

Campus Collaborations

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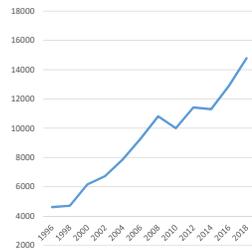


Growth of Advising

- Need for good advising is recognized
- Advising investment driven by public & legislative pressure
 - Driven by education cost & outcomes
 - Historic focus on faculty at center vs. student at the center
 - Student success & performance-based funding models
- College completion agenda
- Academic & career alignment – employment is the goal



NACADA Membership Growth



1996
4,604 members

2018
14,775 members

That's ~ **\$600M** growth in advisor investment!



College Leadership Question

How do we ensure that our investment in advising pays off?



Advising Collaborations Provide the Framework for Student Success

- Advising is the broadest student success resource base and connects with all others
- Center or “heart” of student success
 - Excellence in student support across institution requires more than simple referral
 - Requires work in new ways – connected, transparent, curious
- Where do we need to collaborate?
 - Across divisions (Enrollment Management, Student Affairs, Academic Affairs/UG Education)
 - Among offices (advising & career centers, identity centers, success programs, student services, colleges/curricula, etc.)



Rise of Technology & Data in Advising

- Educational technology growth & expansion
 - Beyond SIS/LMS: Class schedulers, planners, text platforms, attendance trackers, career assessments, appointment scheduling, early alert, caseload management ...
 - *Tyton Report*
- Analytics systems and data-informed advising
- Student Success Management Systems (SSMS)
- Next phase: Integration, especially advising/career technology



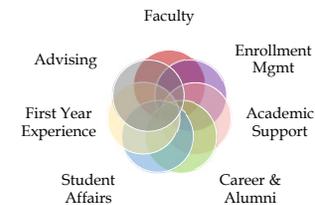
The Advising Community

Collaboration Between Advisors and the Campus Community is More Needed Than Ever Before



The Student Success Community

Collaboration Between Advisors and the Campus Community is More Needed Than Ever Before



Skills Needed for Collaboration

- Broad, inclusive perspective
- Relationship building
- Leadership practices
- Management
- Communication
- Recognize your gaps
- Understand your level of empowerment
- Seek mentoring

Behaviors of Collaborative Leaders

1. Silo Busting
2. Building Trust
3. Aligning Body Language
4. Promoting Diversity
5. Sharpening Soft Skills
6. Creating Psychological Safety



"Leaders trigger the "sharing instinct" when they create psychologically safe workplace environments in which people feel secure, valued, and trusted."

Image Source:
https://www.techcentral.in/google-facebook-works-with-new-collaboration-features/

Leadership Fosters Collaboration

The Five Practices of Exemplary Leadership

- Kouzes & Posner,
The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations



Image Source:
https://ashley.worpress.com/

Other Strategies for Success

- **Reciprocity:** the tendency for individuals to repay what another has provided at an earlier time
- **Commitment and consistency:** the tendency for individuals to remain consistent with what they have committed to
- **Liking:** the tendency for individuals to say yes to those they know and like
- **Social proof:** the tendency for individuals to look to others for validation of their choices
- **Scarcity:** the tendency for individuals to value what is less available

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