Analytics for Navigation: Equipping Advisors with Tools That Matter

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Curricular Engagement & Advising Track

Equipping Advising Administrators to Enable Proactive Guidance

Background: About Me

- Born and raised in Miami, Florida

- Attended Florida State University and Nova Southeastern University

- Over 25 years of progressive experience in higher education

- Experience across two state higher education systems

- Published author, professor, and administrator

- Currently in my 8th year of service at Georgia State University

Focus Areas:

Academic advising leadership

Data-informed student success strategy

Advisor training + technology integration

Cross-unit collaboration for student success

First Generation students' retention & progression

Quick Chat (60 sec): Turn to someone near you and share one thing from your background that influences how you approach advising.

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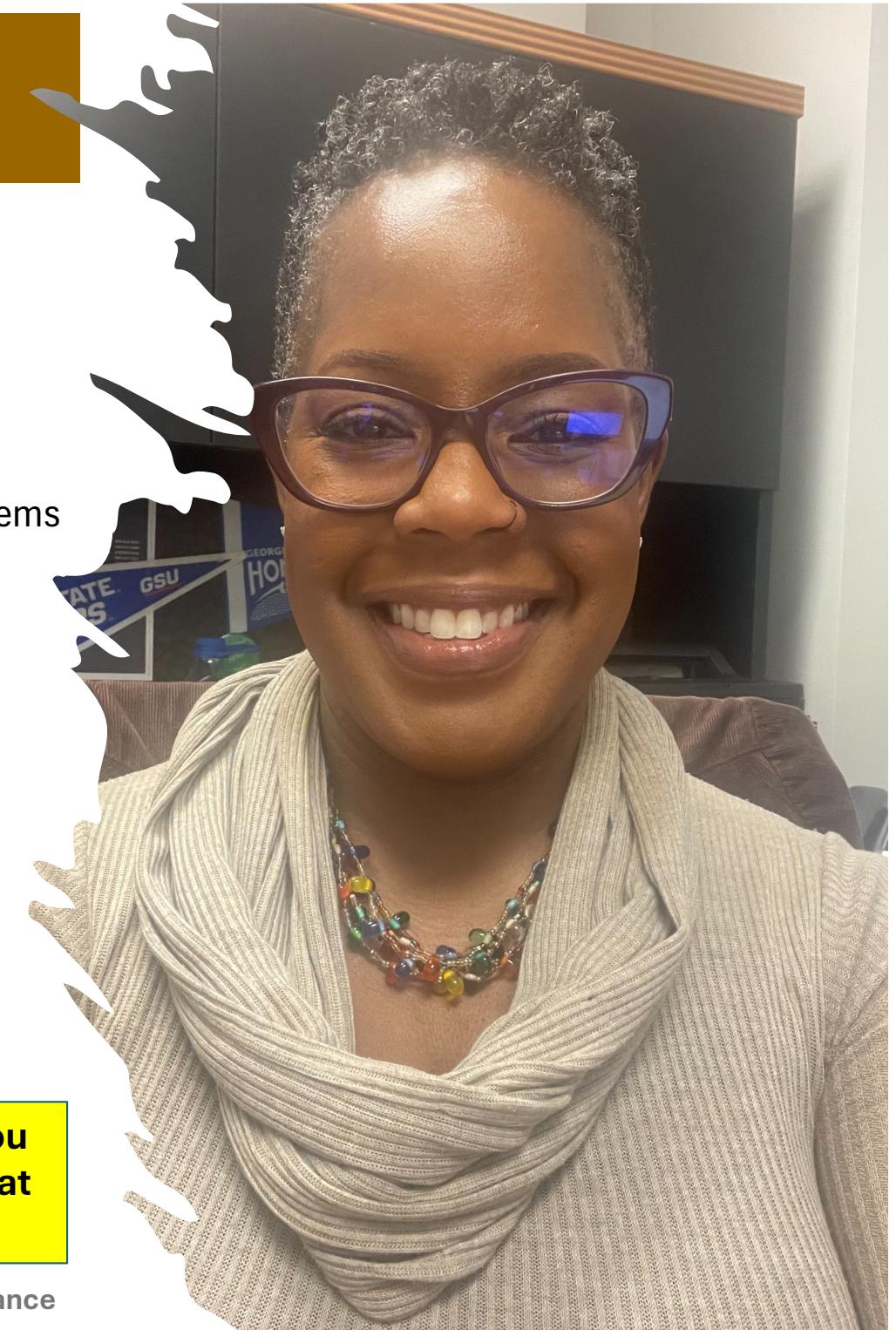
Session Outcomes

Recognize

- Recognize how leadership decisions shape the conditions for effective advising analytics.

