

Third Annual USC System  
**ADVISORS**  
**EDUCATIONAL**  
**CONFERENCE**

**NEXT**  
**GENERATION**  
**ADVISING**

February 19, 2016  
Russell House Ballroom  
USC Columbia Campus



UNIVERSITY OF  
**SOUTH CAROLINA**



**Schedule at a Glance**

		<b>Location:</b>
<b>8:30 - 9:00am</b>	<b>Registration</b>	Ballroom Lobby
<b>9:05 - 9:20am</b>	<b>Welcome from Provost Joan Gabel</b>	Ballroom
<b>9:25 - 10:10am</b>	<b>Keynote Address from Matt Pellish: Next Generation Academic Advising</b>	Ballroom
<b>10:20 - 11:10am</b>	<b>Concurrent #1</b>	
	Career Center Advising: The Next Generation	Room 305
	Beyond the Classroom Engagement: Providing Quality Pathways to Success	Room 315
	Through the Looking Glass: Transfer and Change of Campus	Room 205
	DegreeWorks and its Relationship to the Bulletin, Curriculum Changes, and Banner	Room 303
<b>11:20am - 12:10pm</b>	<b>Concurrent #2</b>	
	Advising Major-Changing Students - What the Research Says	Room 203
	The Advisors' Role in Enriching Students' Education through Purposeful Engagement Beyond the Classroom	Room 315
	CREATE-ing Employability Begins in Academic Advising	Room 305
	The Carolina Advisor: USC's Academic Advisor Training and Certification Program	Room 303
	DegreeWorks - An Applied Approach, Scenarios, and Panel Discussions	Room 205
<b>12:20 - 1:10pm</b>	<b>Lunch/Networking</b>	
<b>1:20 - 2:10pm</b>	<b>Concurrent #3</b>	Room 303
	Technology - It's Not the Dark Side	Room 305
	Good Questioning = Good Advising	Room 315
	High Tech and High Touch: Creating Opportunities to See Your Students in Person	Room 203
	Placement Matters: Orientation Placement Testing	Room 205
	Over the Rainbow: Study Abroad Demystified	
<b>2:20 - 3:00pm</b>	<b>Closing Session &amp; Prizes</b>	Ballroom

## Keynote Address

### Presenter:

#### Matthew Pellish



Matthew Pellish is the Senior Director of Strategic Research and Education and a national meeting speaker with the Education Advisory Board (EAB). He is responsible for the creation and delivery of strategic and custom research on such industry-spanning topics as higher education business models, online education, strategic enrollment management, student success, labor costs, efficiency and effectiveness engagements, career services, social media and marketing, campus IT services, and the future of academic libraries.

Prior to joining EAB, Mr. Pellish's professional and educational endeavors were focused throughout higher education. Most recently, Mr. Pellish served as director of continuing education at Wheelock College in Boston, Mass., founding this new division with unique models for curriculum delivery and business operations, as well as marketing and student recruitment. At Cambridge College in Cambridge, Mass., Mr. Pellish served the education of non-traditional students through several divisions including policy, research, communications, international programs, the doctor of education program, and as an adjunct faculty member in undergraduate programs. He has direct experience in executive administration as an executive assistant to the president, a special assistant for board relations, and a director of new initiatives and program development.

Mr. Pellish received his undergraduate degree in English and political science from Saint Joseph's University. His master's degree is in education with a focus on higher education from Harvard University, where he worked in student activities for the office of the dean of Harvard College.

### Keynote:

#### Next Generation Academic Advising

As competition for applicants, legislative focus on graduation rates, and questions about the lifetime value of a degree intensify, many institutions are blurring boundaries between academic advising and financial, co-curricular, and career advising to promote student success and differentiate brand. This initiative examines how leaders break the trade-off between high-touch service and budget realities, identifying the services new students consider most valuable and how to deliver them in a scalable manner

#### In this session, members will understand:

- The key issues that impede institutions from providing effective academic and career advising to students, regardless of advising model
- How to create curriculum structures and guidelines that prevent students from pathing inefficiently toward degree
- How to personalize advising services for maximum impact on student motivation and behavior while also containing costs
- How to better integrate the academic and career advice that students receive—from the time they arrive on campus through to graduation

### About EAB:

#### The Educational Advisory Board (EAB)

Established in 2007, the Education Advisory Board is a trusted advisor and performance improvement partner to 1,400+ colleges and universities across North America and Europe. Whether through best practice research, data analytics, technology, or consulting services, our 650+ researchers, consultants, engineers, and data scientists work with members every day to make higher education smarter.

