Improving Advising and Customer Support in a Digital World

Keynote 2019 Adult Student Recruitment and Retention Conference
University of Wisconsin | Oshkosh
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#ASRR19

ACKNOWLEDGEMENTS

Who's Your Cody?

Exploration of life goals
Exploration of vocational goals
Program choice
Course choice
Scheduling course

O’Banion’s Advising Definition

"Academic Advising is the only structured activity on the campus in which all students have the opportunity for one-to-one interaction with a concerned representative of the institution."

- Wes Habley
The Joy of Advising

“High impact advisors realize that the positive outcomes of advising sessions are not just limited to students; in fact, the real joy of advising occurs when advisors understand how fulfilling it is to really impact other peoples’ lives and how much they can learn from their advisees.”

- Jennifer Bloom

DEFINITION

“Appreciative Advising is the intentional collaborative practice of asking positive, open-ended questions that help students optimize their educational experiences and achieve their dreams, goals, and potentials.”


Some interesting statistics from:

Great Jobs
Great Lives
The 2014 Gallup-Purdue Index Report


“Impending college graduates face a challenging job market and the need to think critically about their career options.”


“Feeling supported and having deep learning experiences means everything when it comes to long-term outcomes for college graduates.”


“Graduates who felt “supported” during college (that professors cared, professors made them excited about learning, and had a mentor) are nearly three times as likely to be thriving [in workplace engagement] than those who didn’t feel supported.”

“Only 14% of graduates strongly agree they were supported by professors who cared, made them excited about learning, and encouraged their dreams.”


What do students want from their ________________ ?

Relationship.

ADVISING IN-TAKE & EXIT SURVEY

Quantitative & Qualitative
Rooted in Appreciative Advising
Collection Method
Recorded Responses (As of Present)
Intake: 7,420
Exit: 791
Student Affairs is welcoming & student-centered

97%

[My Advisor] effectively addressed my questions & concerns

95%

[My Advisor] asked questions that helped me explore and/or discover my personal strengths and academic goals.

97%

I left the advising appointment with goals and an action plan that will help me reach them.

94%

[My Advisor] is positive and supportive.

96%

I am satisfied with the academic advising I have received from [My Advisor].

94%
**Appreciative Mindset**


**Improving Advising and Customer Support in a Digital World**


**Prerequisite**

If you do not craft your brand, your [students] will. So you need to take an active role in your branding.

(Qualman, 2013).

Make a good first impression, you only get one chance.

(Forbes, 2011)

7 seconds (Entrepreneur, 2011)
In 2015, 59% of U.S. adults agree, online dating is a good way to meet people.
- PEW Research (2016)

More than one-third of U.S. marriages begin with online dating.
- National Academy of Sciences (2012)
"Simply put, a leader’s job is to energize others. Notice that I don’t say it’s part of their job; it is their job. There is no ‘time off’ when a leader isn’t responsible for energizing others. Every interaction a leader has is either going to positively energize those around them or negatively energize them” (p. 297).


Energizing Students to Be Their Best


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GOOD IS THE ENEMY OF GREAT

Jim Collins

POSITIVE RESTLESSNESS

How do you engage students in a digital environment?

- Email: 74%
- Learning Management System: 47%
- Social Media: 59%
- Telephone: 63%
- Text Messaging: 36%
- Video Conferencing: 26%

Social media outlets you utilize to engage students:
- Facebook: 60%
- Instagram: 31%
- Snapchat: 16%
- Twitter: 31%

Reasoning for engaging in various digital technologies/social media:
- Personal only: 3%
- Professional only: 29%
- Both: 67%