Distinguish

- Distinguish between data availability and data usability at the unit level.

Assess

- Assess institutional readiness across the Triple-T:
  - T1: Training — standards, staffing, cadence
  - T2: Technology — alignment, integration, workflows
 - T3: Translation — reports, playbooks, accountability

Apply

- Apply one administrator-level change in the next 30 days to improve analytics-enabled advising

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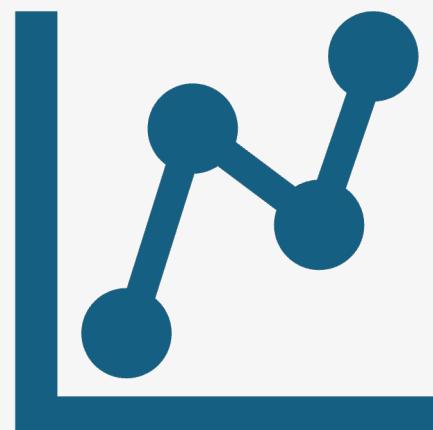
Welcome Colleagues: Advising Leaders

- What is your leadership role in supporting advising at your institution?

- Name 2–3 words that describe how your decisions influence student navigation.

- Share with a neighbor (2-3 minutes), then 3-5 volunteers share themes.

Louisiana Community & Technical College System

University of Louisiana System

Louisiana State University System

Southern University System

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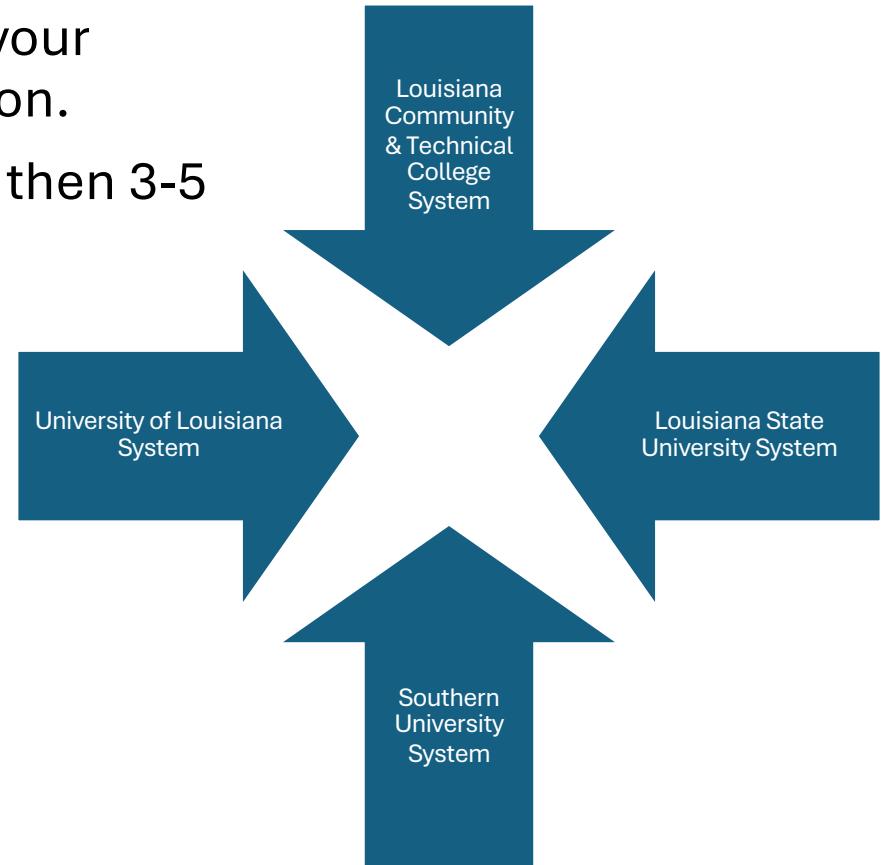
Micro-Debrief Questions

