

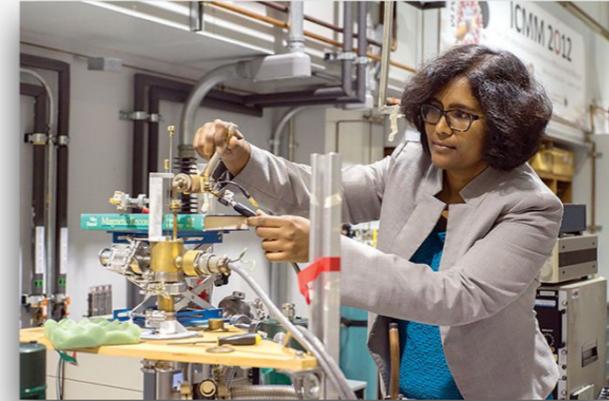
FAMU RISING | Strategic Plan Update



Exceptional Student Experience



Excellent and Renowned Faculty



High Impact Research, Commercialization, Outreach and Extension Services



Transformative Alumni, Community and Business Engagement



First-Class Business Infrastructure



Outstanding Customer Experiences

**FAMU Board of Trustees
Strategic Planning and Performance Measures Committee
November 29, 2017**

FAMU RISING | Strategic Plan Update

INITIATIVE: Advisement Restructuring

Strategic Priority:

Exceptional Student Experience

Goal:

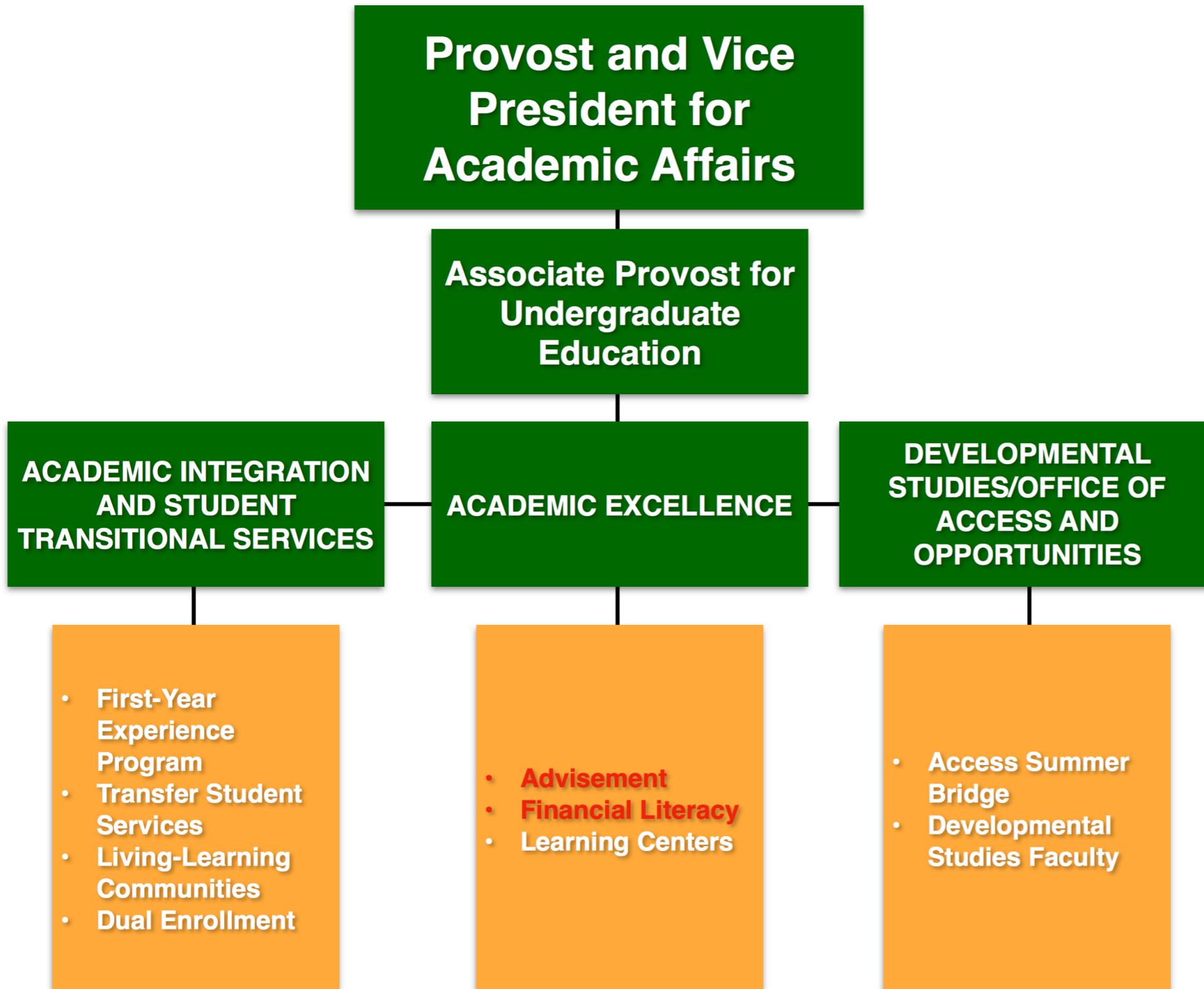
Achieve national distinction for success in retention and graduation rates

