Chapter 15

Technology

Tables

In this chapter, the responses to three survey questions are examined to better understand the use of technology in academic advising. The three survey questions address advising online students and the use of technology to manage student information and communicate with students. To address the survey item regarding advising online students, respondents selected from three options: all online students, all on-campus students, or a combination of both online and on-campus students. They could also use an open response option to list a type of student not listed on the survey; one respondent reported a unique category.

To select the type of technology used to manage information about students, respondents selected from three items: automated degree audit, shared student files accessed via computer (e.g., Banner, PeopleSoft), and do not use technology to manage student information. They could use an open response option to identify a technology not listed on the survey. The answers provided to the open response option were categorized as institutionally developed technologies. Respondents could mark more than one response to this question.

To identify the technology used to communicate with students, respondents selected from 11 answer options: e-mail, course management software, social networking sites (e.g., Facebook and MySpace), interactive websites or portals, text messaging, instant messaging, Twitter, Skype, podcasts, LinkedIn, or do not use technology to communicate with students. They could use an open response option to note a technology not listed as an answer option on the survey, and two technologies were added through the open response option: phone and early alert. Respondents could mark more than one response to this question.

Sample sizes of fewer than 50 respondents are marked with an * (e.g., *n* = 30*) on tables that present the number and percentage of respondents who endorsed a particular answer. A change in the answer of one respondent would change the degree of difference by more than 2%. Therefore, inferences involving these groups should be made cautiously.

Table 15.1

ADVISING ONLINE AND ON-CAMPUS UNDERGRADUATES
(*N* = 770)

Advisees	*f*	%
All on campus	371	48.2
Online & on campus	376	48.8
All online	7	0.9
Other	1	0.1
Don't know	9	1.2
Choose not to reply	6	0.8

Table 15.2

ADVISING ONLINE AND ON-CAMPUS UNDERGRADUATES BY SIZE OF INSTITUTION

	Small		Medium		Large	
	n = 425		*n* = 258		*n* = 84	
Advisees	*f*	%	*f*	%	*f*	%
All advisees are on-campus students	244	57.4	87	33.7	40	47.6
Advisees are mix of online & on-campus students	169	39.8	166	64.3	39	46.4
All advisees are online students	1	0.2	2	0.8	3	3.6

Note. Small = 5,999 or fewer; medium = 6,000-23,999; large = 24,000 or more undergraduate enrollments.

Table 15.3

ADVISING ONLINE AND ON-CAMPUS UNDERGRADUATES BY INSTITUTIONAL TYPE

Advisees	2-year n = 239		Public bachelor n = 30*		Private bachelor n = 74		Public master n = 89		Private master n = 117		Public doctorate n = 127		Private doctorate n = 70		Proprietary n = 24*	
	f	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*
All on-campus	40	16.7	14	46.7	59	79.7	47	52.8	81	69.2	71	55.9	51	72.9	8	33.3
Online & on-campus	192	80.3	16	53.3	14	18.9	37	41.6	31	26.5	56	44.1	16	22.9	14	58.3
Online students	2	0.8	0	0.0	0	0.0	2	2.2	2	1.7	0	0.0	0	0.0	1	4.2

Note. *Fewer than 50 respondents; interpret with caution.

Table 15.4

ADVISING ONLINE AND ON-CAMPUS UNDERGRADUATES BY MANDATORY ADVISING

Advisees	Yes n = 330		No n = 264		For some n = 176	
	f	*%*	*f*	*%*	*f*	*%*
All on-campus	203	61.5	101	38.3	67	38.1
Online & on-campus	118	35.8	154	58.3	104	59.1
Online students	2	0.6	3	1.1	2	1.1

Table 15.5

ADVISING ONLINE AND ON-CAMPUS UNDERGRADUATES BY ADVISING PERSONNEL

Advisees	FT pros		FT faculty		Both FT pros and faculty	
	n = 168		*n* = 142		*n* = 460	
	f	*%*	*f*	*%*	*f*	*%*
All on-campus	68	40.5	92	64.8	211	45.9
Online & on-campus	95	56.5	44	31.0	237	51.5
Online students	4	2.4	1	0.7	2	0.4

