



Office of Freshman Advising

#2 Plan cycle - 2

Plan cycle 2022/2023

7/1/22 - 6/30/23

Introduction

The mission of the Office of Freshman Advising is to provide support and guidance to students through building a relationship that facilitates decision-making, resource identification, course selection, and academic goals while fostering an understanding of University policies and procedures that promote student success.

The Office of Freshman Advising will carry out this mission through:

1. Delivering academic advising for all first-time freshmen and readmitted or transfer students with fewer than 18 hours earned. Delivery of advising will be in-person, remotely, or via email and either individually or in groups.
2. Working in conjunction with academic departments regarding curriculum changes and degree requirements as well as with Career and Professional Development Services regarding career and academic testing options to build supportive and inclusive learning environments that advance student learning.
3. Working in conjunction with all support services on campus to provide students with timely and accurate campus support service information to increase retention rates.

Performance Objective 1 Deliver academic advising for all first-time freshmen and readmitted or transfer students with fewer than 18 hours earned. Delivery of advising will be in-person, remotely, or via email and either individually or in groups.

1 Assessment and Benchmark

Benchmark: The score for the following items from the Student Evaluation of Advising (freshman responses only) will be:

- On average, the score for *availability of freshman advisor* will be >4.51.
- On average, the score for *overall quality of academic advising you received* will be >4.51.
- On average, the score for *my advisor was courteous and professional* will be >4.55.

1.1 Data

Academic Year	# of Surveys Completed
2021-2022	277
2022-2023	277

Item	Academic Year Ending				
	2022	2023	2024	2025	2026
Availability of freshman advisor	4.44	4.21			
Overall quality of academic advising you received	4.33	4.22			
My advisor was courteous and professional	4.7	4.47			

1.1.1 Analysis of Data

2021-2022:

Our average for "Availability of freshman advisor" was 4.44. We did not meet our benchmark of >4.51.

Our average for "Overall quality of academic advising you received" was 4.33. We did not meet our benchmark. We did not meet our benchmark of >4.51.

Our average for "My advisor was courteous and professional" was 4.7. We exceeded our benchmark of >4.55.

Due to the COVID-19 restrictions and protocols in place during peak advising times for Summer 2021, Fall 2021, and leading into Spring 2022, face to face advising was not an option. Freshman Advising moved strictly to Zoom and online advising. We were able to begin face to face advising again toward the start of the Spring 2022 semester, yet many students still opted for online advising. Our availability was also limited to times where we weren't having to quarantine due to our personal exposure or illness due to COVID 19.

The number of respondents that completed the SEA surveys in the Fall 2021 (107) and Spring 2022 (170) and indicated they were freshman was a very small portion of the true freshman population. Per MSU's Enrollment Figure reports, there were 1327 students classified as Freshman. In the Spring 2022, we had 878 students classified as Freshman.

Our are also dealt with the following natural disasters that impacted all aspects of advising:

- Hurricane Laura August 26th, 2020- Calcasieu Parish alone had 4000 school aged students that were unaccounted for after Hurricane Laura.
- Hurricane Delta - October 4, 2020 - many students and employees faced evacuating for a second time.
- Freeze/Ice Storm - February 2021 - campus lost power for several days.
- Flood in May 2021 - many of our students' and employees' homes that were already damaged by hurricane were further damaged by massive flooding in our area.

2022-2023:

Our average for "Availability of freshman advisor" was 4.21. We did not meet our benchmark of >4.51.

Our average for "Overall quality of academic advising you received" was 4.22. We did not meet our benchmark of >4.51.

Our average for "My advisor was courteous and professional" was 4.47. We did not meet our benchmark of >4.55.

Advisor availability was affected by a switch from Group advising, which was primarily used in the 2021-2022 year, back to individual advising. Group advising was able to see more students in the same span of time and go over processes in a group format. To get enough students advised and registered, individual back-to-back appointments were created using an online scheduling system (Calendly) in 40-minute slots with a packet of advising materials breaking down processes. Online and email advising were still used for online students and those that couldn't make it to campus.

Noted issues:

1. Large advising loads of 600-700 students per advisor created issues with availability for walk-in appointments. Walk-ins were advised to schedule an appointment. Appointment availability was sometimes a month or two out due to the advising volume.
2. Students weren't reading the processes outlined in the materials and some weren't watching the 'How to Register' video available to all freshmen. This created email chains and student frustration when they couldn't immediately come back in for help due to their advisor's calendar being booked.
3. Majority of incoming freshmen are now needing coreq Math and/or English and not used to working processes. This created much confusion as they didn't understand the 2 Math and 2 English courses based on placement scores. This also increased appointment time with some 40 min appointments running over into 1 to 1.5 hours.
4. Student perception of advising—many are unsure prior to reaching out to us what advising is and why they should respond to us. By the time they realize what advising is for, they may not have the classes they anticipated.
5. Students with Dual enrollment credits that have taken all of their General Education courses created a lag as the advisors reach out to the academic dept to see which courses could be subbed out or which major and concentration courses the student could be put in to. This is specific to programs that have more prescribed degree plans that didn't account for the coreq population or the Dual enrollment population that has taken all Gen Eds.
6. Lag of continuing students not acting on reach outs for early advisement.