Key Metrics:

Retention and graduation rates

Persons with Primary Responsibility:

- Rodner Wright (Interim Provost and VP for Academic Affairs)
- William Hudson (VP for Student Affairs)



Current advisement structure implemented in 2014

Housed within the Division of Academic Affairs

Unit	Undergraduate Enrollment	Advisors	Student/Advisor Ratio
*College of Agriculture and Food Sciences	209	1	209:1
College of Education	272	1	272:1
FAMU-FSU College of Engineering	301	1	301:1
College of Law	N/A	N/A	N/A
*College of Pharmacy and Pharmaceutical Sciences	507	N/A	N/A
College of Social Sciences, Arts and Humanities	1853	8	232:1
College of Science and Technology	973	5	195:1
School of Allied Health Sciences	978	5	196:1
*School of Architecture and Engineering Technology	186	1	186:1
School of Business and Industry	784	2	392:1
*School of the Environment	38	1	38:1
School of Journalism and Graphic Communications	549	2	275:1
School of Nursing	456	1	456:1
Undeclared Majors	258	1	258:1

Decentralized model

29 full-time advisors

- 14 supported on grant funds

(Title III)

- 15 supported on state funds (E&G)

- \$36,000 average salary

~\$1.6M annual budget

*The advisor is assigned to all three programs

*Advisors are funded by the college

Challenges with Current Structure

Need for significant progress on key performance indicators

Need for a more holistic and integrated campus-wide approach to enrollment management and student success

The full-time advisors have faculty status (this is not a best practice)

Guiding Questions

How do we collectively contribute to our student success goals?

Are there new approaches that we can utilize to support high risk populations?

How do we collaborate?

Are we structured in the most effective and efficient manner to produce desired results?

How do we assess and maintain accountability?

Goals

- Establish an Enrollment Management unit within the Division of Student Affairs
- Hire a proven enrollment management professional (Associate VP)
- Place advisement under Enrollment Management and reclassify advisors as staff (A&P)

Enrollment Management

“A set of well-planned activities designed to shape the enrollment of an institution and meet established goals”

Rationale

Facilitate the use of a more strategic institutional approach to managing enrollment and optimizing student success goals

