

Resourcing Advising Redesign

Resourcing advising is a process of identifying, implementing, and refining effective institutional practices to support students' personal, academic, and career goals. It is an ongoing process that requires continuous evaluation and improvement to adapt to the evolving needs of students. Resourcing advising redesign has a significant return on investment (ROI) when it acts as a retention-based strategy. Resourcing advising is an important process for educational institutions to enhance student success and promote equity.

Senior leadership must offer **structure and guidelines to the strategic budgeting process that generates a transparent, bottom-up approach for developing operational budgets to support academic advising units.**

Why Resource Advising Redesign?

- Develop strategic plan based on historical data trends.
- Evaluate current comprehensive assessment of advising model.
- Develop new advising practices and procedures.
- Use data-informed practices to finance redesign efforts.
- Evaluate the new advising model based on data.
- Create a retention-based and revenue-generating strategy.
- Help institutions optimize the allocation of resources to support advising initiatives.
- Promote proactive advising, which identifies and addresses student needs early on.
- Emphasize the use of data to inform advising practices and recommendations, track student progress, and evaluate the effectiveness of advising interventions.

Centering on equity in holistic advising redesign creates an advising system that is equitable and inclusive for all students.

CLEAR RETURN ON INVESTMENT

The fiscal consequences of retention gains and losses make a strong case for investing in advising redesign for a return that justifies the expense. In short, holistic advising redesign enables more strategic resourcing to be possible.

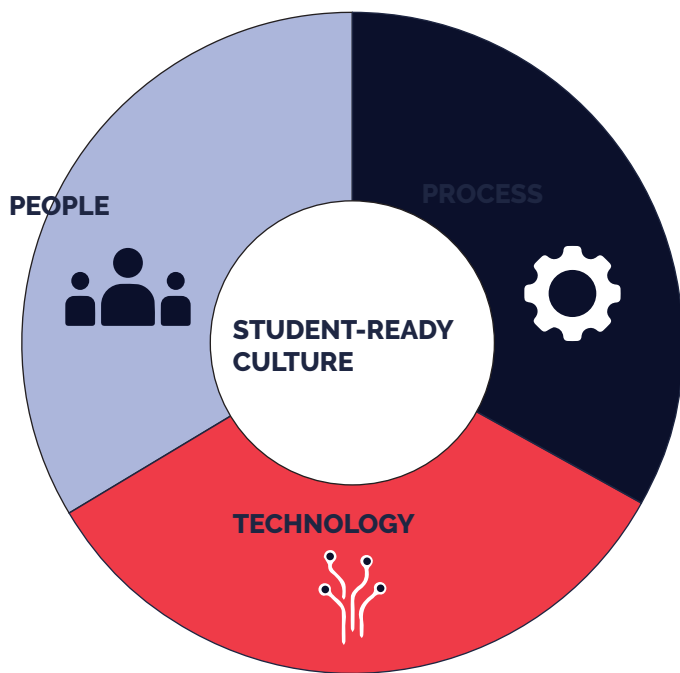
- Allocation and reallocation methods for creating operational budgets should align with the institutional strategic plan, data-informed decision-making (e.g., enrollment, retention trends), and be justified by performance goal projections and advising student learning outcomes.
- The budget request should address the resources needed to implement the plan, such as funding positions to achieve desired advising caseloads.

IMPROVES KEY PERFORMANCE INDICATORS

Holistic advising redesign efforts are often directly tied to improvements in credit accumulation, completion, retention, and graduation rates. Additionally, cohort default rates also benefit from these redesign efforts as students that are retained are more likely to repay student loans — making this a win for the institution but importantly a win for the student.

ADDRESSES RACIAL & ECONOMIC DISPARITIES

Advising touches every student — elevating and improving advising's role in student success allows for closer examination and opportunities for leadership to align advising policies and practices to the institution's mission and core values that seek to advance diversity, equity, inclusion, and social justice.



How Can Leadership Adopt an ROI-Lens to Holistic Advising Redesign?

Resourcing for advising requires leadership to examine staffing, technology, physical space, and funding available—having to establish a formula that enables change and supports student success.

Institutional financial health is tightly related to student success — concentrating on advising reforms can improve credit accumulation, retention, and overall completion rates. Institutional leadership who adopt an ROI perspective should consider and observe three major shifts:

- Develop a holistic understanding of advising resources: Increase awareness of resourcing availability and utilization, with a focus on how people spend their time.
- Focus on unit cost: Shift from a focus on the total cost of an advising initiative to a relative cost metric such as “cost per student served.”
- Connect student success and financial sustainability: Use diverse communication strategies, including storytelling, to show the connection between improvements in student outcomes and institutional financial benefits.

Holistic advising redesign must also factor in the unique needs and experiences of different student groups—adopting a more equity-centered approach to looking at resources and associated allocations.

Benefits of Resourcing Advising

- Supports an equitable, student-centered, and effective advising model and campus culture.
- Helps improve student outcomes.
- Helps students persist in their major, graduate, and achieve career goals.
- Improves the overall advising experience for all students.
- Allows advisors the opportunity to assist students with personalized support.

Effective Implementation

- Create and foster a supportive environment to allow advisors to share ideas, perspectives, and approaches.
- Establish clear targets and objectives for the redesign process.
- Provide opportunities for all students to access resources and support.
- Evaluate outcomes for success and adjust plans based on campus need.



ASN Resources + Assets Related to Resourcing Advising Redesign

- [The Business Model Case for Sustainable Advising Redesign: A Senior Leadership Primer](#)
- [The Business Model Case for Sustainable Advising Redesign: A Senior Leadership Toolkit](#)
- [Advising Technology Procurement & Planning: A Practical Playbook for Higher Education Leaders](#)
- [Success Factors for Advising Technology Implementation](#)

Read more at advisingsuccessnetwork.org