Advising Impact on Student Persistence

Advising consistently ranks at the top of impactful student success practices. But a one-size-fits-all approach to advising is becoming increasingly unsustainable and burdensome.

Analysis of advising impact across 3.9 million students at 48 partner institutions found that successful advising programs use actionable analytics, such as changes in persistence predictions, to match their level of support with the level of student need – allowing them to become more efficient and effective.

This report shares a snapshot of what's working in advising over the last 18 months and serves as a benchmark to help your team explore the impact of advising at your institution.

Advising Activities Overall Impact on Persistence:

Advisor interactions are a foundational part of the student experience. But interactions aren't just limited to meetings. Teams effectively scaling personalized outreach use a combination of advising approaches to positively influence student persistence, including in-person meetings, email and text communication, and one-to-many services like group advising. Additionally, tracking interactions in notes provides context for future interactions and other student success professionals giving assistance.

- **Advising Appointments...** +6.4 PP
- **Advising Notes...** +4.9 PP
- **Personalized Advising Outreach...** +3.5 PP

Advisor-Prepared Degree Plans:

Assigning advisors the task of preparing degree plans for students may seem like a smart way to simplify the process while keeping students on track. The analysis revealed that advisor-assigned degree plans often harm student success unless the process includes active student participation and iteration. When students took the lead in their degree planning, with advisors acting in a supporting role, however, the results were much different: a significant increase in persistence.

- **Advisor-Assigned Degree Plans... -**9.9 PP
- **Guided Student-Made Degree Plans...** +6.9 PP

Impact is measured using percentage-point (PP) lift that each activity had on persistence, a leading indicator of student success.

For more on what's working for student success, check out the full 28-page Student Success Impact Report.

Learn More

Advising Outreach:

How advisors communicate with students makes a difference in persistence. Analysis of partner institutions' outreach activities reveals that transactional mass communications adversely affect persistence. While those outreach campaigns that use student success analytics to personalize communication messaging, timing, and channels positively impact persistence.

- **Generalized Advising Outreach... -**3.3 PP
- **Personalized Advising Outreach...** +3.4 PP

Advising Impact On Different Student Groups:

Because taking a tailored approach is critical to advising efforts, it's important for advising leaders to have access to segmented data. By analyzing student data for different populations, advising leaders can better understand the impact of various advising strategies on specific sub-groups -empowering advisors to tailor student engagement and outreach efforts accordingly. This differentiation and diversification also make it possible to scale and be proactive consistently across all students.

BY ENROLLMENT TYPE

First-Time in College:
- **Advising Appointment...** +7.1 PP
- **Advising Notes...** +4.5 PP
- **Personalized Outreach...** +3.2 PP

Transfer:
- **Advising Appointment...** +8.7 PP
- **Advising Notes...** +5.8 PP
- **Personalized Outreach...** +7.0 PP

Re-Admitted:
- **Advising Appointment...** +11.0 PP
- **Advising Notes...** +10 PP
- **Personalized Outreach...** +7.7 PP

BY RACE

Asian/Pacific Islander:
- **Advising Appointment...** +8.3 PP
- **Advising Notes...** +10 PP
- **Personalized Outreach...** +6.0 PP

Black:
- **Advising Appointment...** +9.9 PP
- **Advising Notes...** +7.5 PP
- **Personalized Outreach...** +6.8 PP

Hispanic/Latino:
- **Advising Appointment...** +8.0 PP
- **Advising Notes...** +6.0 PP
- **Personalized Outreach...** +5.9 PP

White:
- **Advising Appointment...** +7.0 PP
- **Advising Notes...** +4.2 PP
- **Personalized Outreach...** +4.1 P PP

BY PERSISTENCE LIKELIHOOD

Very Low Likelihood to Persist:
- **Advising Appointments...** +16.3 PP
- **Advising Notes...** +9.5 PP
- **Personalized Outreach...** +7.6 PP

High Likelihood to Persist:
- **Advising Appointments...** +3.6 PP
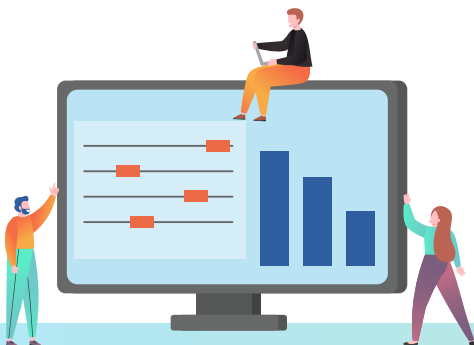- **Advising Notes...** +2.7 PP
- **Personalized Outreach...** +3.8 PP

BY ATTENDANCE STATUS

Part-Time:
- **Advising Appointment...** +10.8 PP
- **Advising Notes...** +7.8 PP
- **Personalized Outreach...** +6.3 PP

Full-Time:
- **Advising Appointment...** +6.2 PP
- **Advising Notes...** +3.2 PP
- **Personalized Outreach...** +3.1 PP

Ready to scale proactive support on your campus? Discover how Civitas Learning's institutional partners are delivering proactive, personalized guidance & support at scale.

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