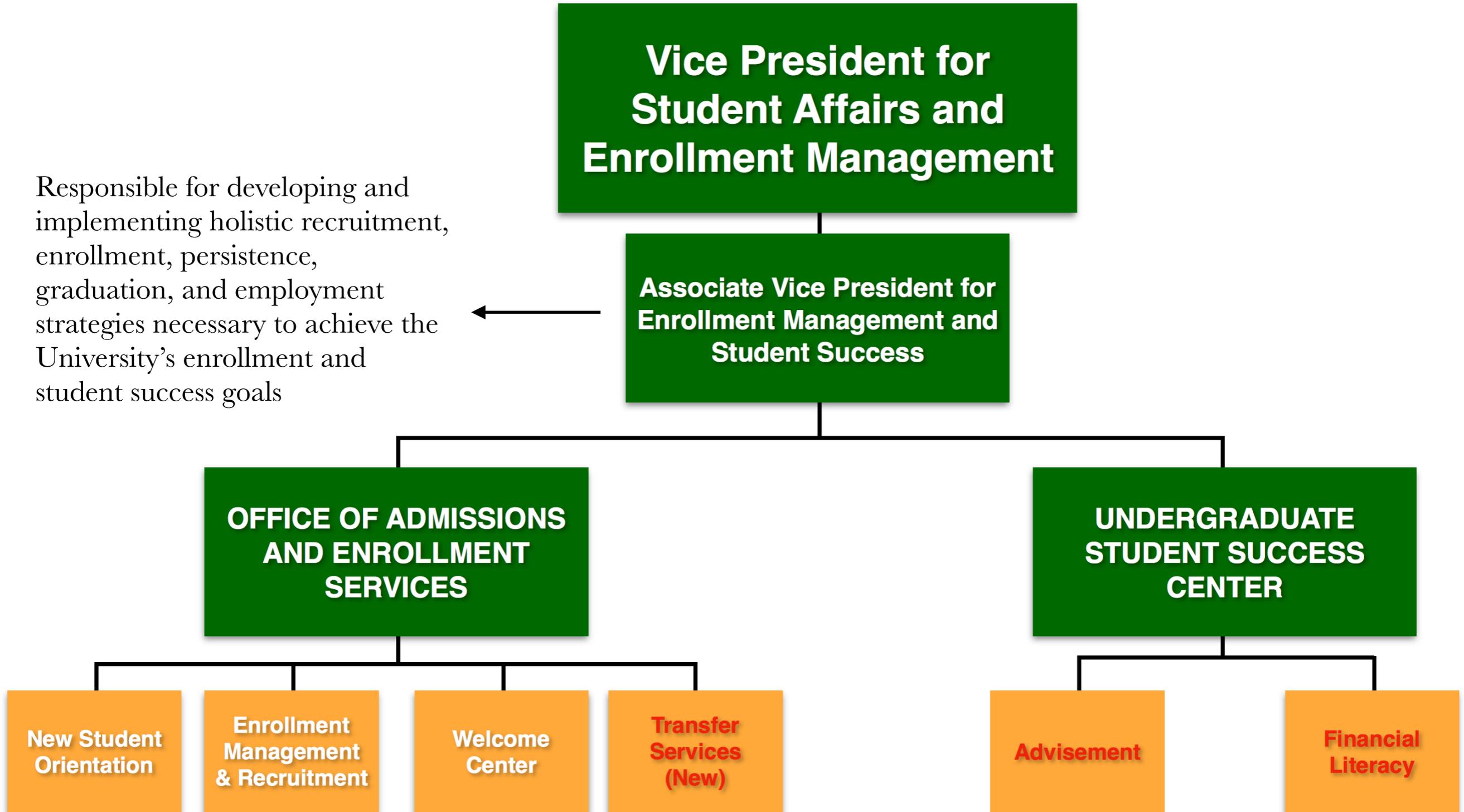
Based on Proven Best Practices

Example:

Enrollment Services Unit at Georgia State University

- Admissions
- Advisement
- Student Success
- Registration
- Financial Services
- Scholarships
- Career Services
- Welcome Center

Responsible for developing and implementing holistic recruitment, enrollment, persistence, graduation, and employment strategies necessary to achieve the University's enrollment and student success goals



FAMU RISING | Proposed Advisement Structure

Benefits of New Advisement Structure

In alignment with best practices

Increased use of intrusive advisement approaches

Better coordination of advisement office with other student support services areas (new CASS facility will facilitate efforts)

- Admissions/Recruitment (access to profiles of incoming students)
- New Student Orientation (major matching)
- Financial Aid (SAP intervention, financial literacy)
- Career Center (soft skills, professional development, resume prep)

