

## **P21      Achieving Economic Success to Influence Student Success**

In times of shrinking budgets and growing accountability in higher education, we must be prepared to articulate the value of our advising programs and services - in economic terms. Most advising administrators, however, have not prepared themselves to do this, simply because they have not perceived their roles and functions in such stark and strict economic terms.

This workshop will provide a functional analysis and strategy for determining the value of an advising unit - in economic terms. The outcome of the workshop will result in participants realizing methods by which they can assess an actual dollar value for each and every function they perform. These results can be used to preserve existing programs and resources and/or to build a rationale for securing new ones.

The workshop presenter will lead the participants through an exercise that identifies their advising services, analyzes the impact of those services (or loss of them), and uses various methods of determining the cost (and cost-benefit) of such services. The use of student retention data, where appropriate, will be applied. Power Point slides (and handouts of same) will be used throughout. Small group interaction will be used depending on the makeup of the participants (primarily according to institutional types and/or advising unit delivery modes).

The results will demonstrate that academic advising programs actually pay for themselves and can, in some cases, generate revenues. Data from one advising unit will be shared to exemplify how an effective advising program makes dollars as well as good sense.