These factors play a large role in advisor availability, quality of advising and perception of helpfulness. Also the number of students who participated in the survey doesn't account for the number of students that registered for Fall 2022 (1005 students) and Spring 2023 (409 students). By having a larger number of survey, I would expect the numbers to more accurately and potentially positively impact the benchmarks measured. The internal survey we use for students measured more aspects of the advising process and areas for improvement.

1.1.2 Plan for Continuous Improvement

2021-2022:

Freshman Advising has moved back to face to face advising as the main mode of advising. The availability of advisors and the the quality of advising will both increase as we return to semi-normal conditions following the devastation to our city, our campus, and many of our students and employees homes during the advising times for the 2021-2022 year.

In March of 2022, Freshman Advising created an in-house anonymous survey that we encourage each advisee to complete after their advising session. We feel this will allow us to drill down even more in determining advisees' levels of satisfaction with the quality of academic advising they received in a timely matter. The survey also requires the student to select the name of the advisor with whom they met. This will allow Freshman Advising to pinpoint the individual advisor's strengths and also what areas/topics each advisor may need to shift their focus on improving.

2022-2023:

To address these issues, our department is moving back to the Group advising model and having time in advisor schedules for walk-ins, special cases, and emergent appointments. Online and email advising will

still be available. Online short videos (approx. 1 minute in length) will cover much of the process that students are getting lost in. Make an introduction video on what advising is and what to expect to push out to incoming and continuing freshmen. Create an online calendar to host on our advising page so that students can view advising time periods. We will be utilizing EAB Navigate for calendaring and for students to reach out for more immediate advising. Our in-house survey will continue to be used for tracking areas of improvement for each advisor.

Performance Objective 2 Work in conjunction with academic departments regarding curriculum changes and degree requirements as well as with Career and Professional Development Services regarding career and academic testing options to build supportive and inclusive learning environments that advance student learning.

1 Assessment and Benchmark

Benchmark: The score for the following items from the Student Evaluation of Advising (freshman responses only) will be:

- On average, the score for *information about degree requirements* will be >4.51.
- On average, the score for *my advisor provided me with accurate information regarding my career plans and goals* will be >4.51.

1.1 Data

Academic Year	# of Surveys Completed
2021-2022	277
2022-2023	277

Item	Academic Year Ending				
	2022	2023	2024	2025	2026
Information about degree requirements	4.37	4.18			
My advisor provided me with accurate information regarding my career plans and goals	4.41	4.20			

1.1.1 Analysis of Data

2021-2022:

We did not meet the benchmark of >4.51 for "Information about degree requirements." Our score was 4.37 for 2021-2022.

We did not meet the benchmark of >4.51 for "My advisor provided me with accurate information regarding my career plans and goals." Our score was 4.41.

Due to the COVID-19 restrictions and protocols in place during peak advising times for Summer 2021, Fall 2021, and leading into Spring 2022, face to face advising was not an option. Freshman Advising moved strictly to Zoom and online advising. We were able to begin face to face advising again toward the start of the Spring 2022 semester, yet many students still opted for online advising. Our availability was also limited to times where we weren't having to quarantine due to our personal exposure our illness due to COVID 19.

The number of respondents that completed the SEA surveys in the Fall 2021 (107) and Spring 2022 (170) and indicated they were freshman was a very small portion of the true freshman population. Per MSU's Enrollment Figure reports, there were 1327 students classified as Freshman. In the Spring 2022, we had 878 students classified as Freshman.

2022-2023:

1.1.2 Plan for Continuous Improvement

2021-2022:

In March of 2022, Freshman Advising created an in-house anonymous survey that we encourage each advisee to complete after their advising session. We feel this will allow us to drill down even more in determining advisees' understanding of their degree plan, campus resources, and support services in a timely matter. The survey also requires the student to select the name of the advisor with whom they met. This will allow Freshman Advising to pinpoint the individual advisor's strengths and also what areas/topics each advisor may need to shift their focus on improving.

Increasing the number of meetings between Freshman Advising and Academic Departments will also allow us to learn about program updates and requirements. The Admission's Office has also discussed wanting to take part in these meetings and information sessions so that more members of Enrollment Management can speak to what our academic departments have to offer.

As of the 2022-2023 Academic Year, Career and Professional Development and Testing Services are part of Freshman Advising. This union will allow Freshman Advising to inform advisees about available career aptitude tests, testing options/services for various degrees, and career development resources and support. Freshman Advising will now have more timely and open access to information and events directly relating to career development.

