

## EAAIC Meeting Minutes

March 15, 2023

Present: Adam, Elaine, Andrea, Peni, Derek, Dustin, Shaunna, Natalie, Julie, Rachel, Kumen

Remote: Monica, Tiana, Katherine, Shalece, Deborah, Polly, Kyle

### 1. Organization: Julie & Monica

- They are working on the overview and justification for career path. They decided there are 4 levels and talked through what that looks like. They met with People & Culture, and they advised on what is needed to lay that out correctly. They are working on job descriptions to help define it.
- One of the key pieces this group needs to help others understand is that we are not just “button pushers” and we are more than just “here is your schedule of classes.” Adam: Advisors are almost like “case management” and are more than just checking boxes of “you need this class and this class.”
- The main point of contention is with 4 levels and titles. We didn’t use the word “counselor” and we’ll need to take a vote whether we use that term or not. The subcommittee recommends eliminating it. Elaine: The counselor roles that she and Adam have are the two big ones. Monica: P&C told her they could go to each school and ask them how they would like to proceed. But will HR look at them as a Counselor or Advisor? Is there something that HR said about budget questions? This will have to go through PBA due to the cost (will need cabinet and president’s approval). Is our success tied to student outcomes and retention? We need to make sure that we’re out there telling our story.
- Polly: How do we help the President and admin understand “we are not an entry level position?”
- Vince: Have you all had a chance to talk with other universities to get their insights on that messaging? How did they convince senior leadership?

### 2. Communication: Shaunna & Natalie

- Last week they met and divided into 3 groups. They had several people who didn’t show up – it was kind of disheartening. There were many who didn’t speak up where there was no input at all. Derek’s and April’s group only had 2 people show up.
- Derek: There was an initiative to add social media. Work with your MarComs to get social media up and running. There’s a social media policy coming out soon, so we need to watch out for that. A marketing/communication plan realistically includes what you’re communicating, why you’re communicating it and to whom. Identify the commonalities.
- Dustin’s group is all about collaboration. Reaching out to Rachel to ask her about it. The articulation page is ugly and outdated. Also, for the USHE schools, they take forever to

load. It's a giant file that takes forever to get into. Reach out to DX/Eric and see if there is a way to make it more useable for students.

- Campus Partners: Have regular visits in our staff meetings. Have someone come to our individual staff meetings. It also would be great to have a cheat sheet (but they become obsolete quickly). But we must make sure the advisors know where the information can be found. Maybe having it clearly identified on websites? It's easy to forget all of the resources we offer.
- Collaborating with Admissions/Recruiting: Some members did not know that admissions did any recruiting.
- Collaborate with department chairs: Does everyone attend their own department meeting? Everyone mostly answered yes.
- Campus Partner updates on Advisement Forum. Quarterly meetings with other colleges.

### **3. Technology: Adam & Shalece:**

- Laura Busby is a key player - she's vital to the ideas and changes they'd like to see.
- OUA website - having one centralized place for reference/resources.
- Need a list of trainings to onboard new advisors. What are the programs and where should they be housed? Lucy is working on generating a list of trainings that new advisors have to go through. Also, who should be in charge of those trainings?
- TE3 – identify a trainer for all these new trainings.
- New advisor training needs to be updated.
  - Civitas, Banner, Tableau
- TE9 – decided to kill this (making another subcommittee), but we still need a technology plan.
  - The ALC is essentially the subcommittee where the directors raise technology issues.
- Work with OUA and each center when a new software program comes out. Ask OUA to track the introduction of any new software program to be sure everyone gets trained. But each center would take the responsibility to follow up on this training to make sure the new program was implemented to the specific needs of the center. Work with OUA and each department when a new software program comes out. Did everyone get trained on this new program?
- Appropriate numbers of outreaches. Derek is working on a policy that says, "Why are you reaching out and is it bombarding the student?"

- CC6B – where do we even begin, who would they even approach? Vince says it's tied into the communication plan that Shaunna talked about. Guidelines coming for the entire campus. Maybe we can even draft our own outreach policy that becomes the guideline to make sure all departments are on the same timeline.
- Standardization of websites: Talking about this in the next ALC. What are the critical pieces of an advising website? Then we can talk about what unique features that each school should have.
- Marketing is changing websites to have a tab that says "For Students" and it is confusing (better to say "Advising." It's confusing unless all schools do it. Laura says there are templates that would help standardize everyone's website.
- Create a database of training videos that is housed on the OUA page. Adam looked into this and it would cost about \$3,000 for each video created by the AV department. One of his advisors created a video at no cost. Rachel: There are training videos available, but the problem is where to house them? Box files, One Drive or what? Maybe we could house them under myUVU and the Advisor tab? Vince: Talk about more with your committee – where would be a good place to house them and get back to us.

#### **4. Assessment: Andrea & Polly & Rachel**

- They've been meeting every other week. They divided the team into 2 subgroups.
- Decided to tackle the SLOs first. Clark had taken an assessment class for his degree – through NACADA - it was really helpful.
- Language: "Students will know" or "Students will do" for outcomes. Committee took older SLOs and put it in a Google doc and everyone left comments. Members from the committee left feedback and comments.
- The plan is to take each SLO (Student Learning Outcome) and talk about when and where it happens and how it will be assessed. Once we decide how things will be measured, we will need to figure out our assessment instruments. NACADA recommends that each SLO be assessed through multiple measures.
- We haven't developed a specific timeline; we don't think June is a realistic timeline but shooting more for August. We wanted to meet with Rachel next week to find out where we are with the advising community.
- This Friday's plan – fine tune the SLO document and look over the After Appointment Survey and get the feedback. How students are currently assessing advising. Filling out the assessment outline for each SLO and fine tuning it. We would like to have it done in the next 2 weeks. They took everything from the original SLO and separated: is this a "Know" or a "Do" or a "Value"?

- Derek shared that there's an effort within IR that they're trying to take a full assessment of all the surveys sent out to students or employees. He's trying to talk to as many areas that he can to see if there are other forms of assessment, aside from taking surveys – realizing that there is a survey response bias. He shared a link to the IR website that is the best public facing site we have:

<https://www.uvu.edu/ir/research/index.html>

Andrea: We were hoping we could get everyone's feedback so it could be finalized soon.

Vince: Come up with what you want it to look like, then EAAIC can vote. **Andrea: ok, we'll finalize it then get it out to the team within the next week.**

**Action items are in red**

Meeting adjourned: 2:55pm

Next meeting: April 5, 1pm-3pm

Minutes submitted by Paula Nishitani