Drive to Degree: The Evolution of Academic Advising in Higher Education
Academic Advising Primary Research

Tyton Partners leads a research and action collaboration for academic advising reform
• Through our Drive to Degree initiative, we have launched three surveys focused on the roadmap to academic advising reform:
  ✓ 2015 two-part series Driving Toward a Degree: The Evolution of Planning and Advising in Higher Education
    • Part 1: The Supplier Landscape
    • Part 2: Roadmap for Institutional Adoption

  ✓ 2016 Driving Toward a Degree: Establishing a Baseline on Integrated Approaches to Planning and Advising
    • [http://drivetodegree.org](http://drivetodegree.org)
    • Blog: *Advising Reform Roadmap Blog Series: Coordination (Part 3)* from January 18, 2017

☐ 2017 two-part series Drive to Degree: The Evolution of Academic Advising in Higher Education
  ○ April 2017
2017 Drive to Degree Research Objectives

1. Refine measurement baseline and progress of market metrics related to availability, awareness and adoption of academic advising initiatives

2. Measure the evolution of institutional segments and generate academic advising use-cases for these segments

3. Complete supplier landscape assessment to identify feature set innovation

Sources: Tyton Partners Analysis
2016 Survey Respondents Demographic Summary: Demographics & Institutional Size/Type

Survey Respondents by Demographics, Institutional Size, Institution Type
Size/Type: n = 1,096

- **Institutional Size**:
  - Under 1,000: 13%
  - 1,000-5,000: 53%
  - 5,000-10,000: 16%
  - 10,000-20,000: 11%
  - 20,000+: 7%

- **Institutional Type**:
  - Two-Year:
    - Private: 39%
    - Public: 23%
  - Four-Year:
    - Private: 39%
    - Public: 23%

- **Source**:
  - MDR: 57%
  - NACADA: 31%
  - NACAC: 7%
  - NASPA: 4%

Sources: Tyton Partners Analysis
2016 Survey Respondents Demographic Summary: Functional Area and Title

Survey Respondents by Functional Area, Title, and Years in Position
n = 1,096

Sources: Tyton Partners Analysis
2017 Survey Goal: More Institutional and Individual Survey Respondents

Ways to improve our response rate:

- Insightful questions
  - Describe the models, approaches, activities, measurements, values, priorities, barriers, and uses of technology at your institution
- No word limit
  - Several text box responses included
  - Type ___ words per minute and include your contextual perspective
- Forwarding feature
  - Share this survey with colleagues at your institution whose perspectives you would like to include
2017 Drive to Degree Includes Four Phases, Extending Through April

**Phase 1:** Dec.
- Define Research Objectives and Partnership
  - Confirm and align research objectives with BMGF and NACADA
  - Identify and vet other potential partners for the project

**Phase 2:** Dec. – Feb.
- Survey Preparation and Supplier Landscape Assessment
  - Prepare for survey launch, including incorporating partner feedback and sample testing
  - Assess market size and growth, supplier segmentation, and market trends and dynamics for the advising technology and services market

**Phase 3:** Mar.
- Survey Launch, Research and Analysis
  - Administer survey, analyze results, and develop preliminary recommendations

**Phase 4:** Apr.
- Synthesis of Findings and Market Dissemination
  - Develop and publish document with findings
  - Broad dissemination of findings, including web-based and social media, conferences and webinars, articles and blog posts, and other mediums
Roadmap to an Ideal Advising Situation

Sources: Tyton Partners Analysis
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