Advising Across the Student Journey: A Panel Discussion

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Evanne Raible, Ed.D. – Senior Director, Transfer and Student Success Services,
    Christopher Newport University
Brenda Oursler White – Director of Assessment and Accreditation, SUNY Morrisville

RNL NC
ALTERING the
LANDSCAPE

Our panelists

Evanne Raible, Ed.D.
Senior Director, Transfer and Student Success Services

Oversight of the…

- **Center for Student Success**
  - Success Coaching
  - Peer Tutoring & Embedded Tutoring
  - Peer Mentoring
  - Writing Center (directed by English faculty member)
  - Student-Athlete Success Services
  - College Studies Courses
  - 1st Generation Initiatives
  - Captains Care Referrals (Referral System)
  - Academic Recovery Programming and Initiatives

- **Transfer Center**
  - Undergraduate transfer, readmission and non-degree admission
    - Admission and enrollment of these students
  - All transfer credit from all sources for all students (AP, IB, dual enrollment, etc.)
  - Visa services (Fs and Js)
  - Domicile (in-state tuition)
  - Request to take courses elsewhere

Christopher Newport University
Newport News, VA

- Public, residential university near the Virginia coast with 4,500 students. About 90% are from Virginia and about 80% live on campus.

- #1 ranked regional public university in Virginia (US News).

- Highly regarded core curriculum is embedded in the liberal arts.

- About 70% of all undergraduates pursue STEM or business majors, often paired with a Leadership minor.

- Strong emphasis on honor, scholarship, internships, leadership, and service - recently named one of Carnegie's "Research Colleges and Universities."

- Highly successful NCAA Division III athletic program – 23 varsity sports.

Brenda Oursler White
Director of Assessment and Accreditation

- **Institutional Effectiveness Council, Chair**
  - Accreditation and assessment platform coordinator
  - Point person for strategic plan and institutional effectiveness
  - Coordinate annual reporting to SUNY

- **MSCHE – Accreditation Liaison Officer (ALO)**
  - Primary point of contact between SUNY Morrisville and Middle States
  - Support college as we approach self-study review

- **College Student Inventory**
  - Administer, provide campus support, and data collection

- **Fall Faculty Assembly**
  - Plan sessions, resources
  - Coordinate development activities

SUNY Morrisville
Morrisville, NY

- Public, residential college offering certificate programs, associate and bachelors degrees, and currently 1 masters degree.

- Part of the State University of New York (SUNY) system. Agriculture and Technology college.

- Located in Central New York, with around 2,000 students. About 50% are from neighboring counties with around 40% from the New York City area.

- Diverse set of programs: Equine Science, Automotive Technology, Nursing, Criminal Justice, Applied Psychology, and Individual Studies (18%).

- Around 42% of our students are Underrepresented Minorities (URM), 70% traditional age (18 – 22 yoa), 63.5% Pell eligible.

- Along with our diverse portfolio of programs and student body, we are known for our black turf which received international recognition at the time of its installation in 2022.

Most widely used strategies and tactics for student success, retention, and completion

FOUR-YEAR PRIVATE

- Academic support
- Giving students practical work experiences in their intended major
- Student success coaching (internal)
- Faculty advising, one-on-one
- Providing each student with an academic plan/roadmap of courses
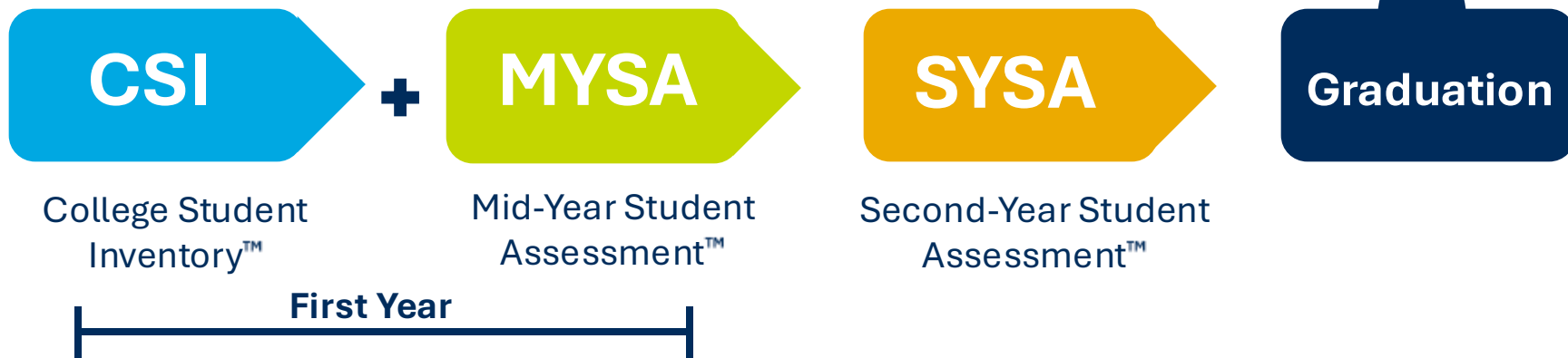
FOUR-YEAR PUBLIC

