



# BAY ADVISOR BULLETIN

## YOUR SOURCE FOR ALL THINGS BAY ADVISOR

### Advising Goals Feedback

At the September advising council meeting four campus-wide advising goals were presented. They were developed by a diverse team of advising constituents pulling from the recently published student advising survey, the Stupski Grant proposal, and NACADA resources. The four goals are in the infographic to the right. The rationale for these goals is to assist advisors and meet our students where they are to help them be successful in their journey here at East Bay. These goals are NOT set in stone yet, as feedback is needed. The team wants to hear from you. If you have questions, comments or edits to the four goals please email [kathryn.palmieri@csueastbay.edu](mailto:kathryn.palmieri@csueastbay.edu).

The team is also soliciting feedback on HOW you think we can best accomplish these goals. For instance, the first goal of culturally sustaining advising practices, what ideas have worked for you recently or in the past? Or with the second goal, how do we best define “invited to a conversation”? What does that “invite” look like? Given the variety of caseloads across campus, how is that best accomplished so students aren’t overwhelmed? What actions can we take, as stated in goal three, as a campus to build trust between students, advising staff, and advising faculty? What aspects of advising should be or need to be more transparent for all and how? How can we as advisors produce more consistent advising for our students? What barriers need to be alleviated for staff, faculty, and students as mentioned in goal four? Your insights, ideas, and feelings need to be heard. Please let the panel know by via email before Friday, October 15th, as the timeline for implementation of these four goals is being developed now.



## Cal State East Bay: Advising Goals

In partnership with the various advising centers on campus, the following goals represent our priorities as a community. Advisors and counselors build relationships to provide the best possible holistic services to all of our students.

1

**Develop culturally sustaining advising practices that address students’ needs.**

Strengthening community and our values of diversity, equity, and inclusion in order to create safe spaces for disclosure, vulnerability, and understanding of differences.





**All undergraduate students will be invited to a conversation with their staff or faculty advisors every year.**

Establishing our advising case management flow with a commitment to the students’ journey of self-authorship.

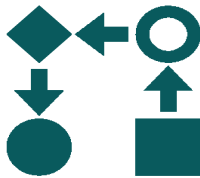
2

3

**Develop a culture of trust between students, faculty, and advising staff.**

Encouraging transparency, providing consistent information in our interactions, and following through.





**Strengthening advising infrastructure and workflow for campus collaboration to leverage resources.**

Wrap around care using referrals, closing the feedback loop, cross-divisional collaborations, and removing barriers.

4

^^^ Campus wide advising goals. Feedback is requested from all :) ^^^

## Ambitious Advising Goals Set

The four goals listed above are designed to help shape the future of advising on our campus. They are bold, inclusive yet still in development. These goals are designed to help

all involved in advising at East Bay, student, staff, and faculty help to transform our student experience and graduation outcomes. With your help, the future will be bright.

### IN THIS ISSUE

**-THE PROGRESS REPORT: 20/21 HIGHLIGHTS -FALL TO DO'S**

**- BIG GOALS SET FOR ADVISING ACROSS CAMPUS**

**- ADVISOR PAL'S, MEETING TYPES, & WHATS NEXT -COMING SOON: MINORS**

# THE PROGRESS REPORT

Year End Data Highlights

The end of the year brings about lots of assessment for a variety of programs through a variety of lenses. It is a massive undertaking that as a university we do each and every year and what takes up a good chunk of our summer time. It is a necessary step in seeing the fruits of our labor from the school year.

Documented and recorded Advising Appointments for the 2020/2021 school year were down in comparison to the two previous years. There were 26,457 appointments during the calendar year (June 1<sup>st</sup> 2020 – May 31<sup>st</sup> 2021) that students attended and a report was filed by the advisor. This is down from 28,908 from the previous year. The graph below depicts semester by semester data and does not account for the full calendar year. A lot of things were also down, especially enrollment, that could account for some of the loss. The big number to highlight however is the number of individual students met with. 11,241 individual students were met with during the 2020/2021 school year and when broken down by semester enrollment, roughly 86% of undergraduate students had at least one advising appointment captured in Bay Advisor. A tremendous amount, and more so percentage wise than in previous years and terms. One silver lining of this pandemic is the efforts of advisors with students are evolving to become more efficient.

