This report details the actions, activities, and ongoing projects of the Provost’s Academic Advising Council (AAC) during the 2012–13 academic year. After the council’s formation during the spring of 2009, AAC members wrote advising Best Practices for faculty, staff, and students; created a Missouri State Advising Mission Statement; and developed assessment tools. This year, AAC members moved forward with several projects and campuswide initiatives to support quality, effective academic advising at Missouri State.

As outgoing AAC chair, I have had the privilege to serve the University in a capacity I know has made a difference for our students. I thank Associate Provost for Student Development and Public Affairs Dr. Rachelle Darabi and Academic Advisement Center Director Kathy Davis for their support and encouragement while I served in this role. The AAC during 2013–14 will continue to build upon our work under the direction of incoming AAC Chair Tracey Glaessgen.

Further documentation of AAC’s activities, including meeting minutes, is available upon request. Please contact me at 417.836.6815 or tracydalton@missouristate.edu.

Sincerely,

Tracy Dalton
Senior Instructor
English Department

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AAC Charge and Membership

Charge 1
The purpose of the Academic Advising Council (AAC) is to evaluate the administration and delivery of advising services to all students at Missouri State University and to make recommendations for improvements.

Charge 2
The AAC will identify current advising practices that are successful and encourage those practices among more advisors.

Charge 3
The AAC will work to enhance consistency and quality within the advising system and support student development initiatives.

Charge 4
The AAC is available for consultation as policy decisions are made that affect academic advising practice at Missouri State.

Membership
Membership of the AAC represents Missouri State’s colleges and academic units. Members for the 2012–13 council are listed below:

Standing Members
Tracie Burt, Instructor/Advisement Coordinator, Psychology (CHHS)
Sandy Culver, Director, Business Advisement Center
Rachelle Darabi, Associate Provost for Student Development and Public Affairs
Kathy Davis, Director, Academic Advisement Center
Gail Emrie, History, Secondary Education
Nathan Hoff, Registrar’s Office
Monica Jones, Assistant Athletic Director for Academic and Student Services
Stephanie Marinec, Coordinator, Professional Education Advisement Center
Tom Tomasi, Associate Dean, Graduate College

Rotating Members
Lisa Casey, Professor, Music (COAL), member through May 2013
Deborah Corcoran, Senior Instructor, Geography, Geology and Planning (CNAS), member through May 2013
Tracy Dalton, Senior Instructor, English (COAL); AAC Chair through May 2013
Randy Dillon, Professor, Communication (COAL), member through May 2014
Tracey Glaessgen, Academic Advisor, Academic Advisement Center (Professional Advisor Representative), member through May 2013
Diane Leamy, Senior Instructor, Criminology (CHPA), member through May 2014
Hillary Mayes, Instructor (CHHS), member through May 2014
Joe Morris, Director, Student Orientation, Advisement and Registration (Student Development and Public Affairs representative), member through May 2013

A list of nominated new AAC members has been forwarded to the Provost’s Office. These new members will serve two-year terms for 2013–15 to continue the balance of rotating and standing members.
AAC Main Actions and Achievements

Members of the AAC worked to create relationships with University officials and groups to work toward common student-success goals through a subcommittee structure within AAC. The actions taken and accomplishments achieved during 2012–13 are described below; complete meeting minutes are available.

Reorganized Structure

During the AAC’s first meeting of the year in August 2012, members decided to institute a subcommittee structure to study and develop solutions for issues advisors face, and members of the AAC subcommittees worked to accomplish goals as subgroups between main AAC monthly meetings. Four subcommittees were named, and members joined each group:

- **Recognition and Rewards**: Members of this subcommittee work to find ways to recognize people or groups at Missouri State for advising achievements and milestones.
- **Assessment**: Members work to assess current data and continue to develop tools to assess academic advising across campus.
- **Awareness and Advising**: Members of this subcommittee work to promote our Best Practices through information dissemination and events.
- **Faculty and Staff Concerns**: Members of this subcommittee focus on issues advisors face and work to develop solutions.

Further detail about AAC subcommittees’ work and accomplishments during 2012–13 is listed below.

Contact with University Officials and Groups

AAC initiated contact with the following campus representatives throughout the year to establish awareness for AAC’s role on campus and to encourage communication between AAC and other academic units; this list provides these contacts and any outcomes/topics of interest:

- **Dr. Frank Einhellig, Provost** (attended Sept. 20, 2012, AAC meeting): Dr. Einhellig provided consistent support and encouraged AAC’s work throughout the year, and he hopes AAC continues to serve as an advocacy group for advising issues on campus. During October, Dr. Einhellig approved funding for Scantron forms as AAC continued assessment of seniors (see the Assessment Subcommittee notes below).

- **Dr. Chris Craig and Dr. Julie Masterson, Provost’s Office** (attended: Oct. 25, 2012, AAC meeting): Drs. Craig and Masterson discussed ideas about academic advising in promotion and tenure decisions during the meeting. They plan to work with departments as each revises promotion and tenure guidelines to emphasize advising in the teaching category. Both Dr. Craig and Dr. Masterson support instituting a career ladder for staff advisors.

- **Dr. John Chuchiak, Honors College Director** (attended: Nov. 29, 2012, AAC meeting): Dr. Chuchiak detailed the new Honors College criteria and how advisors can help in the transition to the new system, which begins in the fall 2013.

- **Paige Oxendine, Student Body President** (met with Chair Tracy Dalton on Feb. 22, 2013): This connection remains important to AAC; members agree the AAC should be responsive to student needs, so future student body presidents should meet with AAC chairs to facilitate this communication.
• **Dr. Tammy Janke, Dean of the College of Natural and Applied Science** (attended: Feb. 28, 2013, AAC meeting): Dr. Janke visited AAC to discuss the Higher Learning Commission (HLC) requirements for accreditation and the site visit coming in 2015–16. AAC agreed to provide artifacts, like AAC annual reports and Best Practices documents, to assist with this process.

• **Dr. Keri Franklin, Director of Assessment** (attended: March 26, 2013): Dr. Franklin discussed with AAC members the diverse nature of assessment; the AAC Assessment subcommittee committed to share information currently under study with the University and to further develop advising assessment models.

**First Missouri State University Advising Conference**

Along with the National Academic Advising Association (NACADA) and the Academic Advisement Center, AAC supported the first Missouri State Advising Conference, “Positive Approaches to Academic Advising,” which was held on October 22, 2012. Dr. Jennifer Bloom, nationally recognized expert on appreciative advising, was the keynote speaker. This conference was attended by 137 participants from 14 academic institutions. After attending the session “A Chat with the Provost’s Academic Advising Council,” a Missouri Southern advisor expressed interest in starting an advising council at her institution; planning is underway between AAC and Missouri Southern to assist in this endeavor.

**Subcommittee Accomplishments and Activities**

The following sections detail the work of the AAC subcommittees throughout 2012–13. Further documentation and meeting minutes detailing these actions are available upon request.

**Recognition and Rewards**

*Subcommittee charge:* The Academic Advising Council recognizes that the success of academic advising at Missouri State University depends on the contributions of many individuals across campus, both official academic advisors and other supporters, which should be acknowledged and recognized.

**Excellence in Advising Support**

Through the course of this term, the Recognition and Rewards subcommittee developed the Excellence in Advising Support Award, wrote the criteria and application process for the award, and submitted the materials to AAC for approval. AAC approved the award’s criteria, and the inaugural recipient of this campuswide honor is Brian Edmonds, Computer Services. This is now a standing advising award at Missouri State.

**Advisor Spotlight**

This monthly, online feature will be posted to the Academic Advisement Center’s Web site to recognize members of the AAC or other advisors across campus. Christina Bowles, a current academic advisor with the center, will post video-clip features of an advisor, who will explain the importance of advising, advising tips, etc. The first member to be featured in an online video was 2012–13 AAC Chair Tracy Dalton, and Monica Jones, Assistant Director of Athletics for Academics and Student Services is the second featured advisor during the summer 2013. Each month during the academic year, the previous video clip will be archived and a new video will be posted.
Upcoming projects and unfinished business for Recognition and Rewards

The follow list includes projects that will be completed as time allows:

- Provide an opportunity for current Master Advisors to request an updated Master Advisor certificate. **Rationale:** For Master Advisors who have had a name change, completed another degree, want the current President’s signature on a certificate, or have a certificate that was issued before the University’s name changed from Southwest Missouri State University.

- Send email reminders to current Master Advisors about printing transcripts or records of advising activities from Academic Advisement Center database. **Rationale:** For Master Advisors who may need a record of their advising activities, including advisor forums and advising workshops attended, for tenure and promotion or appraisal and development plans.

- Send lists of Master Advisors (both active and inactive) to deans and department heads. **Rationale:** The Academic Advisement Center director has previously sent lists upon request, but regularly sending lists of advisors may encourage deans and department heads to ask those inactive Master Advisors to reactivate their status.

Other suggestions

- **Creating a new advising award for upcoming advisors:** After considering the impact the Master Advisor Reception has had on campus through the Advising Support Award, the committee decided that the reception can accommodate another award recipient. The future AAC Recognition and Rewards subcommittee could develop this new award for a graduate student who is planning a career in academic advising, since many GAs on campus achieve Master Advisor status and develop interests in seeking careers as academic advisors.

Assessment

**Charge:** The AAC will identify current advising practices that are successful and encourage those practices among more advisors. Further, the AAC will work to enhance consistency and quality within the advising system and support student development initiatives. The Assessment subcommittee focuses on these initiatives by developing assessment tools and by analyzing collected data.

In 2012, the AAC created a survey of items to assess academic advising in alignment with our institution’s Advising Mission Statement. Along with demographic information, survey items addressed satisfaction, expectations, personal responsibility, and advisor support in relation to academic advising at Missouri State. The freshman survey was administered in GEP 101 classes during the fall 2012 semester, and a mirrored version was administered to graduating seniors at several sessions of the GEN 499: University Exit Exam during the spring 2013 semester. The Provost’s Office approved funding for Scantron sheets (Oct. 2012) to be used during the spring 2013; this funding (approx. $2,000) will be needed for future assessment in approximately three years: freshmen during the fall 2015 and seniors in the spring 2016. The following is the complete data set (N = 1,172) from 2012–13:

- 501 freshman surveys
- 671 senior surveys

Data entry will be completed during summer 2013 with qualitative and quantitative (e.g., chi square, ANOVA, and regression) analyses following during the fall 2014 semester. A completed report of results will be made available to the Provost, Associate Provosts, and Director of Assessment, and members of the AAC Assessment subcommittee will be available to meet with these individuals to discuss the most effective strategy for disseminating assessment results to the appropriate stakeholders.
**Awareness and Advising**

*Charge*: The AAC will create, develop, and implement strategies which reflect the University’s advising Best Practices and Mission Statement to increase recognition of the advisement process as a valuable academic component in the Missouri State experience. This subcommittee works to achieve these goals.

The Awareness and Advising subcommittee developed customized messages for different audiences on campus (students, faculty, staff, and administrators) that could be communicated through multiple venues at various points in time. Members of the subcommittee determined (and members of the AAC agreed) that the student messages should communicate the services and resources advisors can provide as well as promote the importance of the advisement process in students’ academic careers. The messages developed for University employees focused on providing information about professional development opportunities related to advisement, communicating the purpose of the larger AAC, and increasing recognition of achievement/maintenance of the Master Advisor status. Several short- and long-term goals were established by the subcommittee over the course of the year:

**Short Term**

- Create and utilize promotional/informational fliers to communicate messages to students with a theme of “Don’t Wait” regarding registration timelines during peak advisement times (September-November; March-May).
- Utilize the digital message boards in the PSU to “remind” students (as well as other University employees who frequent the PSU) that advising is integral to their success on campus. The “Don’t Wait” message will continue.
- Utilize the Missouri State homepage to include an advising picture and short “Don’t Wait” message during peak advising times (preferably a group shot of advisors wearing Bearwear).
- Create and maintain an “Ask the Advisor” column in *The Standard*. Students can submit questions that advisors will then address. This will be available in the print and online editions.
- Utilize the Provost’s Communique as a means of communicating advising achievements and activities to faculty, staff, and administrators on campus.

**Long Term**

- Plan an Academic Advising Week to occur each fall semester.
- Use available social media outlets to communicate advising reminders and as well as other information to our target audiences.
- Help facilitate the development of additional advisor training opportunities, including interactive online or streamed format, so faculty can take advantage of their availability. This flexibility may allow for “guests” from our other campuses (West Plains or Mountain Grove) to view these as well as guests from other institutions. These modalities would be available in addition to the current face-to-face advisor training workshops.

Of the above listed goals, the Awareness and Advising subcommittee was able to accomplish the following during 2012–13:

- *Creation and distribution of a “Don’t Wait” advising flier for posting around campus during spring 2013 advisement*. This “Don’t Wait” advising flier was also used on the digital message boards in the PSU (for the month of April 2013).
- *Publication of the “Ask an Advisor” column in The Standard*. After several meetings with student editors, the first advising column appeared in *The Standard* on the Opinion page, “Academic Advisement [sic]
Council here to help,” which ran in the April 16, 2013, print and online editions. The objective of this initiative is to publish a regularly occurring Q&A column.

**Faculty and Staff Concerns**
*Charge:* This subcommittee exists to discuss and address advising concerns of faculty and staff members of Missouri State.

**Developed Senior Academic Advisor Position**
The Faculty and Staff Concerns subcommittee drafted a proposal, which was approved by AAC members, to be submitted to the Provost for the creation of a Senior Academic Advisor position. AAC representatives requested the creation of a Senior Academic Advisor position through the Provost’s Office in June 2013, and Dr. Chris Craig is handling the request to offer this position to University staff advisors. This position would be similar to the Senior Instructor position currently in place for Missouri State University faculty. A staff academic advisor promoted to Senior Academic Advisor would receive a $2,500 increase to his or her base salary.

The AAC approved this job description for the Senior Academic Advisor position:

An Academic Advisor who has demonstrated excellence in advising and service at Missouri State University for at least five years (not necessarily consecutive) may be appointed as a Senior Academic Advisor (or appropriate alternative title.) Senior Academic Advisors must have a master’s degree and Master Advisor certification. Senior Academic Advisors are expected to provide leadership in advising and provide appropriate university service. Senior Academic Advisors may participate in teaching, research, or creative activities. Additional criteria used to determine appointment as Senior Academic Advisor may include annual performance reviews, professional development activities, and student advising evaluations.

The Faculty and Staff subcommittee also developed a list of criteria and portfolio requirements for a Senior Academic Advisor, which AAC approved. Dr. Craig also has these documents and will use them to try to establish the Senior Academic Advisor position.

**International Student Advising**
The Faculty and Staff Concerns subcommittee worked with representatives from the Office of International Student Services to improve access to information for advisors. AAC is currently working with a graduate student intern, Kristie Reynolds, to develop an international student advising handbook as well as online training modules about advising international students. The manual should be posted to the Academic Advisement Center Web site by the end of the summer 2013.

**Unfinished Business for 2013–14**
- **Senior Academic Advisor Position:** AAC members remain available to consult with the Provost’s Office about this career ladder development until it has been implemented by the University.
- **Temporary Military Absence Attendance Policy:** AAC is working with Veterans Affairs and Faculty Senate to develop a Temporary Military Absence policy to assist veterans as they serve in the military and when they must leave campus for medical appointments at a VA Hospital.
• **Online training modules about advising international students:** This project is underway during the summer 2013, but due to time constraints and available information, complete development of these training modules may need to continue through the fall 2013.

• **Online academic advisor evaluation system:** Student Body President Paige Oxendine passed on information from SGA. She explained that students would like to be able to complete online evaluations for advisors like they can for faculty. This is a topic for AAC discussion during the next academic year.

• **Tenure and promotion:** After discussions with the Provost’s Office, AAC will continue to encourage enhanced considerations for advising in tenure and promotion decisions in the teaching category.