Table 15.6

ADVISING ONLINE AND ON-CAMPUS UNDERGRADUATES BY ADVISING SITUATION (*N* = 795)

Advisees	Institution		College, school, division		Department	
	n = 547		*n* = 206		*n* = 42*	
	f	*%*	*f*	*%*	*f*	*%*
All on-campus	240	43.9	116	56.3	32	76.2
Online & on-campus	292	53.4	84	40.8	7	16.7
Online students	5	0.9	3	1.5	0	0.0

Note. *Fewer than 50 respondents; interpret with caution.

Table 15.7

ADVISING ONLINE AND ON-CAMPUS UNDERGRADUATES BY ADVISING SITUATION (*N* = 795)

Technology	*f*	*%*
Shared computer student file	623	80.9
Automated degree audit	496	64.4
Institutional developed	10	1.3
Do not use technology	21	2.7
Don't know	7	0.9
Choose not to reply	1	0.1

Table 15.8

TECHNOLOGY USED TO MANAGE STUDENT INFORMATION BY SIZE OF INSTITUTION

| | Small | | Medium | | Large | |
| | *n* = 425 | | *n* = 258 | | *n* = 84 | |
Technology	*f*	*%*	*f*	*%*	*f*	*%*
Shared computer student file	332	78.1	215	83.3	75	89.3
Automated degree audit	237	55.8	189	73.3	68	81.0
Institutional developed	5	1.2	3	1.2	2	2.4
Do not use technology	18	4.2	3	1.2	0	0.0

Note. Small = 5,999 or fewer; medium = 6,000-23,999; large = 24,000 or more undergraduate enrollments.

Table 15.9

TECHNOLOGY USED TO MANAGE STUDENT INFORMATION BY INSTITUTIONAL TYPE

| | 2-year | | Public bachelor | | Private bachelor | | Public master | | Private master | | Public doctorate | | Private doctorate | | Proprietary | |
| | *n* = 239 | | *n* = 30* | | *n* = 74 | | *n* = 89 | | *n* = 117 | | *n* = 127 | | *n* = 70 | | *n* = 24* | |
Technology	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*
Shared computer student file	204	85.4	26	86.7	54	73.0	70	78.7	88	75.2	103	81.1	56	80.0	22	91.7
Automated degree audit	154	64.4	12	40.0	37	50.0	60	67.4	73	62.4	99	78.0	45	64.3	16	66.7
Institutional developed	2	0.8	0	0.0	2	2.7	1	1.1	2	1.7	2	1.6	1	1.4	0	0.0
Do not use technology	4	1.7	2	6.7	5	6.8	1	1.1	3	2.6	2	1.6	3	4.3	1	4.2

Note. *Fewer than 50 respondents; interpret with caution.

Table 15.10

TECHNOLOGY USED TO MANAGE STUDENT INFORMATION BY MANDATORY ADVISING

Technology	Yes n = 330		No n = 264		For some n = 176	
	f	*%*	*f*	*%*	*f*	*%*
Shared computer student file	255	77.3	218	82.6	150	85.2
Automated degree audit	190	57.6	172	65.2	134	76.1
Institutional developed	4	1.2	3	1.1	3	1.7
Do not use technology	13	3.9	6	2.3	2	1.1

Table 15.11

TECHNOLOGY USED TO MANAGE STUDENT INFORMATION BY ADVISING PERSONNEL

| | FT pros | | FT faculty | | Both FT pros and faculty | |
| | n = 168 | | n = 142 | | n = 460 | |
Technology	*f*	*%*	*f*	*%*	*f*	*%*
Shared computer student file	137	81.5	102	71.8	384	83.5
Automated degree audit	114	67.9	70	49.3	312	67.8
Institutional developed	2	1.2	3	2.1	5	1.1
Do not use technology	2	1.2	6	4.2	13	2.8