Higher level of accountability for achieving student success goals

Increased use of technology

- Early-alert systems
- Predictive analytics

Pre-Enrollment

- Recruitment
- Application
- Acceptance
- Career Focus Inventory



Initial On-boarding

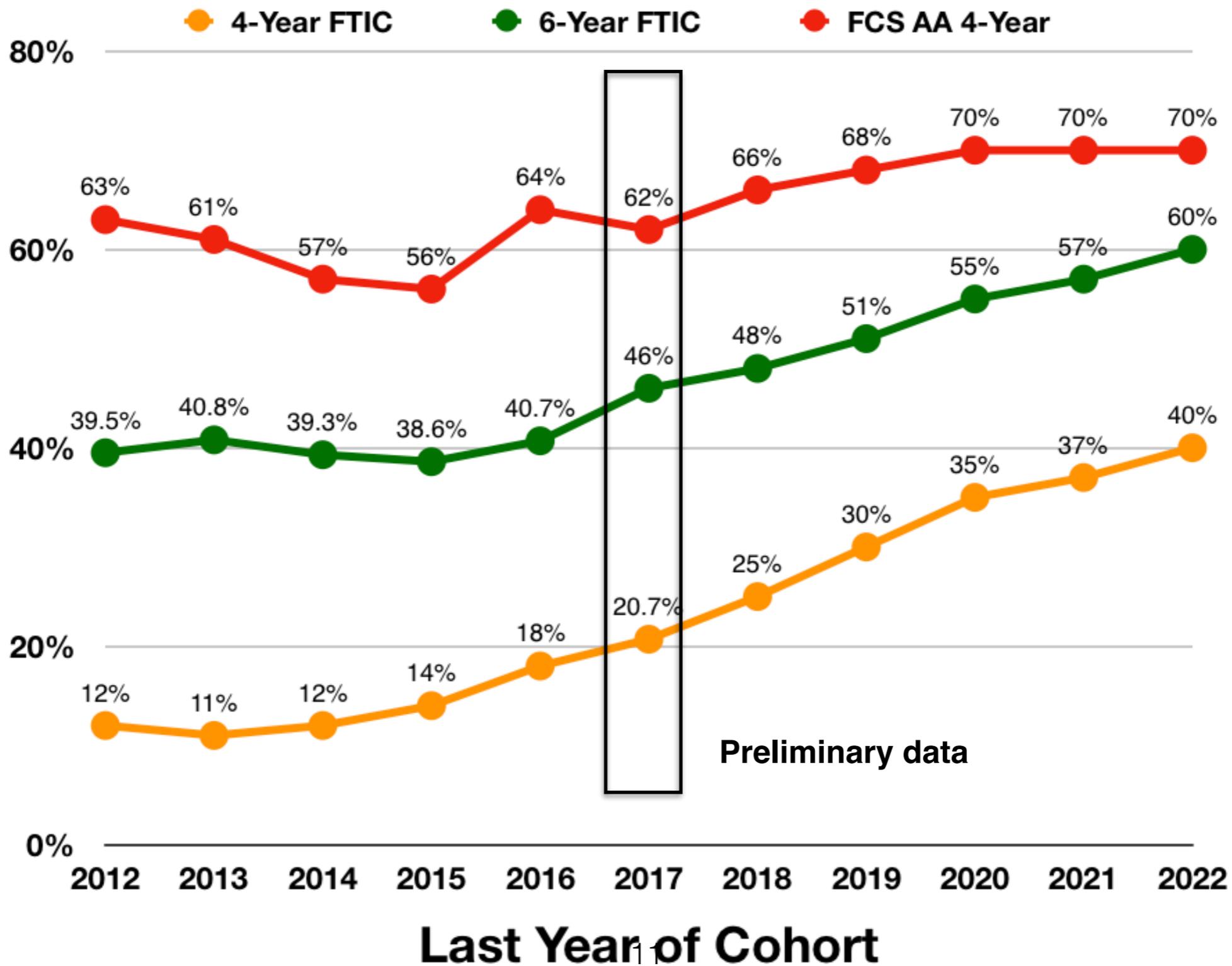
- Advisor Review of Academic Profile
- New Student Orientation
- Initial Academic Advising
- Major Matching



