

P9 Primer on Assessment of Academic Advising

Why assess academic advising? What does it involve? What am I getting myself into? Anyone contemplating conducting assessment of academic advising has these and more questions. In today's higher education climate of learning outcomes and accountability - especially in these economic times when we need to demonstrate the effectiveness of our advising programs - most of us will be involved in the assessment of academic advising at some point. This workshop, led by faculty members of the NACADA Assessment Institute, will offer reasons for conducting assessment of advising; the importance of a vision, mission, and goals for advising; discuss the differences between evaluation and assessment; introduce participants to the terminology of assessment; and present the process involved in assessment of advising. Participants will be facilitated through:

- the identification of stakeholders
- the development of process/delivery outcomes for their respective advising needs
- the development of student learning outcomes for their respective advising needs
- the identification of outcome measures to determine the effectiveness of advising services and whether the desired outcomes are met

Participants will leave this workshop with the beginning of an assessment paradigm they can take back to their campuses.

Conference attendees wanting additional exposure to assessment of academic advising can also attend Preconference 14 "Implementing an Institutional-Wide Assessment Plan" from 1 to 3 p.m. today. That workshop will involve representatives from two institutions discussing collaboration to develop campus wide initiatives for assessing academic advising. Together, these two workshops will provide theory, model, and application of assessment in academic advising.