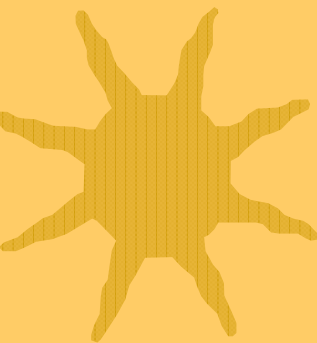


Mississippi Advisors' Meeting
University of Southern Mississippi
Hattiesburg, Mississippi
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Assessing Academic Advising in a
Department of Communication
Through a Web-based Student
Survey





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Introductions

- ★ Audience quick introductions
- ★ Speaker background
 - MSU
 - WCU
 - USM
 - Student





Importance of Advising



- ★ Impacts student major choice
- ★ Affects retention – department and overall
- ★ Builds lifelong relationships and value
- ★ Enhances (or not) individual, departmental, and institutional reputations



Lack of Advising Evaluation



- ★ Advising as teaching or service
- ★ Annual review impact
- ★ Good advisors advise more
- ★ Bad advisors have fewer
- ★ Awards as recognition



Departmental Organization



- ★ Faculty member as advising coordinator
- ★ AC or department head advising most new students
- ★ Assigned faculty advisor after first semester
- ★ Students' ability to change advisors



Survey Development



- ★ Partnered with Institutional Research
- ★ Pre-tested with faculty
- ★ Developed web-based
- ★ Sent to all majors
- ★ Confidentiality ensured
- ★ Distributed late in semester
- ★ Gift card as incentive



Major Questions

- ★ Faculty knowledge of curriculum
- ★ Faculty time availability
- ★ Faculty relationship
- ★ Faculty inform on internships, graduate schools, career information
- ★ Student preparedness





Survey Results

- ★ Response rate of 55 of of 440 (12.5%)
- ★ Female – 82.7% and Male – 17.3%
- ★ Classifications
 - FR – 24.5%
 - SO – 20.8%
 - JR – 18.9%
 - SR – 35.8%





Survey Results



★ Concentrations

- Broadcasting – 25.5%
- Comm. Studies – 5.5%
- Journalism – 10.9%
- Public Relations – 56.4%
- Theatre – 12.7%

★ Advisors – ranged from 1.9-15.4% of total



Survey Results

- ★ Others providing advice
 - Department head – 21.8%
 - Three other faculty well over 10%





Survey Results – SD-SA



★ Advisor with sufficient times during pre-registration – 86% A or SA

★ Advisor available other times – 84% A or SA



★ Advisor knows classes needed – 78% A or SA

★ Advisor knows registration – 82% A or SA

★ Accurate info. from advisor – 74% A or SA



★ Open to ask advice not classes – 65% A or SA



Survey Results – SD-SA

- ★ Advisor discussed internships – 34% A or SA
- ★ Advisor discussed careers – 42% A or SA
- ★ Advisor discussed grad. school – 17% A or SA
- ★ Advisor good listener – 70% A or SA
- ★ Advisor respects advisee – 88% A or SA
- ★ Prefer different advisor – 23% A or SA





Survey Results – SD-SA & Y-N



★ Student makes appointments – 90% A or SA

★ Student keeps appointments – 83% A or SA

★ Student checks MSU e-mail – 91% A or SA



★ Student plans class list – 85% Y

★ Student has copy of curriculum – 89% Y



★ Numerous open-ended responses with variance



General Conclusions



- ★ Advisors are available during advising times and other times
- ★ Advisors know curriculum
- ★ Advisors know registration procedures
- ★ Advisors are good listeners and respectful
- ★ Advisors do not often discuss internships, career options, and graduate school
- ★ Students feel prepared for advising



Applications for Faculty

- ★ Enhanced emphasis to faculty on importance of advising and training
- ★ Insistence on attending specific workshops
- ★ Faculty member nominated and received various awards





Applications for Students



- ★ Enhanced detail and distribution of advising booklet
- ★ Increased e-mail emphasis from department for internships and careers
- ★ Implementation of departmental career fair
- ★ Development of alumni advisory board





Applications for Students

- ★ More career and related links on web site
- ★ Implementation of scholarship golf tournament
- ★ Increased use of Facebook and other social media
- ★ Cross promoting of activities to prospective students





Future Research

- ★ Replicate annually
- ★ Submit just after advising
- ★ Shorten survey
- ★ Implement at university level
- ★ Emphasize importance in faculty evaluation





Any Questions or Comments