- How did your partner's perspective differ from yours?
- What patterns did you hear across the room that reflect advising culture?
- What insight will you carry into today's session?
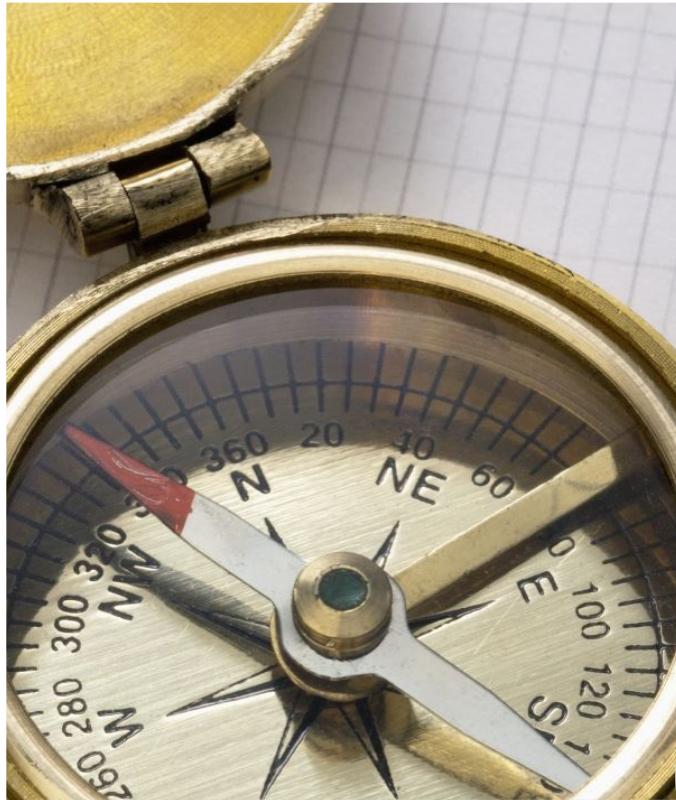
Let's Dissect: Analytics for Navigation: Equipping Advisors with Tools That Matter

In the field of advising, "Analytics for Navigation" really means:

Using timely, relevant data to help advisors guide students through curricular and institutional pathways with fewer detours and better outcomes.

"Navigation" = How Students Move Through the Institution

"Analytics" = The Map, Signals, and Early Warnings

When **paired correctly**, this means:

- Advisors can see where a student is, not just where they've been

- Advisors know what usually happens next in a pathway

- Advisors can intervene before students miss milestones

Thus:

Analytics help advisors move from *reactive problem-solving* to *proactive pathway guidance*.

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Why This Matters for Administrators

Administrators shape the ecosystem in which advising thrives. They:

Set expectations for data-informed practice

Determine resource allocation and staffing models

Champion technology adoption and training

Establish a culture that values proactive, student-centered advising

This reinforces that the impact is *structural*, not incidental.

"Take care of our associates and they will take care of our customers."
JW Marriott

"Take care of our advisors and they will take care of our Students."
RM Johnson

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Current State Of Affairs

What barriers currently limit effective use of analytics in advising across your unit or institution?

Which of these barriers fall within your authority to remove, reduce, or redesign?

Identify one barrier you can reduce this year via policy, staffing, or process redesign.

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- Map your system context (campuses, colleges, modality) to advising needs.
- Identify one structural advantage and one persistent challenge for analytics-enabled advising.
- Pair-share (60 sec) and compare with a neighbor.

Institutional Perspective

Georgia State University apart of the University System of GA

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Case Example: Large Urban Research University

- State-funded research institution; multiple campuses plus online.
- 50k+ students; 90+ programs; associate through graduate and professional.
- Implication: Scale and complexity require standardization, integration, and clear accountability.

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Tiered Advising Structure

Associates Level

- Director
- 6 Assistant Directors
- 1 Graduation Counselor
- 13 AAIIIs
- 19 AAIIs
- 6 AAIs
- 4 Customer Service Specialists
- 5 Physical Locations (co-located)
- 50+ Work study students across all campuses:

Bachelors Level

- Director
- 5 Assistant Directors
- 1 NAVIGATE Admin. Specialist
- 3 Graduation Counselors
- 11 AAIIIs
- 27 AAIIs
- 16 AAIs
- 2 Customer Service Specialists
- 1 Administrative Assistant
- 1 Location (housed on two floors)

Administrator Takeaways

- Clarity in roles improves training and quality assurance.
- Consistent onboarding and cross-campus equity require centrally defined standards.
- Track coverage, caseloads, and service levels to inform staffing and budgets.

Pause and Discuss: Discuss and Compare

What does your current structure enable or constrain regarding analytics and training?

Which trade-offs are intentional, and which are legacy constraints?

Craft a one-sentence description of your model; share two examples.

Triple-T Technique

Effective Advising Analytics Require Balance

Triple-T at the Leadership Level

T1: Training – Build competency, confidence, and consistency across units.

T2: Technology – Provide aligned systems that reduce friction and duplicate work.

