



Advising Transformation at WVU

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Advising Landscape

Where we are:

- **“Aggressively decentralized”**
- **Good ideas siloed**
- **Inconsistent onboarding and development practices**
- **Generally, high student satisfaction of advising**
- **Perception of uneven student advising experiences**

Where we hope to go:

- **Standardization of best practices**
- **Professional onboarding and ongoing development linked to core competencies**
- **More participation in regional and national conferences**
- **Identifying new outreach strategies for struggling students**
- **Consistent communication across university committees/platforms**

Why this Matters

Retention and Persistence

Student retention and graduation outcomes at WVU are both directly tied to advising experiences.

Advisor retention: reduce turnover, optimize workload, practices and expectations, improve morale

Connection

Changing student engagement

Helping others see the role they play in retention and persistence

Right people/right room

Currently Planned Activities

Professional Development

- **Trainings and workshops for skill building**
 - **Tools, concepts, practices, NSO**
- **Identifying best practices**
 - **graduation certification, identifying at-risk students, probation/suspension**
- **Creating connection**
 - **Right people/right room;**

Student Support

- **Evaluation of advising**
- **Ongoing chatbot campaigns**
- **2-week alerts via e191 courses**
- **Communication to parents**