

Transforming the College Experience: Creating an Engaging Transfer Student Culture (1122)

11:00:00 AM - 12:00:00 PM

Daniela Cigularova, Old Dominion University

Tania Alvarez, Old Dominion University

The emphasis on the Completion Agenda and its goal of increasing the number of degrees within the US should stimulate a shift in campus culture inclusive to the unique needs of transfer students. However, transfer students are often neglected in the pursuit of retention initiatives to improve time to degree. This presentation provides an overview of the transfer student population, identifies strategic initiatives, utilization of predictive analytics, articulation agreements and prior learning assessment processes to ensure the success of transfer students at a medium-sized urban public senior institution with strong partnerships with the Virginia Community College System. Colleagues attending this presentation will learn about partnerships and strategies to create a transfer student culture that promotes engagement, retention, and timely graduation.

Campus Collaborations: Connecting Majors and Careers (1264)

11:00:00 AM - 12:00:00 PM

Amanda Carcione, Montclair State University

Adam Mayer, Montclair State University

More often than not advisors and career counselors help transitional students work through the anxiety that surrounds selecting a major or career, or avoiding that choice all together. In this session, Administrators from both Academic Advising and Career Services will facilitate a discussion on methods for helping students understand the nature of the major/career connection and provide concrete approaches for helping students understand the fluidity of selecting a major or career.

What do you meme I have an adviser? Speaking the language of social media to increase student engagement (1286)

11:00:00 AM - 12:00:00 PM

Lyndsay Durham, Virginia Commonwealth University

We all experience the frustrations of students not reading our emails. So how do we communicate information that is critical to their success? We have to start speaking their language. By meme, Tweet, Vine, Snap, Post, or skywriter over campus - there are messages students need to see. Together we'll discuss how some of these communication methods were used in a unit of over 380 forensic science majors at a large urban research university of 32,000 students. Whether using social media or not, participants will leave this session with examples of how the language of social media can be used for immediate implementation.

Seasoning the Salad: What Are We Bringing to the Table to Contribute to the Success of Undocumented Students? (1307)

11:00:00 AM - 12:00:00 PM

Shelly Caldwell-Bennett, Montgomery College (MD)

Immigration continues to be a hot button topic in the United States and it impacts communities in various ways including higher education. Undocumented students are a growing population in U.S. Colleges and Universities, adding to the “cultural salad bowl” that makes up our student populations. These students often look to advisors for guidance and information on campus and community resources. This presentation will examine facts and policies regarding undocumented students, discuss student services and resources for students attending community college in the Washington D.C. metropolitan area, and share best practices from the literature and various institutions to help undocumented students achieve their dreams of a college education.

There’s An App For That: Syncing Mobile Applications to Academic Advising (1335)

11:00:00 AM - 12:00:00 PM

Madeleine DeBot, Temple University

Carly Doyle, Temple University

Mobile applications are an omnipresent aspect of college students’ lives. From sharing files with faculty and classmates to sharing photos with friends and family, millennial college students stay informed and connected with their campus and world through mobile devices. This presentation examines research on how millennial college students send and receive information and student perceptions of mobile applications in relation to academic performance. The presenters will share best practices and innovative ideas on how to engage first year college students using popular mobile applications ranging from Instagram to Google Calendar. The audience will learn how to adapt communication and advising practices to changing student needs and preferences. And don’t forget your mobile device! This presentation incorporates interactive mobile activities.

Advising Students in a Culture of Change: A Roundtable Discussion (1346)

11:00:00 AM - 12:00:00 PM

Keith Krepcho, Old Dominion University

Catherine Moss, Old Dominion University

Sherri Watson, Old Dominion University

This Millennial Generation has been characterized by constant cultural shifts in social, political, and technological development that have challenged the way we engage our world, our education and each other. With the pace of change, it can be difficult to ascertain what impact the current environment-- institutionally and globally-- has on our current student population. As advisors, we need to be aware of these current changes to effectively advise the whole student. In this session, we will facilitate a round table discussion about how current cultural shifts impact our advising interactions by sharing case

studies and identifying common issues and themes. We will foster conversations about how to recognize references to cultural shifts in advising sessions and develop ideas for practice.

The Challenges of Cross-Generational Offices: Rising above the Stigmata (1347)

11:00:00 AM - 12:00:00 PM

Emily McMordie, Villanova University

Taryn Nichols, Villanova University

Samantha Wheeler, Villanova University

Despite prior personal and professional experiences, the newest generation of advisors may be confronted with challenges related to the "Millennial" label. Generalizations based on age create an entirely unique set of challenges within cross-generational offices. This presentation will address concerns of current young advisors, offer suggestions to overcome difficult situations, and discuss how to capitalize on the benefits of being a Millennial. Join us for an empowering discussion on how to break the preexisting stigmata associated with this generation.

Moving Through: Student Outreach Strategies & Transition (1363)

11:00:00 AM - 12:00:00 PM

Jennifer Matthews, Drexel University

Moving Through: Student Outreach Strategies & Transition. After our annual advising assessment results indicated a lack of student engagement with advising services, our staff decided that it was time to improve student outreach. During this session we will discuss the importance of student outreach and transition at all levels, from "moving in" to "moving through" to "moving out." We will share how we retooled our program to include a multifaceted first-year outreach plan that begins prior to arriving on campus and continues through graduation. Furthermore, we will discuss the planning and implementation process, which has significantly increased academic advisor visibility and student engagement through retention programming. Lastly, we will share how the statistics and data have continued to improve based on our multi-pronged approach.