

Share with your Audience

- Distribute the report in print or digitally
- Consider venues for presenting results and facilitating discussion
- Consider adapting your data for students

Ad Hoc Reports – Budget Requests

Ad Hoc Reports – Budget Requests

Ad Hoc Reports

Ad Hoc Reports
Ad Hoc Reports

Resources to Learn More

Why you should attend:
• Develop a vision for advising on your campus
• Understand national resources that offer student feedback & information about advising
• Learn how to identify resources & allies in the areas of institutional Research & Institutional Planning
• Learn to connect your plan to the institutional strategic planning process
• Learn how to communicate this information to campus colleagues to generate collaboration & understanding
• Use benchmarking to document the success of your plan

Assessment of Academic Advising 101: An Overview

Presenters:
Angela Bowlus, Director of Advising, Metro State University
Mary Carmel Etienne, Assistant Dean & Director of Advising, La Salle University
Dan Chandler, Associate Director, Brigham Young University
Isaiah D. Vance, Assistant Provost, The Texas A&M University System