Table 15.12

TECHNOLOGY USED TO MANAGE STUDENT INFORMATION BY ADVISING SITUATION (N = 795)

| | Institution | | College, school, division | | Department | |
| | n = 547 | | n = 206 | | n = 42* | |
Technology	*f*	*%*	*f*	*%*	*f*	*%*
Shared computer student file	446	81.5	162	78.6	37	88.1
Automated degree audit	355	64.9	136	66.0	24	57.1
Institutional developed	7	1.3	4	1.9	0	0.0
Do not use technology	12	2.2	8	3.9	2	4.8

Note. *Fewer than 50 respondents; interpret with caution.

Table 15.13

TECHNOLOGY USED TO COMMUNICATE WITH STUDENTS (*N* = 770)

Technology	*f*	%
E-mail	760	98.7
Course management software	334	43.4
Social networking sites	228	29.6
Advising websites/portals	226	29.4
Text messaging	94	12.2
Instant messaging	57	7.4
Twitter	56	7.3
Skype	42	5.5
Podcasts	40	5.2
Linked In	11	1.4
Phone	7	0.9
Early alert	6	0.8
Do not use technology	4	0.5
Don't know	5	0.6
Choose not to reply	0	0.0

Table 15.14

TECHNOLOGY USED TO COMMUNICATE WITH STUDENTS BY SIZE OF INSTITUTION

	Small		Medium		Large	
	n = 425		*n = 258*		*n = 84*	
Technology	*f*	*%*	*f*	*%*	*f*	*%*
E-mail	422	99.3	252	97.7	83	98.8
Course management software	182	42.8	109	42.2	42	50.0
Social networking sites	109	25.6	81	31.4	38	45.2
Advising websites/portals	99	23.3	83	32.2	43	51.2
Text messaging	61	14.4	23	8.9	10	11.9
Instant messaging	30	7.1	16	6.2	11	13.1
Twitter	17	4.0	23	8.9	16	19.0
Skype	17	4.0	14	5.4	10	11.9
Podcasts	11	2.6	10	3.9	19	22.6
Linked In	2	0.5	9	3.5	0	0.0
Phone	3	0.7	4	1.6	0	0.0
Early alert	4	0.9	2	0.8	0	0.0
Do not use technology	2	0.5	2	0.8	0	0.0

Note. Small = 5,999 or fewer; medium = 6,000-23,999; large = 24,000 or more undergraduate enrollments.

Table 15.15

TECHNOLOGY USED TO COMMUNICATE WITH STUDENTS BY INSTITUTIONAL TYPE

Technology	2-year n = 239		Public bachelor n = 30*		Private bachelor n = 74		Public master n = 89		Private master n = 117		Public doctorate n = 127		Private doctorate n = 70		Proprietary n = 24*	
	f	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*	*f*	*%*
E-mail	231	96.7	30	100.0	73	98.6	88	98.9	117	100.0	127	100.0	70	100.0	24	100.0
Course management software	94	39.3	7	23.3	37	50.0	44	49.4	56	47.9	57	44.9	30	42.9	9	37.5
Social networking sites	61	25.5	6	20.0	16	21.6	35	39.3	28	23.9	49	38.6	26	37.1	7	29.2
Advising websites/portals	75	31.4	8	26.7	17	23.0	35	39.3	18	15.4	43	33.9	21	30.0	9	37.5
Text messaging	27	11.3	0	0.0	11	14.9	7	7.9	17	14.5	15	11.8	7	10.0	10	41.7
Instant messaging	16	6.7	0	0.0	6	8.1	4	4.5	7	6.0	13	10.2	7	10.0	4	16.7
Twitter	19	7.9	1	3.3	3	4.1	7	7.9	8	6.8	12	9.4	6	8.6	0	0.0
Skype	4	1.7	1	3.3	2	2.7	9	10.1	7	6.0	14	11.0	5	7.1	0	0.0
Podcasts	5	2.1	1	3.3	2	2.7	7	7.9	5	4.3	16	12.6	3	4.3	1	4.2
Linked In	3	1.3	0	0.0	1	1.4	2	2.2	0	0.0	4	3.1	1	1.4	0	0.0
Phone	4	1.7	1	3.3	0	0.0	0	0.0	0	0.0	0	0.0	2	2.9	0	0.0
Early alert	0	0.0	0	0.0	2	2.7	2	2.2	0	0.0	2	1.6	0	0.0	0	0.0
Do not use technology	4	1.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0