T3: Translation – Convert data into clear action with playbooks and accountability.
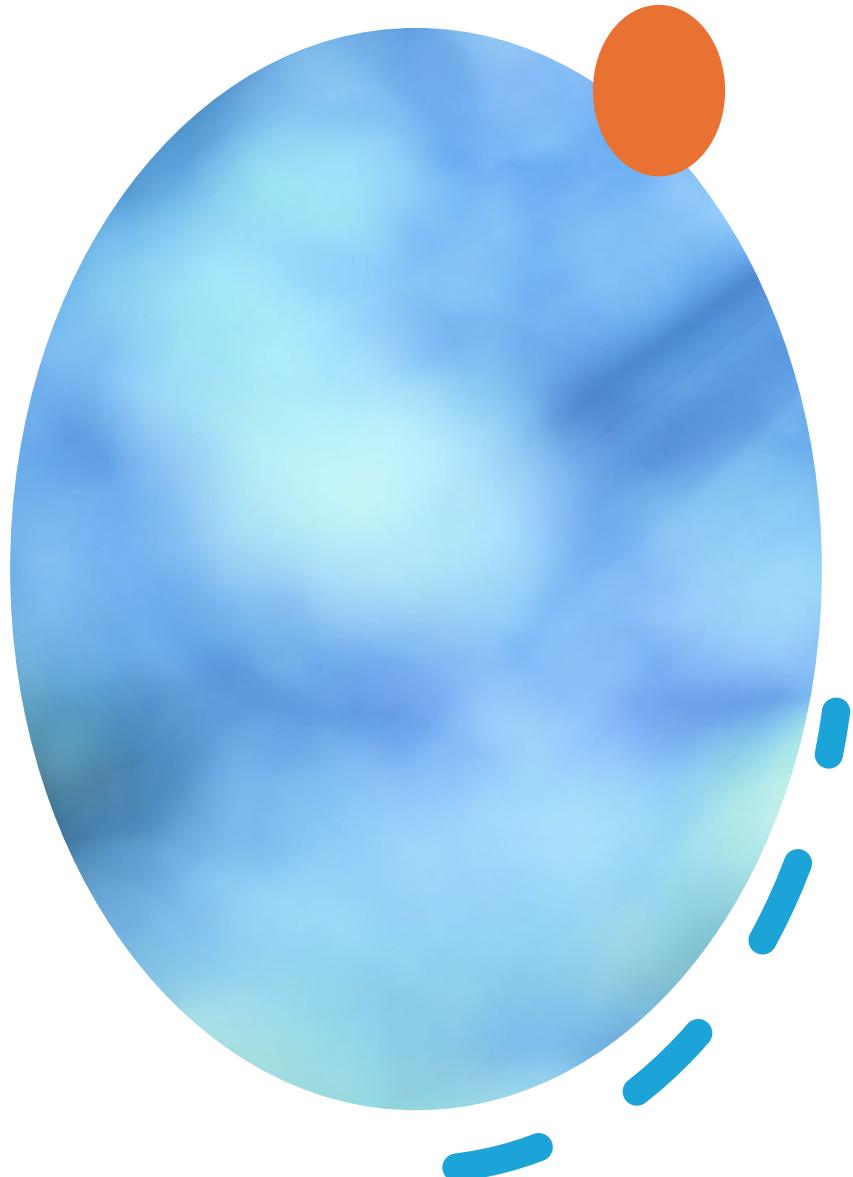
T1- Leadership Responsibilities

Define the "Why" & Establishing Standard of CARE: connect training to advisor success and student outcomes.

Fund and staff a repeatable training program (new-hire + ongoing).

Publish and maintain an Advising Training Manual in a central workspace (e.g., Teams).

Set expectations for completion, certification, and refresh cycles.

Components of Advisor Training: The Administrative View

Oversight

Assistant Director or lead present in training to model standards.

Engagement

Experienced advisors provide mentoring and reverse shadowing.

Coordination

Central calendar with campus partners and college offices.

Reflection

Built-in debriefs; mentor pairing; documented feedback loops.

Always Remember your Standard of CARE

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New-Hire Communication Cadence for Administrators

From soft offer → Day 1: establish a proactive, welcoming cadence.
Track in a shared sheet:
>	Candidate name, position, supervisor
>	Offer sent/signed dates
>	Welcome emails (Director/AD/Peer group)
>	Pre-start checklist completion

Goal: zero friction on Day 1; immediate connection to team and mission.

Team Member	Position	Supervisor	Offer Sent	Offer Signed	Email from Director	Email from Assistant Dir.	Email from NAT Committee
Allisha Gray	Guard	Coach 1	Yes	No	No	No	No
Te'hina Pao Pao	Guard	Coach 1	Yes	Yes	Yes	No	No
A'ja Wilson	Forward	Coach 2	No	No	No	No	No

Be Intentional in the Welcome

- Office & technology ready: phone, computer, monitors, peripherals, access.
- Supply kit prepared; workspace signage; building and systems access active.
- Day-1 concierge: greeter, tour, introductions, and essentials (ID, parking, keys).