Academic Alerts and Cases is a tool through Bay Advisor, similar to progress reports, that enables faculty to alert advisors to academic issues with specific students in their class. These were launched in the fall of 2019 and have assisted faculty, advisors and students in connecting with the resources needed for success. Between the two semesters there were 843 academic alerts issued for 573 students.

The number one academic alert reason by far was missing assignments. That one reason accounted for almost 48% of all alerts during the school year. The other alert reasons include; suggested to withdraw, missed exam, excessive lateness/absences, poor performance on tests/quizzes and sudden change in performance or behavior.

Once an alert is issued, a “case” is given to an assigned advisor or one of the Pioneer Success Coaches. The advisor works to contact the student and work with them to triage the issue. Many times, our students need to be reminded of how to work with faculty better, but also the advisor conversations will reveal what else is going on in the student’s life that is prohibiting them from completing their work and being successful. Once the student knows what needs to be done, the resources to do it, and has a plan, the advisor will close the case. Sadly, the number one reason our advisors close a case, roughly 30% of the time, is “student contacted 3X with no response” reason. Advisors will use email, phone and text message to try and get ahold of students over at least 2 weeks, but often with no success, so the case is closed.

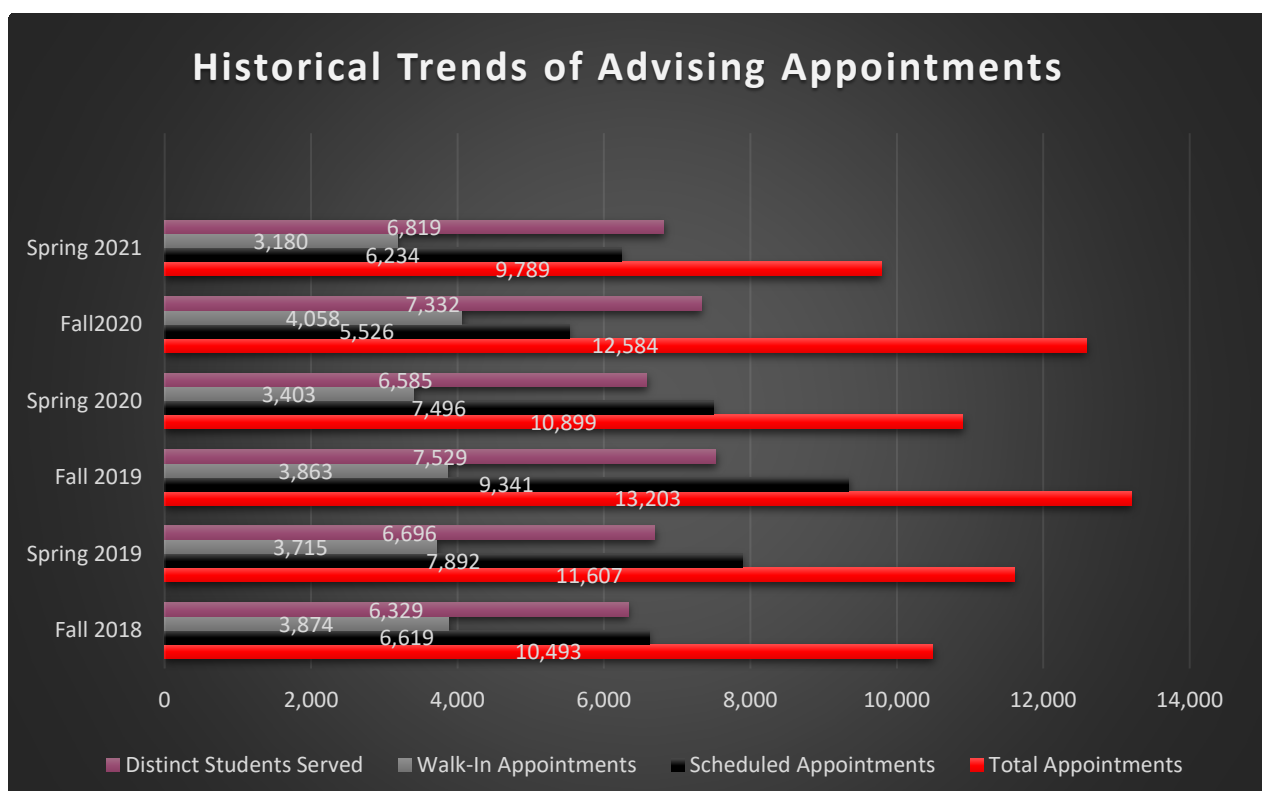
Lastly, Bay Advisor is a communication tool, and this past year certainly saw a lot of communication between advisors and students through the platform. During the 2020/2021 school year there were 283,108 email messages and 62,093 text messages sent to students through the system from advisors. Peak times for messaging revolve around the starts of the semesters and during the first two weeks of the enrollment periods as advisors are reaching out to students and following up with enrollment plans.