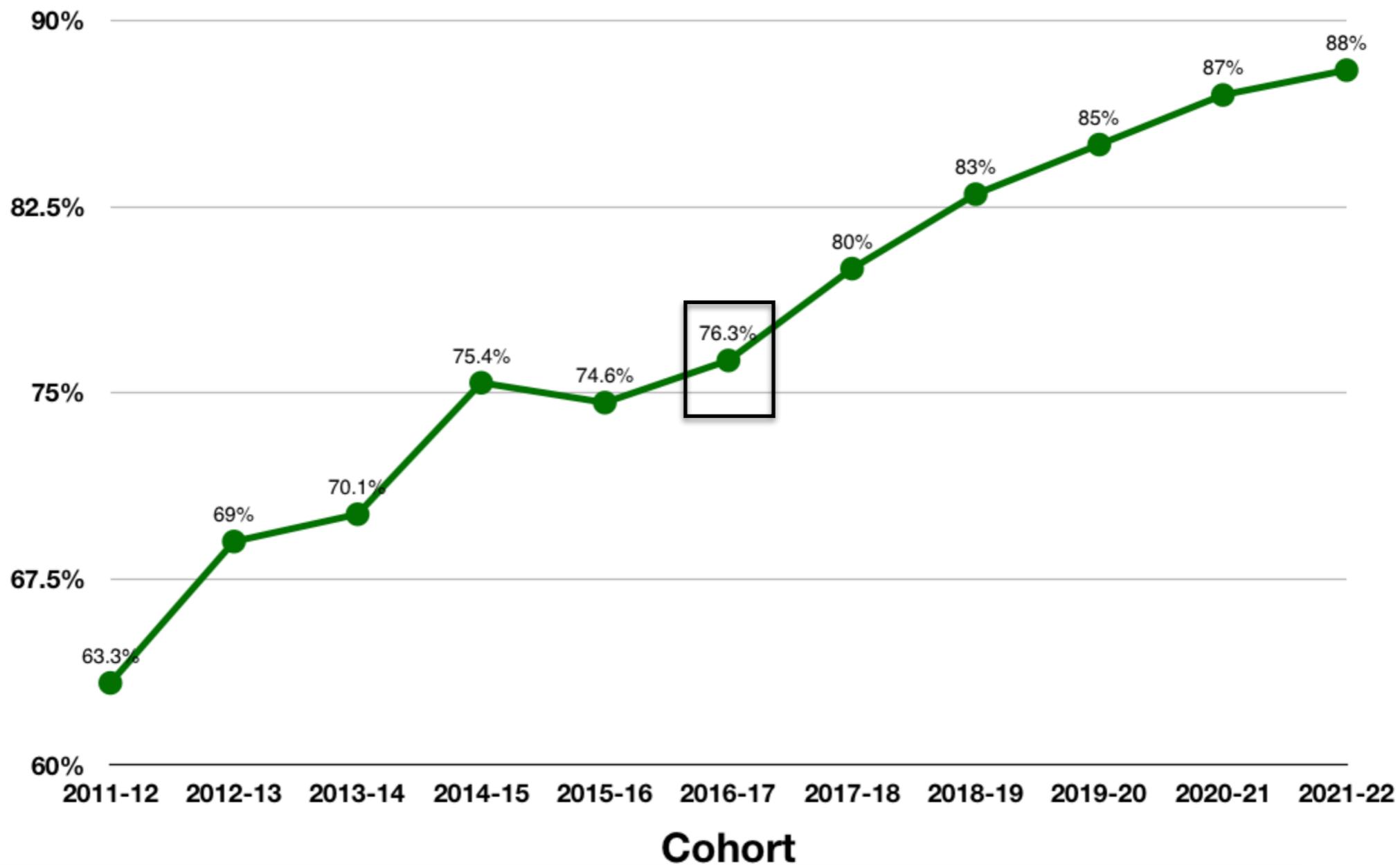
Matriculation

- Course Assessment
- Academic Advisement
- Intrusive Advisement
- Financial Literacy
- Career Development

Graduation Rates



Academic Progress Rate



FAMU RISING | Proposed Advisement Structure

Timeline

Spring 2018: Reclassification and transfer of positions

April - May 2018: Advisor orientation and training

June 2018: Full implementation