Advisory Council for Academic Planning and Advising/ACAPA
March 8, 2013

Minutes


College Recorder: Norie Flowers

Dr. Leidig called the meeting to order at 10:00 a.m. and briefed Committee members on the agenda items to be discussed which included updates on the QEP, CRM purchase, student tracking, Woodbridge and Loudoun campus progress reports, handoff recommendations, faculty training needs, General Studies advising issues, questions from pre-implementation campuses and accountability metrics for advising specialists.

Approval of Minutes: A motion was made to approve the January 25, 2013 minutes, seconded without objection and carried.

State of the QEP: Dr. Bowman updated Committee members on Advising Specialist interviews and stated that the candidates had been forwarded to HR and the hope was to have them on board by the end of the month. Faculty training requests from the FAMs at all of the campuses were turned in. Ms. St. Clair, Mr. Mannheimer and Dr. Bowman spoke to the Provosts at the AtD Forum. Faculty Adviser workshops will be offered that faculty advisors may self-select. The recommendation document for the Administrative Council has been compiled and Dr. Bowman is scheduled to speak on March 19 to Council members.

A webinar was purchased to help with faculty advising and Dr. Bowman will provide the name and the link to the program.

CRM Update: Ms. Thimblin stated that the CRM was purchased for the college from Hobsons. The software is divided into three modules: 1) Connect – which connects with prospective students; 2) Retain – tools to maintain student retention; and, 3) Agile Grad – the advising component. Ms. Thimblin indicated that a big part of the implementation is having Hobson understand NOVA’s catalogue and then building the interface/bridge with PeopleSoft. The implementation will take 12 weeks and will be ready for a part of the summer and entirely ready for the Fall semester. She stated the need to be sure to capture student information now to be able to put into the CRM. Hobson will offer training and Ms. Thimblin will provide information on the training when it is available.

Proposed Excel Spreadsheet for Tracking prior to CRM Acquisition: Dr. Bowman developed an excel spreadsheet to distribute to all of the campuses to enable them to capture and retain student information until the CRM is fully implemented. Committee members asked whether OIR could sort new applicants, and suggested that the table be reconfigured to show
multiple e-mail addresses, adding a general financial aid information category, adding a column for random notes, and adding an SDV category.

Dr. Leidig reminded everyone that the role of the Advising Specialist was to get the student over the goal line and into classes – being a case manager to ensure students get registered.

**Checklist for Student Preparedness:** Dr. Bowman indicated that as items are completed by the student, the Advising Specialist will check each item off. This will be a guide to ensure that the students have completed everything in order to move to a Faculty Advisor. Additional Committee suggestions included some indication that the student understood how to contact the Faculty Advisor and if the student was listed in People Soft.

**Progress Reports from WO and LO:** The Loudoun campus counselors suggested extending advising week and pushing back the handoff to facilitate more student understanding of the entire process. The Advising Specialists were meeting with the high schools and working with their cohorts. Fall students were still coming back to the counselors and they were encouraging students to meet with their Faculty Advisors. Standard communications were being developed for the students, asking them to use their NOVA e-mails and not personal e-mail addresses.

The Woodbridge campus held an open house for student visits and another open house will be offered in May. There was discussion and plans for advising fairs and presentations in the classroom, in addition to brown bags series offered.

Dr. Leidig asked Committee members to think about how to codify messaging across the campuses and ensuring they are consistent. She suggested that standardized timing and a form for communication to GPS students be added to the agenda for the next Committee meeting.

**Training Needs and Methods for Delivery:**

- **Faculty** - Training requests ranged widely from some faculty wanting online training to others who preferred in-person training. Dr. Bowman asked for guidance on this to establish who will be expected to provide the training. Suggestions included developing a recorded training session and then making it available online before classes start in January, offering an in-person training session for non-instructional days, using campus convocations, and creating a pool of qualified trainers. Setting faculty expectations were considered important for the new implementation campuses – and encouraging them to see their Faculty Advising Managers.

- **Advising Specialists** - By March 25, all Advising Specialists will be on the campuses. The GPS training program will be structured to cover the fundamentals about NOVA and trainers will reach out to campuses with several days of face-to-face training.

**General Studies, Pre-MEC and Allied Health Assignments of Advisees:** Committee members raised the issue of how campuses were managing general studies students. At Loudoun, the general studies students are distributed evenly among faculty. At Alexandria, students who have not decided are being sent to counselors. Dr. Leidig stressed that this was not the mandate of the program – that students should be referred to a Faculty Advisor. She suggested that his be made very clear in the training.
Questions arose about how to work with Pre-MEC and Allied Health students. The Loudoun campus has responded to this by dedicating four science instructors to advise these students. The Woodbridge campus has three Advising Specialists who focus primarily on the medical program.

Questions and Concerns from Pre-Implementation Campuses: No concerns were raised at this juncture by Committee members.

Accountability/Measurement Metrics for Advising Specialists (topic for future meeting?): Dr. Leidig indicated that this topic would be a focus for the next Committee meeting. Dr. Bowman stated the need for specific accountability metrics for Advising Specialists. The success indicator will be students registered and in their seats. Dr. Leidig emphasized the need to develop metrics to show that gains were made in increasing enrollment and suggested that this be an agenda item for discussion at the next Committee meeting.

Committee questions were raised about whether the college would again hold summer structured advising and, if not, that advising week be ramped up. Dr. Leidig suggested raising this question with each individual campus Provost. Dr. Leidig informed the Committee that the report to SACS was due by April 15.

Additional Items for Future Meetings:

- Role of Blackboard
- Faculty advising accountability
- Standardized timing and communication to GPS students

The meeting adjourned at 12:00 noon.