## Coming Soon: MINORS

Students with declared minors have been a hard piece of data to get a hold of through Bay Advisor which makes finding those students, and advising those students properly, difficult too. The next project that the EAB data integration team is going to work on is incorporating minors into the categories field. This will allow you the advisor to search through the advanced search feature and find students in specific minors. The data should pull directly out of PeopleSoft which means once the minor declaration is completed in PeopleSoft, the following day it will show in Bay Advisor. Currently at time of publication, all minors can be found in the categories section of a student profile, or from the advanced search feature. However, no students are attached to the minors, yet. There are still data integration pieces they are working through.

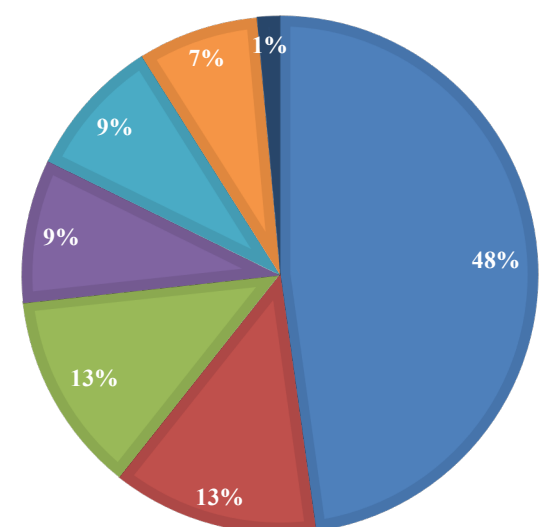
I am hopeful that in the next few weeks, the minor categories will be fixed, and we will be able to find students who have declared minors.

For those who advise students with minors, we will then be able to limit student scheduling of appointments by minor as well. Also, it for advising tracking purposes, it will be a best practice to now split major and minor advising into two separate services. To have this feature turned on, please contact [bill.irwin@csueastbay.edu](mailto:bill.irwin@csueastbay.edu) and he will discuss the process as each location and advising group is unique.



### ALERT REASONS

- Missing Assignments
- Excessive Lateness/Absences
- Suggested to Withdraw
- Poor Performance on Tests/Quizzes
- Other
- Missed Midterm/Exam
- Sudden Change in Performance



**REMINDER**

*Start of the Semester and Fall To-Do's:*

- ✓ **Enjoy the Good**  
There are a lot of up's and down's in advising. Try to remember the good. Address the negative and learn from it, but focus and enjoy the good.
- ✓ **Congratulate your Students**  
Those who have graduated, let them know you are proud of them.
- ✓ **Review the Year**  
Take some time and reflect. What went well? What didn't? What do you have control over that can be changed?
- ✓ **Encourage Continuing Students**  
Send out happy texts or emails to your students. Let them know you care about their successes just as much, if not more so, than their failures.
- ✓ **Build a Plan for Fall**  
Failing to plan is planning to fail and it is better to have something rather than nothing. Think about what you can plan and how you want your fall to look. Develop goals or milestones for your approach to student success.
- ✓ **Build new Student Lists**  
Work in Bay Advisor and separate out your students by different Student Lists in prep to use the feature to assist with messaging, campaigns and data collection.

