

# USC SALKEHATCHIE

## 2001 INSTITUTIONAL EFFECTIVENESS REPORT

### ACADEMIC ADVISING

Customer service is an important element in the success of any business or academic entity. In the case of USC Salkehatchie, our primary customer is the student, and a significant aspect of the University's service to that student/customer is academic advising. The objective of effective academic advising is to ensure that the student receives appropriate guidance in planning his/her academic program. To assess the effectiveness of the academic advising program, four questions are included in the Student Retention/Satisfaction Survey, which is administered annually during the Spring semester.

These questions are:

- I am satisfied with the quality of academic advisement that I have received as a student at Salkehatchie.
- I am satisfied with the availability of my academic advisor.
- The information my advisor provides me is accurate and helpful.
- My advisor is willing to listen and help me when I need assistance.

Based on the analyses of responses to these questions, modifications/improvements to the academic advising process are proposed to better serve the student. During the past three years, a number of changes have been made to the academic advising process. These changes or modifications/improvements have then been assessed to ascertain their effectiveness, which are noted below.

The changes include:

- Designating additional faculty and staff advisors;
- Establishing a well publicized schedule for academic advisors;
- Initiation of a formal advisor training workshop, held each semester;
- Utilizing Opportunity Scholar Program (OSP) staff as academic advisors;
- Administering the Student retention/Satisfaction Survey during the Spring semester; and
- Implementation of recommendations submitted by an external consultant relative to the recruiting, admissions, and academic advising processes and modifying activities in these areas based on the consultant's report.

The results of these modifications to the overall academic advising process are reflected in the student responses to the four survey questions related to academic advising, comparing 1998 results with 2001 results:

- ❑ **I am satisfied with the quality of academic advisement that I have received as a student at Salkehatchie.**

In 1998, 58% of the students surveyed indicated that they either Strongly Agreed or Agreed with this statement, whereas in 2001, 72% of the students surveyed indicated that they either Strongly Agreed or Agreed with this statement.

- ❑ **I am satisfied with the availability of my academic advisor.**

In 1998, about 54% of the students surveyed indicated that they either Strongly Agreed or Agreed with this statement, where in 2001, 68% of the students surveyed indicated that they either Strongly Agreed or Agreed with this statement.

- ❑ **The information my advisor provides me is accurate and helpful.**

In 1998, 55% of the students surveyed indicated that they either Strongly Agreed or Agreed with this statement, where in 2001, 70% of the students surveyed indicated that they either Strongly Agreed or Agreed with this statement.

- ❑ **My advisor is willing to listen and help me when I need assistance.**

In 1998, approximately 63% of the students surveyed indicated that they either Strongly Agreed or Agreed with this statement, whereas in 2001, 85% of the students surveyed indicated that they either Strongly Agreed or Agreed with this statement.

These improvements in the percentage of student responses from 1998 to 2001 reflect positively on the modifications made to the academic advising process, indicating that those modifications are having the desired impact. The responses also indicate that continued refinement of the academic advising process should result not only in continued improvement in student satisfaction, but also in the actual guidance of the student in his/her academic planning.