UNIVERSITY OF NORTHERN IOWA
CAMPUS ADVISING VISION MISSION AND GOALS
Revised Spring 2016

VISION STATEMENT
UNI aspires to create the best possible advising experience for each student.

MISSION STATEMENT
Academic Advising is a critical component of the teaching and learning environment at UNI. Advising is a personalized educational experience, empowering students to explore, articulate and achieve their academic, career and life goals.

ADVISING GOALS

1. Ensure that all students have access to knowledgeable and respectful advisors.

2. Provide accurate information about university academic requirements, policies, and procedures.

3. Encourage, support and guide students to take responsibility for meeting their own academic, personal and career goals.

4. Support and promote a culture of quality academic advising through advisor education, recognition and reward, and advising program assessment.

5. Assist students in understanding the nature and purpose of higher education.

Advising goals, outcomes, action steps in place and action steps needed are on the next pages. Action steps needed, suggests advising practices/events that need to be put into place in order to fulfill the desired goals and outcomes for advising at UNI.

Note: Events listed in the “Action Steps in Place” are not inclusive for the entire university. Individual departments and programs may have other practices in place of which the Task Force members are unaware.
ADVISING GOALS AND OUTCOMES

GOAL #1: Ensure that all students have access to knowledgeable and respectful advisors.

OUTCOMES

Advising Outcomes
- Advisors will participate in on-going professional development and advising education appropriate for the variety of academic advising contexts found on campus.
- Advisors will have access to technology that supports and enhances advisors’ ability to work with students and each other.
- Advisors will be professional role models for students, and will communicate effectively and respectfully with them.
- Academic divisions with advising responsibilities will ensure that students have reliable and consistent access to advisors.

Student Outcomes
- Students will access academic advisors whenever necessary during their time at UNI.
- Students will understand their role in the advising relationship, and communicate effectively and respectfully with advisors.

ACTION STEPS IN PLACE

- Campus Advisor Development Workshops: Fall Freshman Forum, Fall New & Returning Advisor workshop, Spring Advisor Workshop
- Electronic Advisor Handbook, and Advisor Development eLearning course are available to all advisors.
- Advisors participate in conferences such as the National Academic Advising Association, or the Iowa Academic Advising Network, or other educational opportunities appropriate to their disciplines
- Advisors strive to maintain professional relationships with students.
- Departments provide advisor assignments
- Some departments place advisor holds on registration so that students must meet with their advisors
- The Office of the Provost provides financial support for advising education.
- The Student Information System provides “Advisor Notes” to provide continuity and connection for student advising across campus.
- Departments provide advisor assignments to each student
- Document: “Student’s Responsibilities in Advising” in the New Student Handbook
- Advisors are given a Liberal Arts Core Advising Handbook

ACTION STEPS NEEDED

- Continue developing technologies for advisors and departments to access student data to make informed advising decisions, and support more coherent advising across campus.
- University-wide analysis of the availability of advising services, especially at busy times of the year, needs to be done.
- Continue to advocate CAS Standards and NACADA Core Values as resources for the improvement of advising.
- Communicate/work with appropriate campus committees (i.e. Recruitment, Retention, CARR, etc.) to educate, inform, update advisors on current policies and programs. Institute a means of communicating this information to campus advisors.
- Support the development of student experiences that would assist in meeting this goal
- Promote completion of the eLearning Advisor Development Course which can be used to earn an Advising Certificate.
**GOAL #2:** Provide accurate information about university academic requirements, policies, and procedures.

### OUTCOMES

#### Advisor Outcomes
- Advisors will stay up to date with, and effectively communicate university requirements, policies and procedures.
- Advisors will have easy access to changes in information relevant to the advising process.
- Advisors will regularly review their advising resources to ensure that they are accurate and accessible.

#### Student Outcomes
- Students will know how to access accurate information about requirements, policies and procedures.
- Students will be knowledgeable about academic regulations, policies and procedures.
- Students will understand the curricular requirements for degree completion.

### ACTION STEPS IN PLACE
- University catalogue is available for review online
- The Liberal Arts Core requirements for students and advisors on a dedicated website. Advisors are also provided a paper handbook with detailed LAC information.
- Departments regularly review the catalogue, plan of study page, degree audits, consult with record analysts and confer with other advisors and departments.
- Plan of study meetings, freshman preregistration/major meetings, small group academic planning meetings, provide sample plans of study, use of the SIS planner function, checklists of courses needed, documents about how to register.
- Students often meet with record analysts before graduation.

### ACTION STEPS NEEDED
- Continue to improve communication between different advising constituencies on campus through the Advising Network, Advising Council, and collaboration on strategic campus committees that impact advising students and advising operations.
- As above: Continue developing technologies for advisors and departments to access student data to make informed advising decisions, and support more coherent advising across campus.
- Improve resources for student access to information about advising.
- Support the development of student experiences that would assist in meeting this goal.
GOAL #3: Encourage, support and guide students to take responsibility for meeting their own academic, personal and career goals.