# ADVISOR PAL'S, MEETING TYPES, & WHAT'S NEXT...

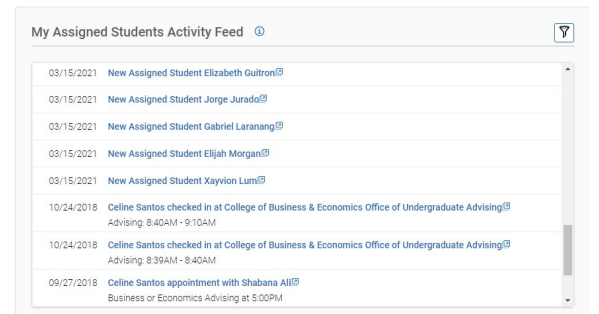
Students and advisors alike are reporting that they enjoy the new PAL (personal availability link) to allow for ease in student scheduling of appointments. All the emails, the configurations, the “wait for it’s” are over and allowing students to schedule appointments through a direct link, that is mobile friendly, finally has Bay Advisor meeting students where they are, on their phones, so you as advisors can pull them, push them, and encourage them to meet with you and graduate. For those who don’t know, advisors who want to have student facing scheduling (students can log into bay advisor and schedule their own appointments directly through the platform, eliminating the back and forth through email) can create a link, pictured here, that is unique to the individual advisor. That link

students, Virtual/Zoom, In-Person, or Phone. Making these specifications has helped to alleviate confusion on the students end as to how and where they need to go to meet their advisor. Since the SCAA is meeting both virtually and in person for tutoring, they have liked the feature as it has helped students know what they need to do for tutoring.

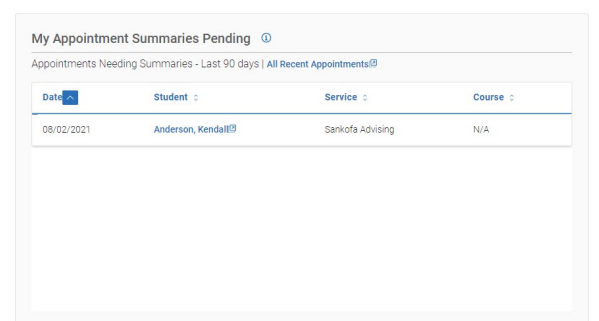
What’s next you might ask? Well, the Caseload Management Dashboards will be coming back. They are now in Beta testing and are loaded into our test site for those who would want to view, play, and send feedback on them. Please contact [bill.irwin@csueastbay.edu](mailto:bill.irwin@csueastbay.edu) to learn more and gain access.

As a reminder the Caseload Management Dashboards are linked to an individual

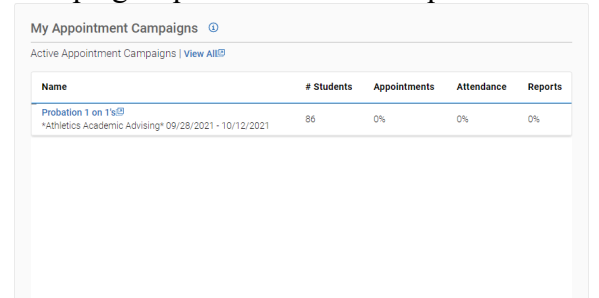
determining need level of a student. Second is the activity feed. Here advisors will get a scrolling list of who and what the students assigned to them are doing and what centers or tutoring they are visiting. Next is the



appointment summaries pending box where any outstanding, unsubmitted appointment summaries will be displayed to help the



advisor submit notes on an appointment. The last dashboard is the appointment campaigns quick view. These squares of the



dashboard are designed to assist advisors in their work by making needed information accessible to them on the students that are assigned to them.



can be published anywhere such as an email signature, or even turned into a QR code through any QR code generator found online and posted in a public in-person space for students to scan with their phones. Once the link is clicked, or scanned if a QR code, the student will be directed to log on to Bay Advisor and then sent to the specific advisor’s availability as posted by the advisor in Bay Advisor to schedule an appointment. These have made finding and scheduling appointments with advisors simple and user friendly for students.

The other update that is going over well is meeting types. Advisors now need to specify how they will be meeting with

advisors’ caseload and will display four blocks of information. The first is the concern level of your students, pictured by the wheel graph. The concern level is based on a variety of factors taken from EAB/Bay Advisor and can only be used as factor in