- Academic support
- Advising by professional staff, one-on-one
- Student success coaching (internal)
- Providing support services specifically designed to address mental health
- Giving students practical work experiences in their intended major

TWO-YEAR

- Academic support
- Providing each student with an academic plan/roadmap of courses
- Advising by professional staff, one-on-one
- Providing support services specifically designed to address mental health
- Congratulating, alerting, and nudging system (early alert system)

Retention Management System™
Early identification + early intervention to increase student success

CSI + **MYSA** **SYSA** **Graduation**

College Student Inventory™

Mid-Year Student Assessment™

Second-Year Student Assessment™

First Year

How do you build buy-in for effective advising?

Building buy-in for effective advising strategies

Christopher Newport University

Faculty Core Advising Program
- Caseload – Up to 20 first-time-in-college students
- Highly valued
- Focus on relationship building

Living and Learning Communities
- Advising learning communities
- Embedded peer mentoring in first-year residence halls and for commuters

How we make this all work
- Know your campus and its priorities (For CNU: Students First, Relationships, Intrusive Interventions, etc.)
- Calibrated course scheduling for all new undergraduate students
- Advising assignment algorithm

Challenges
- FCA-ing is time intensive
- Logistics of schedules and advising assignments
- Semi-annual training is crucial to re-energize and deliver mission-critical information

Building buy-in for effective advising strategies

SUNY Morrisville

Moving to a first-year advising model
- Academic planning & goal setting
- Understanding policies & resources
- Academic self-advocacy

New student advising
- Beginning Summer 2025; New Student Advising will serve an anticipated 350-400 first-year students across five programs (Applied Psychology, Business, Criminal Justice, Exercise Science and Individual Studies)

Support for other groups
- Supporting transfer and re-admitted students
- Faculty advisors for students of other programs

Significant progress
- Effort to provide holistic, proactive, and student-centered support during students' critical first year.

How do you use data to increase student engagement throughout their journey?

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Using data to increase student engagement

Christopher Newport University

Common touchpoints
- Faculty core advising meetings
- COLL 141: student success seminar (Fall 2025 pilot)
- Highly residential campus – RAs and peer mentors in halls

Student involvement
- Regular meetings with Student Government Association
- CSI, MYSA, SYSA, SSI; focus groups during RNL visit
- Core advising/Learning Community survey after 1st semester
- Peer mentors on the halls share what they are learning throughout the year
- Lead tutors

Using data to increase student engagement

SUNY Morrisville

First-year experience (FYE) course – 1 credit, 10 weeks
- Provides opportunities for students to engage in discussions on:
  - self-advocacy, wellbeing, sustainability, respect, community, and college resources
- Content includes points on navigating college and developing foundation skills
- Specific sections, cohorts – opportunity programs or academic programs

Other first-year courses
- Similar content as FYE, but part of program-specific course

Early Alert System – Starfish
- Kudos and flags used to communicate with students, advisors, coaches, counselors
- Three required surveys throughout semester – high completion rate

How are you using messaging to increase retention and student success?

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Targeted messaging for retention and student success

Christopher Newport University

Departures for...

- **"Fit" at CNU**
    Doesn't fit in or see themselves within the student body
    Bigger school
    Closer to home
    Roommate conflicts
- **Financial**
    Return on investment
    Poor grades
    Returning home and/or to a community college or to the workforce
- **Program**
    Created new programs as a result (Kinesiology, Criminology, Nursing Program)
    Trade programs
- **Mental/Physical Health**

CSI and advising in the summer

- **Emphasizing the importance of the CSI and advising**

Recruit-back efforts

- **Customized messages for recruit back efforts**

Targeted messaging for retention and student success
SUNY Morrisville

Email – challenge of getting students to read messages
- Send personalized messages whenever possible, higher response rate

Slate – messaging platform
- Enables users to communicate with students
- Real-time interaction
- Can determine if message has been read

College Student Inventory – new and transfer students
- Provides opportunity for students to learn about themselves – academic motivation, coping skills, receptivity to support
- Identify risks, share student information with support areas

Mo'Engage Platform
- Stay up to date with events

Student Digest
- Weekly messaging for students

Resources

Download at www.ruffalonl.com/papers

2025 National First-Year Students and Their Motivation to Complete College Report

Data and insights on the challenges and opportunities for completing a college degree, based on an analysis of nearly 62,000 first-year college students

2025 Effective Practices for Student Success, Retention, and Completion

For four-year and two-year institutions

Questions

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Thank you!

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