

DATA & ACTION 2021

ACADEMIC ADVISING SURVEY

STUDY CONTEXT

- Analyzed a subset of the Spring 2021 Academic Advising Survey
 - Administered 3/10/21 – 4/7/21 online via Qualtrics
 - 24% response rate (approximately 2x the response rate of other campus surveys)
 - Respondents were representative of the East Bay undergraduate population (by race, gender, first gen, Pell-eligibility, college, etc.)
- Initiated as part of the Chancellor Office's 2021 Data Analytics Certificate Program
 - Team of eleven faculty and staff, co-chaired by Luz Calvo and Saleem Gilmore

TWO QUESTIONS EXAMINED

- Question 43 of the Advising Survey:
 - Why have you not visited with an academic advisor in the past year?
- Question 44 of the Advising Survey:
 - How can academic advisors create a relationship with you to better support your educational and career goals?

RESPONDENT PROFILE OF QUESTIONS 43 AND 44

- 303 students indicated they did not see an academic advisor within the past year
 - 29% were classified as freshmen at their entry to CSUEB and 71% were classified as transfers
 - 46% URM (i.e., Black, Latinx, Native American)
 - 68% first-generation
 - 34% Pell-eligible

RESPONDENT PROFILE BY RACE

Q 43 AND Q 44 OF THE ADVISING SURVEY

Race	Q 43	Q 44
Latinx	40%	38%
Asian	23%	23%
White	16%	15%
Black	6%	10%
International	6%	5%
Unknown	4%	4%
Multi-race	3%	5%
Hawaiian/PI	2%	1%

RESPONDENT PROFILE BY COLLEGE Q 43 AND Q 44 OF THE ADVISING SURVEY

College	Percentage
CSCI	38%
CLASS	33%
CBE	

WHY HAVE YOU NOT VISITED WITH AN ADVISOR THIS YEAR?

Reason	Percentage
“Blank Response”	21%
Difficulty with scheduling process	20%
A meeting was unneeded	18%
Conflicting or busy schedules	9%
Negative past experiences	7%
Advisor didn't respond to me	6%
Unaware I should meet with an advisor	6%
COVID-19 complications	5%
Other (g0i0."rtqetcwvkpcvkqp."rtghgt"kp"rgtuqp."gve.)	5%
Uncomfortable with advisor	2%
I get shuffled around	1%

HOW CAN ADVISORS ESTABLISH A RELATIONSHIP WITH YOU TO SUPPORT YOUR GOALS?

Category	Percentage
Outreach	32%
“Blank Response”	31%
Provide clear/accurate information	7%
Compassion	6%
Other (including...)	

THE IMPORTANCE OF OUTREACH

- 73% of students who indicated proactive outreach by advisors could help establish a stronger relationship with them were first-gen.
- 58% of students who indicated they were not aware they should meet with an advisor stated they wanted further outreach from their advisor
- 41% of students who indicated they did not need to meet with an advisor within the past

TAKEAWAYS

- Proactive outreach is the most important action the institution can take to enhance the relationship between students and advisors (even for those students who indicated they are able to navigate their course/degree roadmap on their own)
- Junior and senior students (90% of all respondents) are those who are most likely to have not seen an advisor within the last year
- First-gen students are disproportionately impacted by what they experience as the inefficient process of making an advising appointment and the lack of outreach to schedule a time to meet