Communication Study at Matriculation

1032 students surveyed who were entering a 4-year public institution

<table>
<thead>
<tr>
<th>Answer</th>
<th>Response %</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school student</td>
<td>26%</td>
</tr>
<tr>
<td>Attending another college/university</td>
<td>45%</td>
</tr>
<tr>
<td>Completed high school, but not college/university</td>
<td>4%</td>
</tr>
<tr>
<td>Completed some college/university, but not enrolled</td>
<td>8%</td>
</tr>
<tr>
<td>Completed a college/university degree (Associate, Bachelor's, etc.)</td>
<td>24%</td>
</tr>
</tbody>
</table>

Do you use social media?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Response %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>79%</td>
</tr>
<tr>
<td>Twitter</td>
<td>53%</td>
</tr>
<tr>
<td>Instagram</td>
<td>78%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>45%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>53%</td>
</tr>
</tbody>
</table>

12% of 18-29 year olds used social media networks in 2005, compared to 90% in 2015.
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Platform Considerations & Limitations

- Select the appropriate Delivery Method
- Know the limitations & expense of each delivery method
- Ask your Students

Pew Research Center for Internet, Science, and Technology Report
2018 Social Media Usage Among U.S. Adults Age 30-49

Twitter

- Micro blogging social site that limits post to 280 characters
- 328 million active users (67 million users in the US)
- 6,000 tweets on average every second

Facebook

- Mobile is Facebook's cash cow with 1.5 billion daily active mobile users
- Most common demographic is age 25 – 34 (29.7% of users)
- Users share 1 million links every 20 min
- 2.01 billion monthly active users

Instagram

- Social sharing app pictures and now videos
- Many brands are participating through the use of hashtags and posting pictures consumers can relate to
- The most followed brand on Instagram is National Geographic
- Instagram has 700 million active users
R&D (Rip-off & Duplicate)

@ehestudentservices
@fathermarquette
@vcu_advising
@ua_honors_advising
@bguedhd
@legogradstudent

Call to Action

https://analytics.twitter.com

Social Media Analytics

https://analytics.facebook.com

Call to Action

https://analytics.twitter.com

Social Media Analytics

https://analytics.twitter.com

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https://analytics.twitter.com
Social Media Analytics

Leverage Relationships

Call to Action

I tweeted, why did they do what I said!?!?

Leverage Relationships
Ask Your Students!

PCOEAdvising @PCOEadvising - Aug '16
How are we doing? We want to know how we can better use twitter for YOU!
OlologaAdvisingR

- 0% Too much content
- 27% Not enough content
- 27% More fun content
- 27% More career/agency content

The Designer in You

Design flyers/ads like a pro for FREE!
http://canva.com

Plan ahead

GroupMe (text messaging)

• Preferred method of communication among millennial generation
• Short and to the point messages
• Can turn off notification feature
• Phone number not accessible
• Free
• Maintains communication feed

Pro
• Not all students will use it
• Not ideal platform for specific, detailed responses/directions
• University branding
• FERPA/Data Fees
**Student Privacy Considerations**

**FERPA**

“The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.”


**GroupMe (text messaging)**

- If “following” students...
  - “Expectation to act”
  - Consult with your institution’s legal team for further guidance.

- Disclaimer:
  - GroupMe covers financial disclaimer
  - FERPA Compliant: Ask students to join and include academic disclaimer on invitation.
  - Do not share any FERPA covered information.
  - Cannot verify identities

**Moore’s Law**

“Moore’s Law is a computing term which originated around 1970; the simplified version of this law states that processor speeds, or overall processing power for computers will double every two years.”

- Source: http://www.mooreslaw.org/

**Social Media**

- Do not share any FERPA covered information.
Social Media offers insights into our students, that otherwise could go unknown.

Be somebody who makes everybody feel like a somebody.
-Kid President

Video Resources:
- Rita Pierson | Every Kid Needs a Champion (TED)
- ATM (Automated Thanking Machine)
- Marcus Buckingham | Trombone Player Wanted (Strengths)
- Shane Koyczan | To This Day... (TED)
- Kid President | A Pep Talk
Appreciative Advising.net

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Appreciative Advising

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