Integrating Career Advising throughout the Student Experience

What we’re learning at the Advising Success Network

#FUTUREREADY
Our Session Agenda

- Welcome & Introducing the Advising Success Network | 5 mins
- Key Findings from our Higher Education Landscape Analysis of Career Advising Integration | 10 mins
- Case Studies: Promising Practices in Career Advising | 10 mins
- How to use the Integrating Career Advising Toolkit | 15 mins
- Q & A
Michelle Foley

Associate Director of Strategic Partnerships for the Advising Success Network
NASPA—Student Affairs Administrators in Higher Education
Lynn Brabender

Director of Student Success and Service Provision
American Association of State Colleges and Universities (AASCU)
Dr. Jamil D. Johnson

Associate Director for Research and Grants,
National Resource Center for The First-Year Experience and
Students in Transition

Clinical Assistant Professor, Higher Education and Student Affairs

University of South Carolina
Our goal as a network is to advance racial and socioeconomic equity in higher education by working with institutions to build healthy and inclusive cultures that provide students with advising experiences that are sustained, strategic, integrated, proactive and personalized.
We're on a mission to create institutional cultures of care that support students and advisors to move advising from transactional to transformative.

The Advising Success Network provides individuals and institutions with:

- Free resources: Our resources include case studies and toolkits for advisors, advising leaders, and anyone connected to holistic student supports.
- Opportunities to present and showcase: Our network highlights exemplary programs and success stories from institutions that serve our priority populations of Black, Latinx/a/o, Indigenous, Asian, Pacific Islander, and poverty-affected students with holistic and affirming support.
- Dedicated time to learn in communities of practice
- Relevant and meaningful staff and faculty professional development and access to national experts.

Integrating Career Advising throughout the Student Experience: A Higher Education Landscape Analysis
Career Success is Student Success

Career advising is often missing in the discussion of student success

- Career advising is one of the most likely practices to increase college student career mobility in the first 10 years after graduation *
- When students create career-related goals they are more likely to make decisions that have a positive impact on persistence
- When students speak often with staff about their career aspiration they feel more prepared for the workforce

Share with your neighbor (1 min each)

● Where does career advising occur on your campus?

● How does your institution define and measure student career success?

● Does your institution analyze disparities faced by different groups of students that could impact students’ career outcomes?
Integrating Career Advising for Equitable Student Success: 
A Landscape Analysis

Principal Researchers and Authors: The Career Leadership Collective

Key questions: Where does career advising currently take place? How are institutions approaching integration of career advising to support equitable student success? What are the most effective practices?

Methodology:
- Literature Review
- Trends and Technology Review
- Career Advising Integration Survey: Conducted with 2-year, 4-year, public and private, HSIs and HBCUs (77 responses)
- Focus Groups: 19 campus leaders seeking to integrate career advising
- Individual Interviews: 32 campus leaders
Career Success is Student Success: Key Findings from our Higher Education Landscape Analysis (2021)

- Effective career advising practices often only reach a small number of students, are episodic, are not required, and are not integrated strategically into the student experience.

- Integrating career advising into existing advising, learning, and student success practices can positively influence equitable student success when institutions are proactive about the needs of first-generation, low-income and racially minoritized students.

- Few 2-year, 4-year public or private colleges are strategic and intentional about collecting, analyzing and using career advising data to discern equitable student success.
To improve equitable student outcomes, institutions should strategically and thoughtfully embed career advising into academic advising, instruction, curriculum and co-curricular activities.

Critical Integration Components

- Foundational Data
- Topic, Timing & Teams
- Scalable Solutions
- Instruction & Curriculum
- Faculty & Staff Champions
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Integrating Career Advising throughout the Student Experience: Promising Practices
Career Advising as a Tool for Student Success and Educational Equity: Case Study Collection

**Community College/Two-Year**
- Bakersfield College | Bakersfield, CA (HSI)
- Lorain County Community College | Elyria, OH
- Norco College | Norco, CA (HSI)

**Four-Year Public**
- George Mason University | Fairfax, VA
- SUNY Old Westbury College | Long Island, NY (MSI)
- University of South Carolina | Columbia, SC
- University of Fraser Valley | Abbotsford, BC, Canada

**Four-Year Private**
- Augustana University | Sioux Falls, SD
- Gustavus Adolphus College | St. Peter, MN
- Regis College | Weston, MA
- Rice University | Houston, TX
Case Study Collection: Trends and Highlights

Where do we see career advising?
- Pre-term
- FYE/SYE Courses
- Career Exploration Courses
- Guided Pathways
- For transfer students
- Capstone courses
- Campus-wide (not one department or program)

Mode of delivery
- Upward Bound/Summer bridge
- Included in existing course curriculum
- Spring semester, J-Term, asynchronous
- New technology platforms
- Seminars in College of Science
- Capstone for Bachelor of Arts
- Doctoral programs
- Train-the-trainer/cross functional

Implications for the field:
Careers discussions must be “woven into the fabric” for the student from the point of entry to college to graduation.
Advising at HBCUs: A Resource Collection Advancing Educational Equity and Student Success

Highlights the "invisible voices and experiences" of students attending Historically Black Colleges and Universities (HBCUs).

- Elizabeth City State University
- Fayetteville State University
- Albany State University
- North Carolina Central University

Major findings

1. The impact of advising on student success
2. The intersection of advising on sense of belonging (connection) to the institution
3. The critical need for career conversations and support to be integrated throughout a college students journey (from point of entry to graduation)
"I chose this university because of the programs that it has here. I wanted to do computer science and engineering and they have a really good engineering program here. And they also have ROTC, which I thought would help me get more experience for my future career opportunities."

"I’m here for the opportunities out of here. I know a lot of people don’t get it when I say I’m not particularly here just for the degree. I’m also here for the opportunities, the internships, the people I meet. The network. I’m here to open countless doors."

Sheppard & Bryson (2022)
Advising at HBCUs: A Resource Collection Advancing Educational Equity and Student Success

Elizabeth City State University (Elizabeth City, NC)
“Staying on Course” student guidebook:
First Year – Plan Your Voyage, Sophomore Year – Set Sail, Junior Year – Navigate Your Journey, Senior Year – Prepare to Dock.

Albany State University (Albany, GA)
Success and degree attainment depends on students receiving continued support, not only in their first-year, but also throughout the college career. Woven in to the fabric of advising.

Advising at HBCUs: A Resource Collection Advancing Educational Equity and Student Success

Fayetteville State University (Fayetteville, NC)
Student Success Peer Coaching impact for engagement and career advising during COVID-19 from an asset-based framework.

North Carolina Central University (Durham, NC)
Implementation of a Blended advising model to remove barriers to success (academic advising, program advising, academic coaching).

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Integrating Career Advising throughout the Student Experience: A Toolkit
Integrating Career Advising for Equitable Student Success: A Toolkit

What does the toolkit include?

● Research insights, goals, campus examples, exercises, worksheets, suggested action steps for each focus area

● Guidance on developing a cross-functional team and working groups of faculty and staff to implement this work

Who should use the toolkit?

● Senior leaders in departments such as academic affairs, student affairs, enrollment management, student success, academic advising, institutional research IT, HR, financial aid, career services.
Toolkit Activity: Self-Assessment
(found on page 27 of the Toolkit)

Integrating Career Advising in Academic Advising Approach Review

- Complete the self assessment, answering the “does your campus...” questions (3 min)
- Share with your neighbor: What did this assessment elevate to you about current landscape of integration of career advising on your campus? (2 min)
Thank you!