Cohort Onboarding & 4-Week Training Model

- Cohort model begins first Monday after the 1st of the month.

- Blend: shadowing, role-playing, frontline triage, policy & technology deep dives.

- Assessments ensure readiness; remediation plans for gaps.

- Monthly continuing education; annual PD day to reset and align.

Welcome to the University Advisement Center!!!
New Advisor Checklist

Thursday, May 1, 2025

- Watch the Student Success video:
- Meet your UAC Team and ask about Fun Facts!
- Atlanta Campus: 4th/5th floors tour, location of stairs, break rooms, copy-supply room, seminar room, conference rooms, subbasement entrance, vending machines
- Perimeter College University Advisement Center and Campus Tour
- Visit Human Resources to submit any documents.
- Activating Your Campus ID Password
- Confirm your lunch break time for today and tomorrow. **12:00PM or 1:00PM**
- Ask team members for lunch break location suggestions. _____

_____

- Review One USG New Hire Information:
  https://oneusgconnect.usg.edu/new_hire_information
- Complete Banner Access Request Form.
- One-on-One with your AD (30 minutes) Be prepared to ask 1-2 questions about your new role.
- One-on-One with AAIII (30 minutes) Be prepared to ask 1-2 questions about typical day.
- **Atlanta Campus Parking:** Staff can obtain a payroll deduction permit and a monthly parking permit that allows for unlimited entries. If you have any questions, please contact Parking & Transportation at .

Administrator-Defined Core Training Topics

Standard of Care; Roles & Responsibilities; Anatomy of a Session.

Curriculum (Core/Meta Majors); Academic Policy & Forms.

Technology Systems: Navigate, Banner/PAWS, LMS, CRM, Outlook/Teams.

Campus Partners; Shadowing & Reverse Shadowing; Mentorship.

New Advisor Training Schedule:

Date	Start Time	End Time	
Monday, May 5, 2025	8:30 AM	9:30AM	Introduction: New Employee Meet and Greet
Monday, May 5, 2025	9:30 AM	10:00 AM	UAC Information: UAC Housekeeping
Monday, May 5, 2025	10:00 AM	10:45 AM	GSU Model - UAC Expectations of Training: Learning Outcomes Introduction
Monday, May 5, 2025	10:45 AM	11:00 AM	Break
Monday, May 5, 2025	11:00 AM	12:00 PM	Introduction to UAC Team: Bowl of Questions
Monday, May 5, 2025	12:00 PM	1:00 PM	Lunch
Monday, May 5, 2025	1:00 PM	2:00 PM	UAC Purpose and Expectations: Organizational Structure, Retention, Progression, & Graduation
Monday, May 5, 2025	2:00 PM	3:00 PM	Proactive Advisement Model - The State Way- Our Standard of Care
Monday, May 5, 2025	3:00 PM	3:15 PM	Break
Monday, May 5, 2025	3:15 PM	4:15 PM	Advisor Expectations and Purpose: "What is driving you to advising?"- Your WHY
Monday, May 5, 2025	4:15 PM	5:00 PM	Technology Check In
Monday, May 5, 2025	5:00 PM	5:15 PM	End of Day Wrap Up: Pulse Check & Prep for Tomorrow

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Session topics and Content

- Each training session has a lesson plan and materials in a shared repository.

- Named backups for every session maintain continuity when presenters are out.

- Use multiple modalities: slides, cases, roundtables, hands-on labs.

Continued Training & Quality Assurance

- Mock advisement plans; scenario labs; advisor shadowing & reverse shadowing.

- Academic planners and checklists to standardize expectations.

- Quarterly QA reviews tied to coaching and refresh training.

Advisor Ongoing Training:
Weekly, Monthly, Semesterly and Yearly

I'm An
Academic
Advisor
What's Your SuperPower?

Annual All-Advisor Training
End of term
Two sessions
University supported

Annual Training Topics
Policies
Mental Health
Conflict Resolution
Technologies
Registrar/Financial Aid
Self-Care
Trends in Advising

Discussion: Removing Training Barriers

Where do capacity, policy, or process create friction in training?

Redesign one training element to delete a barrier this term.

Share one change you will implement.

T2 — Technology

Reduce friction. Integrate systems. Simplify workflows.

T2-Technology Principles for Administrators

Systems must reduce friction by predictive analytics, curriculum tools, integrated platforms, and simplified workflows.
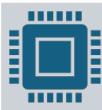
When administrators streamline processes, align technologies, and set clear priorities, advisors can spend more time engaging with students and less time troubleshooting systems.

This directly improves student navigation, mitigates risks, and supports stronger retention and graduation outcomes.

This explicitly ties leadership actions → advising conditions → student success.

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Core Systems Landscape (Example)

STUDENT SUCCESS MANAGEMENT: NAVIGATE (EAB NAVIGATE360).

LEARNING MANAGEMENT: LMS (E.G., D2L BRIGHTSPACE).

STUDENT INFORMATION: BANNER/PAWS (OR EQUIVALENT).

EMAIL/COLLABORATION: OUTLOOK/TEAMS; CRM/SLATE WHERE APPLICABLE.

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Technology Training & Governance

- Embed tech labs in first 4 weeks; continue with monthly refreshers.
- Superusers network; change-control board; release notes to all advisors.
- Metrics: login rates, feature adoption, task completion, time-to-intervention.

New Advisor Training - Navigate360 Proposal

Session Topic	Recommended Placement
Introduction: History and Overview	Within the first 2 days
Getting Started: Setting Up Advisor Profile *Navigate Access Required	End of the first week
Advising Students: Communications and Notes	Beginning of the second week
Advising Students: Proactive Outreach and Report on Advisement	End of the second week
Understanding Your Population: Dashboard and Advanced Search	Beginning of the third week
Understanding Your Population: Predictive Analytics and Academic Planner	Middle of the third week
Reporting and Troubleshooting: Reports and Analytics	End of third week

Discussion Questions

• What technology-related barriers currently limit effective advising at your institution or within your unit?

• Which of these barriers are structural, policy-based, or resource-driven?

• As advising leaders, which barriers are within your authority to remove, reduce, or redesign?

• What is one realistic change you could initiate this year to improve technology use in advising?

T3 — Translation

Analytics require meaning, context, and action

T3-Translation for Administrators

- Standardize reports and definitions (e.g., holds, milestones, risk flags).

- Publish intervention playbooks with "if/then" actions and timelines.

- Close the loop: track outreach, outcomes, and escalation paths.

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Communication & Outreach Standards

- Coordinate email/SMS outreach windows to avoid overload.

- Use data to segment messaging (e.g., >2 holds by week 3; no advising in term).

- Dashboards for leaders: coverage, response rates, conversion to appointments.
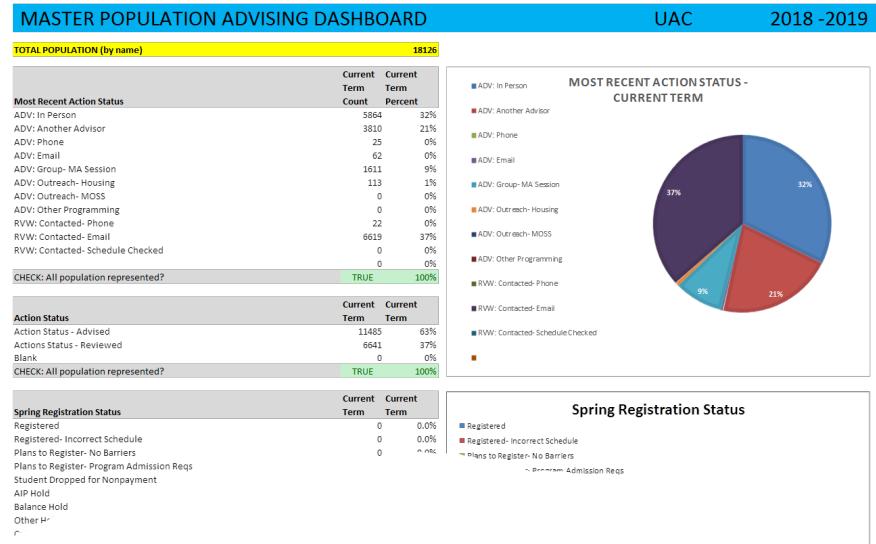
Unit Data Working Group (Example)

- Membership: Director, Assistant Directors, one advisor per team, analyst support.

- Cadence: biweekly sprints on definitions, dashboards, and interventions.

- Deliverables: standardized reports, action logs, and post-intervention reviews.

| HEALTH OF POPULATION (BY CAMPUS)							
Campus	Alpharetta	Clarkston	Decatur	Dunwoody	Newton	Online	Total
CURRENT POPULATION	724	1650	783	1857	391	6054	11459
GPA > 2.99	252	579	169	689	153	1997	3839
2.00 - 2.99	195	490	229	497	104	1930	3445
2.00 > GPA	181	400	264	442	91	1553	2931
No GPA (Freshman)	96	181	121	229	43	574	1244
AIP INFORMATION							
# of AIP Students in Population	181	400	264	442	91	1553	2931
# of AIP Students Advised	117	251	166	275	62	976	1847
% of AIP Advised	65%	63%	63%	62%	68%	63%	63%
ADVISED POPULATION							
# of Population Advised	488	842	466	961	305	3178	6240
% of Population Advised	67%	51%	60%	52%	78%	52%	54%
REGISTRATION INFORMATION							
Summer 2023 Registration (Current)	299	591	326	749	177	2446	4588
% Registered of Population	41%	36%	42%	40%	45%	40%	40%
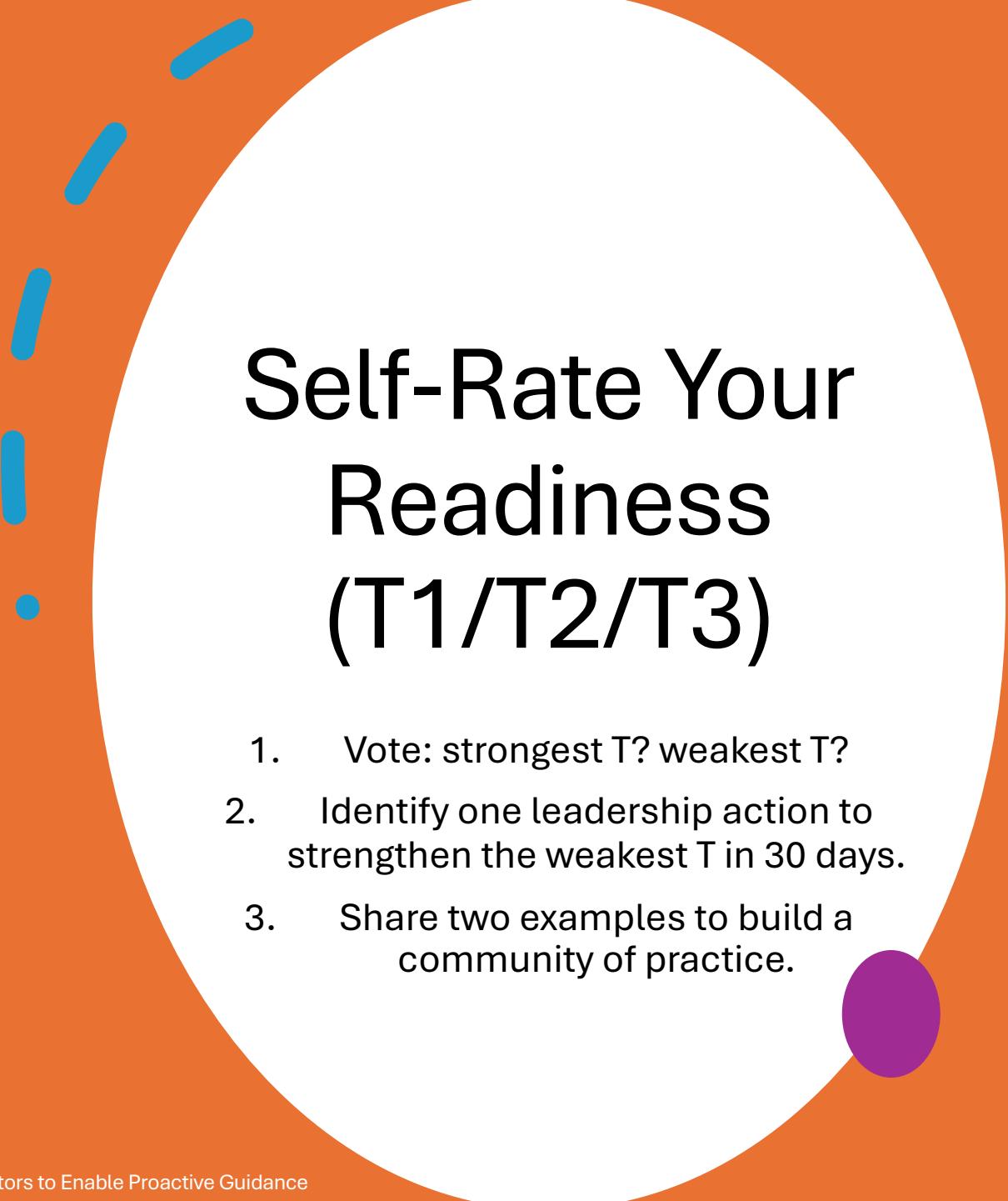
Self-Rate Your Readiness (T1/T2/T3)

1. Vote: strongest T? weakest T?

2. Identify one leadership action to strengthen the weakest T in 30 days.

3. Share two examples to build a community of practice.

Putting the Triple-T Into Practice

- Onboard with Triple-T: align hiring, training, and expectations.
- Simplify data: focus on clarity over quantity; retire low-value reports.
- Foster collaboration : cross-unit liaisons; monthly partner huddles.

Training

3T Framework

Technology

Translation
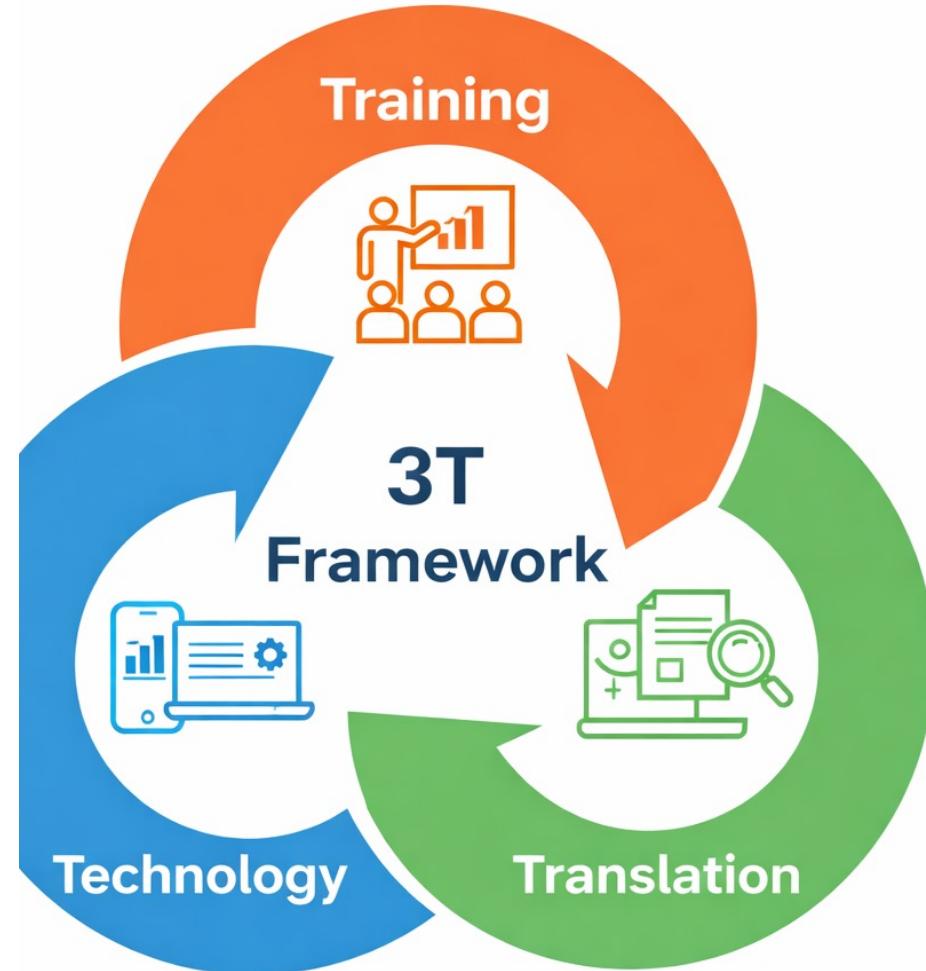
FEEDBACK & Action on that feedback are Essential to Success

What Advisors Say They Need

Clarity over quantity: consistent training; low-burden system.

Support interpreting analytics: faster barrier removal/

Leadership Takeaways & Actions

Prune noise.

Invest in enablement.

Codify playbooks.

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Effective leaders cut out distractions, focus resources on what helps people succeed, and clearly document how work should be done.

Broken down simply:

- **Prune noise** → Eliminate unnecessary meetings, processes, confusion, or competing priorities.

- **Invest in enablement** → Give people the tools, training, authority, and support they need to do their jobs well.

- **Codify playbooks** → Clearly define and document best practices, workflows, and decision-making so expectations are consistent and scalable.

Key Takeaways

Analytics only matter when advisors can act — design for actionability.

Triple-T empowers advisors at scale when leadership owns the balance.

Leadership follow-through drives retention and completion outcomes.

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Commitment Moment

1

Write ONE administrative change you will influence in the next 30 days.

2

Pair-share your commitment with a neighbor; optional 1–2 shares with the group.

3

Photograph commitments for accountability; schedule a 60-day check-in.

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Closing & Discussion
What is one change you can influence this year?
How can administrators better support advisors tomorrow?
Which single barrier will you delete first?

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