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<tr>
<th>OUTCOMES</th>
<th>ACTION STEPS IN PLACE</th>
<th>ACTION STEPS NEEDED</th>
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<td>Advisor Outcomes</td>
<td>Advisors will promote programs for students that introduce them to opportunities for educational and personal growth.</td>
<td>Advisors meet with students and encourage them to participate in programs such as UNI Open House events, Majors in Minutes, Freshman and Transfer Orientations, New Student Handbook, New Major Orientations, as well as Study Abroad programs, National Student Exchange, internships, co-op experiences, etc.</td>
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<tr>
<td>Advisors will foster relationships with, and refer students to, campus programs, offices and personnel that provide educational and personal growth opportunities.</td>
<td>Advisors provide students information about different majors, minors and programs, as well as information about student activities, etc.</td>
<td>As above: Continue developing technologies for advisors and departments to access student data to make informed advising decisions, and support more coherent advising across campus.</td>
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<td>Advisors will challenge and support students to maximize their university experience as a way to achieve their educational, personal and career goals.</td>
<td>All entering freshmen are able to participate in a First-Year Only course staffed with Peer Mentors and select faculty to support successful transition to the university.</td>
<td>Develop a program whereby students not doing well in a particular major are identified earlier, either to motivate them in their major, or to advise them in other directions.</td>
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<td>Student Outcomes</td>
<td>Students will be able to identify fields of study that are consistent with their interests, abilities and career goals.</td>
<td>Plan of study meetings, freshman preregistration/major meetings, small group academic planning meetings, provide sample plans of study, checklists of courses needed, documents about how to register</td>
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<td>Students will develop and monitor their own plan of study to accomplish their educational goals.</td>
<td>The Office of Academic Advising provides self-assessment resources.</td>
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All entering freshmen are able to participate in a First-Year Only course staffed with Peer Mentors and select faculty to support successful transition to the university.
GOAL #4: Support and promote a culture of quality academic advising through advisor education, recognition and reward, and advising program assessment.

OUTCOMES

Advisor Outcomes

- The University will sponsor comprehensive programs for professional development activities to develop advising skills.
- The University will recognize outstanding academic advising with a yearly award.
- The University will conduct academic advising program assessment with a survey, focus groups and other means deemed appropriate.

Student Outcomes

- Students will nominate advisors for academic advising awards.
- Students will participate in academic advising program assessment by taking surveys, participating in focus groups and other means deemed appropriate.

ACTION STEPS IN PLACE

- Establishment of the Academic Advising Council reporting to the Provost.
- New and Second Year Advisor workshops each fall semester, Fall Freshman Forum, Spring half-day Campus Advisor Workshop
- Summer orientation Freshman advisor training workshops
- All undergraduate advisors have access to the eLearning Advisor Development Course which can be used to earn an Advising Certificate through the CETL, and an electronic Advisor Handbook.
- A calendar of campus advising events is in place and mailed to the campus undergraduate advisor email list each semester.
- A yearly award for an outstanding faculty academic advisor exists and is funded by MidwestOne Bank.
- UNI Institutional Research provides campus advising data through NSSE.
- A baseline assessment of student expectations of advising was conducted in Fall 2007.

ACTION STEPS NEEDED

- Continue to develop comprehensive plans for advisor professional development.
- Develop an online survey to assess advisor needs at individual advisor, departmental, and college levels. Target survey for Spring.
GOAL #5: Assist students in understanding the nature and purpose of higher education.

OUTCOMES

Advisor Outcomes

- Advisors will ensure that university, college, department and program literature clearly articulates the nature, purpose, and potential of higher education.
- Advisors will guide students to tailor their educational experience to meet their interests and goals.

Student Outcomes

- Students will make a successful transition to UNI.
- Students will value how an education improves their quality of life.
- Students will make effective educational choices that work to meet their interests and goals.

ACTION STEPS IN PLACE

- Advisors conduct a panel on academic expectations during Summer Orientation
- Meetings between advisors and students assist in this process.
- Other programs in place: UNI Open House days, Majors in Minutes Fair, Freshman and Transfer Orientation, websites, New Student Handbook, New Major Orientations, Jump Start, UNI NOW
- Participation in Study Abroad, National Student Exchange, internships, co-op experiences, etc.
- A fall and spring academic calendar is provided to advisors to send to advisees
- A Retention Council monitors retention rates to address programming for success.
- Summer Orientation and UNI Now programs on academic expectations, and on transitions
- UNI uses the NSSE survey to compare advising across campus.
- Required advising appointments for all new freshmen.
- Participation in Study Abroad, National Student Exchange, internships, co-op experiences, etc.

ACTION STEPS NEEDED

- Clarify to colleges, departments, and programs that their literature needs to articulate the nature, purpose and potential of higher education.
- Create a process whereby said literature is published and disseminated
- Support the development of a freshman academic experiences that assist in meeting this goal.