

Data-Informed Advising Redesign

A data-informed advising redesign is a process of using equity-based data to improve advising services and outcomes for students. It involves collecting, analyzing, and using data to make informed decisions about holistic advising models, interventions, and resources. Adopting a data-informed approach and infrastructure allows for leadership and their teams to examine advising systems, policies, and procedures from the experiences of the student.

Senior leadership need to **understand what institutional barriers should be addressed for different student groups and needs**. It is essential to use quantitative and qualitative data and to disaggregate this data to analyze the intersectionality of student identities and how these identities may or may not be served by advising systems.

Why Data-Informed Advising Redesign?

- Informs senior leadership and teams about advising trends and patterns.
- Enables stakeholders to be aware of the data and to make informed decisions.
- Supports data driven outcomes for input and output through the holistic advising model.
- Creates an interconnected shared responsibility for a data-informed culture.

Considerations for Data-Informed Advising

- Access a variety of data perspectives that can identify risk factors and targeted interventions related to the students' holistic success (e.g., descriptive, instructional, engagement, predictive).
- Identify technology that can access specific data points throughout a term or semester.
- Develop a plan to assess the data points annually and make modifications to advising redesign.
- Understand current efforts, trends, and initiatives that are taking place on and off campus and how they can impact data-informed advising for your campus.

CLEAR RETURN ON INVESTMENT (ROI)

Understanding, accessing, and implementing changes based on data can assist with predictive analytics that support retention, persistence, and overall student success. Data can also be used to inform course schedules and modalities to optimize campus needs.

IMPROVES KEY PERFORMANCE INDICATORS (KPIs)

Metrics provide valuable insight into the impact of advising practices and equity in advising on student outcomes. Institutions can use this data-driven approach to make informed decisions about resource allocation and improvement strategies.

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.

"A data-informed culture removes unproductive and unnecessary barriers to accessing institutional data, within reasonable risk tolerance, and invests in the training and tools that anticipate what may be necessary."

—Understanding and Developing a Data-Informed Culture, EDUCAUSE

FIGURE 1: STRATEGIC AND OPERATIONAL STUDENT SUCCESS METRICS

MEASURE	ADVISING OPERATIONS	NEAR-TERM INDICATORS (LEADING)	LONG-TERM INDICATORS (LAGGING)
Advising Caseloads	×		
Advisor Sessions	×		
Student Satisfaction	×		
Student Services Utilization	×	×	
Co-Curricular Activities	×	×	×
Major Selection		×	
Credit Load		×	
Course Completion		×	
Credit Accumulation		×	
Gateway Course Completion		×	
Retention (Enrollment)	×	×	×
Persistence		×	×
Graduation Rates			×
Time to Degree			×
Career Placement			×
Cohort Default Rate			×

Key Data Points in Advising Redesign

A wide range of data may be collected to examine and monitor advising redesign efforts.

Evidence suggests the above data points, both near-term and long-term metrics, are important to collect and analyze when pursuing holistic advising redesign.

Institutional leadership should ensure that key stakeholders, departments, and units have access to select data points along with the training to foster stronger data fluency.

Benefits of Data-Informed Advising

- Senior leaderships will gain insight into the trends of student groups and can make informed decisions.
- Data is an institutional asset needed for change and innovation.
- Teams can engage in meaningful conversations and employ practices derived from the data.
- Implementation of programs, activities, and teaching can then be based on student need (i.e., student center class scheduling, retention-based activities).

Effective Implementation of Data-Informed Advising

- Gather, review, understand, and utilize current and historical trends and data points with stakeholders.
- Establish clear goals and objectives that align with overall mission of the college.
- Prioritize data-informed decisions that are student-centered and equity-based to track progress.
- Build an efficient technology infrastructure.
- Evaluate outcomes for success and adjust plans based on campus need.



ASN Resources + Assets Related to Data-Informed Advising Redesign

- [\(Mis\)Understanding Students: Approaches to Affirming Student Identities](#)
- [Senior Leadership Guidebook for Holistic Advising Redesign](#)
- [Knowing Our Students: Understanding & Designing for Success](#)
- [Academic Advising as a Tool for Student Success and Educational Equity](#)
- [Using Data and Technology to Transform: Case Studies](#)
- [Manageable Steps to Implementing Data-Informed Advising](#)
- [Using Data and Evidence to Lead Holistic Advising Redesign](#)

Read more at advisingsuccessnetwork.org