2022-2023:

Performance Objective 3 Work in conjunction with all support services on campus to provide students with timely and accurate campus support service information to increase retention rates.

1 Assessment and Benchmark

Benchmark: The score for the following item from the Student Evaluation of Advising (freshman responses only) will be:

- On average, the score for *my advisor clearly communicated my responsibilities for completing my degree* will be >4.55.

1.1 Data

Academic Year	# of Surveys Completed
2021-2022	277
2022-2023	277

Item	Academic Year Ending				
	2022	2023	2024	2025	2026
My advisor clearly communicated my responsibilities for completing my degree	4.52	4.30			

1.1.1 Analysis of Data

2021-2022:

We did not meet the benchmark for "My advisor clearly communicated my responsibilities for completing my degree." The benchmark was >4.55 and we scored a 4.52.

Due to the COVID-19 restrictions and protocols in place during peak advising times for Summer 2021, Fall 2021, and leading into Spring 2022, face to face advising was not an option. Freshman Advising moved strictly to Zoom and online advising. We were able to begin face to face advising again toward the start of the Spring 2022 semester, yet many students still opted for online advising. Our availability was also limited to times where we weren't having to quarantine due to our personal exposure or illness due to COVID 19.

The number of respondents that completed the SEA surveys in the Fall 2021 (107) and Spring 2022 (170) and indicated they were freshman was a very small portion of the true freshman population. Per MSU's

Enrollment Figure reports, there were 1327 students classified as Freshman. In the Spring 2022, we had 878 students classified as Freshman.

2022-2023:

1.1.2 Plan for Continuous Improvement

2021-2022:

In March of 2022, Freshman Advising created an in-house anonymous survey that we encourage each advisee to complete after their advising session. We feel this will allow us to drill down even more in determining advisees' understanding of their responsibilities for completing their degree plan, awareness of the course schedule(s), academic calendar(s), and functions of Student Central in a timely manner. The survey also requires the student to select the name of the advisor with whom they met. This will allow Freshman Advising to pinpoint the individual advisor's strengths and also what areas/topics each advisor may need to shift their focus on improving.

2022-2023:

2 Assessment and Benchmark

Benchmark: The retention rate for each cohort of first-time freshmen from fall of year 1 to fall of year 2 will be >71.99%.

2.1 Data

FTF Cohort	Y1 to Y2 Retention Rate
Fall 2013	70.0%
Fall 2014	66.5%
Fall 2015	66.1%
Fall 2016	68.1%
Fall 2017	70.08%
Fall 2018	69.52%
Fall 2019	71.63%
Fall 2020	69%
Fall 2021	68.54%

2.1.1 Analysis of Data

2021-2022:

We did not meet the benchmark for the retention rate for each cohort of first-time freshman from fall of year 1 to fall of year 2 will be > 71.99%.

The amount of students not retained from the Fall 2020 FTF Cohort was directly impacted by the devastation our area suffered.

- Hurricane Laura - August 26, 2020 - Calcasieu Parish alone had 4000 school aged students that were unaccounted for after Hurricane Laura.
- Hurricane Delta - October 4, 2020 - many students and employees faced evacuating a second time.
- Freeze/Ice Storm - February 2021 - campus lost power for several days.
- Flood in May 2021 - many of our students' and employees' homes that were already damaged by hurricane were further damaged by massive flooding in our area.

2022-2023:

2.1.2 Plan for Continuous Improvement

2021-2022:

With the assistance of Marketing, in March 2022, Freshman Advising created a one page flyer with all the

free MSU Support Services listed. The flyer contains the name, location, contact information, website and brief description of each service. Freshman Advising distributed this flyer to all advisees during advising sessions, all parents during parent information sessions and orientations, and to all departments on campus. Freshman Advising also obtained all the Marketing material for each service on campus and distributes those materials as needed to assist students/parents/staff.

By bringing awareness to the support resources MSU provides, the student utilization of these services should increase.

2022-2023:

3 Assessment and Benchmark

Benchmark: Develop a Degree Works user guide for students.

3.1 Data

2021-2022:

We created a "how to view Degree Works" video: <https://www.youtube.com/watch?v=cQKOHcNdaWg>.

2022-2023:

3.1.1 Analysis of Data

2021-2022:

While Freshman Advising was not able to create a Degree Works user guide, the video we created is a good start.

Our limitation with creating a user guide for Degree Works stemmed from the notification that Banner would eventually be converting to the Cloud. Degree Works needs to be fully launched in Banner 9 for all the features to be accessible to students. We are still awaiting notification as to if this has happened.

2022-2023:

3.1.2 Plan for Continuous Improvement

2021-2022:

Once full migration to the cloud occurs, Freshman Advising will be able to reassess the functionality of Degree Works. Dependent upon the 2022-2023 budget for professional development, Freshman Advising may be able to attend training/workshops/conferences that focus on the utilization of Degree Works at both the student and staff levels.

2022-2023: