Why?

Enrollment – Current structure not working as well as we need

Board Direction
• Complete College America – Game Changers: Meta-majors, Degree Maps, Retention, Time to Degree, Graduation Rate

Career Path for Advisors

Starfish
• Consistency of Interaction, Service and Reporting
• Accountability

Hobson’s (or Other) CRM
• Consistency of use and entry

Retention
• Will improve student outcomes (retention, graduation rate, job placement)
• There are opportunities for gains – estimate $2 million in short run
Longer Term Vision and Goals

Role of Faculty and Staff

• Professional advisors – program progression and registration (partner to faculty)
• Mentoring remains key faculty role but augmented with staff
• Recruiting and retention – everyone’s responsibility, driven by one unified strategic voice

University movement toward:

• Consistent management of contemporary advising and retention strategies
• Consistent service to students with General Advisor/Primary Advisor roles – irrespective of current College resources and operational protocols
• Ability to conduct evaluation of recruiting/retention initiatives and have university level data on effectiveness and ROI
• Campus wide implementation of initiatives such as Starfish Student Success System can be uniformly implemented
Aligned Management of Advising and Recruitment at the University of Idaho

Advising staff impacted:
• All advising staff will be managed under SEM
• Advising staff will continue to be physically present in colleges and centers
• There will be some movement of key personnel to more centralized positions with larger responsibility

Recruitment staff impacted
• Recruitment outreach staff will be managed by the Admissions Office
• All search/outreach will be conducted by recruitment staff
• Development of inquiries to enrolled students is entire campus responsibility

Resource impact
• Nominally 1/3 of current advising staff and 4/5 of current recruiting staff are funded from central funds already
• No funding shifts this year
• Staff will occupy same offices/space