Note. *Fewer than 50 respondents; interpret with caution.

Table 15.16

TECHNOLOGY USED TO COMMUNICATE WITH STUDENTS BY ADVISING PERSONNEL

Technology	FT pros *n* = 168		FT faculty *n* = 142		Both FT pros and faculty *n* = 460	
	f	*%*	*f*	*%*	*f*	*%*
E-mail	167	99.4	139	97.9	454	98.7
Course management software	55	32.7	77	54.2	202	43.9
Social networking sites	53	31.5	21	14.8	154	33.5
Advising websites/portals	45	26.8	30	21.1	151	32.8
Text messaging	18	10.7	19	13.4	57	12.4
Instant messaging	13	7.7	4	2.8	40	8.7
Twitter	10	6.0	5	3.5	41	8.9
Skype	12	7.1	3	2.1	27	5.9
Podcasts	10	6.0	5	3.5	25	5.4
Linked In	0	0.0	1	0.7	10	2.2
Phone	4	2.4	0	0.0	3	0.7
Early alert	1	0.6	1	0.7	4	0.9
Do not use technology	0	0.0	0	0.0	4	0.9

Table 15.17

TECHNOLOGY USED TO COMMUNICATE WITH STUDENTS BY MANDATORY ADVISING

Technology	Yes *n* = 330		No *n* = 264		For some *n* = 176	
	f	*%*	*f*	*%*	*f*	*%*
E-mail	327	99.1	261	98.9	172	97.7
Course management software	153	46.4	102	38.6	79	44.9
Social networking sites	87	26.4	75	28.4	66	37.5
Advising websites/portals	69	20.9	98	37.1	59	33.5
Text messaging	38	11.5	34	12.9	22	12.5
Instant messaging	21	6.4	19	7.2	17	9.7
Twitter	10	3.0	26	9.8	20	11.4
Skype	16	4.8	13	4.9	13	7.4
Podcasts	8	2.4	13	4.9	19	10.8
Linked In	5	1.5	3	1.1	3	1.7
Phone	3	0.9	3	1.1	1	0.6
Early alert	4	1.2	0	0.0	2	1.1
Do not use technology	2	0.6	1	0.4	1	0.6

Table 15.18

TECHNOLOGY USED TO COMMUNICATE WITH STUDENTS BY ADVISING SITUATION (*N* = 795)

Technology	Institution *n* = 547		College, school, division *n* = 206		Department *n* = 42*	
	f	*%*	*f*	*%*	*f*	*%*
E-mail	538	98.4	206	100.0	42	97.6
Course management software	239	43.7	86	41.7	22	52.4
Social networking sites	167	30.5	60	29.1	12	28.6
Advising websites/portals	171	31.3	52	25.2	10	23.8
Text messaging	74	13.5	14	6.8	6	14.3
Instant messaging	42	7.7	12	5.8	3	7.1
Twitter	46	8.4	15	7.3	0	0.0
Skype	26	4.8	15	7.3	2	4.8
Podcasts	29	5.3	15	7.3	0	0.0
Linked In	8	1.5	2	1.0	1	2.4
Phone	5	0.9	3	1.5	0	0.0
Early alert	4	0.7	1	0.5	1	2.4
Do not use technology	3	0.5	1	0.5	0	0.0

Note. *Fewer than 50 respondents; interpret with caution.