**Concurrent #1**

**Presentation Title:** **Career Center Advising: The Next Generation** (room 305)

**Presenter(s):** Chris Lewandowski, Career Development Coach, Career Center  
Katherine Glassman, Graduate Assistant, Career Center

**Track:** Students & Special Student Populations

**Abstract:** When should you refer your students to the Career Center? This presentation will focus on what services that the University Career Center provides to students and helps individual students navigate where next generation of opportunities might lie. Attendees of this presentation will be able to: identify relevant Career Center professionals who specialize their work with student populations based on their major or industry interest, describe services and types of assessments a student can utilize with the University Career Center, and appropriately recommend to students when to utilize the Career Center. In addition to these learning outcomes, the presenters will also share how the Career Center plans to utilize the EAB Student Success Collaborative to better assist students through getting additional data concerning each student.

**Presentation Title:** **Beyond the Classroom Engagement: Providing Quality Pathways to Success** (room 315)

**Presenter(s):** **Facilitator:**  
Amber Fallucca, USC Connect

**Panelists:**  
Aimee' Carter, Experiential Education  
Magdalena Grudzinski-Hall, Study Abroad  
Julie Morris, Undergraduate Research  
Kelly Wuest, Leadership & Service Center

**Track:** Advising Practice & Resources

**Abstract:** This session provides an opportunity for advisors to learn more about the services and people available to support student engagement in beyond the classroom experiences. The offices highlighted serve USC Columbia with some outreach and support for other campuses. A brief overview of how each office works with students (and faculty) will be shared. This session will be especially helpful in aiding students align personal and professional interests to academic and career goals through the identification of key offices and support professionals. Examples include: Grant programs and support sessions for students who want to get involved in research, peer leadership programs that provide students with an opportunity to learn about themselves and others, international study opportunities, and meaningful internship and community service experiences. The highlighted offices and programs support all students. They work closely with USC Connect and can help students understand the requirements and value of Graduation with Leadership Distinction (applicable to Columbia, Lancaster, Salkehatchie, Sumter, Union). Participants will also have an opportunity to share their perspectives and questions. This will be an opportunity for advisors to engage with some of the key people leading efforts to enrich the educational environment at USC through purposeful beyond the classroom experiences.

Third Annual USC System  
Advisors Educational Conference



**Presentation Title:** **Through the Looking Glass: Transfer and Change of Campus**  
(room 205)

**Presenter(s):** **Facilitator:**  
Jed Lyons, Associate Dean, College of Engineering and Computing

**Panelists:**  
Jolie Fontenot, Assistant Professor, USC Union  
Susan Vinson, First-Year Academic Advisor  
Spencer Griffin, Undergraduate Admissions  
Dylan Guice, Transfer Student

**Track:** Students & Special Student Populations

**Abstract:** What makes a change of campus or transfer student successful? How can advisors systemwide help them adapt (or alter) success strategies before and after transfer? This session will engage a diverse panel in a discussion of issues related to the change of campus and transfer populations, as well as services and resources with the potential to strengthen the overall higher education experience for transfers. Bring your questions and ideas to share.

**Presentation Title:** **DegreeWorks and its Relationship to the Bulletin, Curriculum Changes, and Banner** (room 303)

**Presenter(s):** Aaron Marterer, Registrar  
Kaci Barfield, Transfer Coordinator  
Tara George, Associate Registrar

**Track:** Technology in Advising

**Abstract:** With increased adoption of DegreeWorks by advisors, there has been an increased need to understand how academic policy, as well as Banner, determines the display of students' degree requirements in DegreeWorks. This session will review:

- Policies surrounding curriculum/major changes for USC undergraduates
- The "Curriculum Change Form"
- Frequent Banner inquiries concerning but not limited to double majors and degrees, catalog year assignment, and transfer equivalencies.

**Concurrent #2**

**Presentation Title:** **Advising Major-Changing Students - What the Research Says**  
(room 203)

**Presenter(s):** Helen Mulhern Halasz, Academic Advisor, College of Nursing Graduate Programs  
Sandra Smith, Assistant Director, University Advising Center

**Track:** Students & Special Student Populations

**Abstract:** Students are often required to choose an academic major before their first semester of college. Factors such as parental pressure, limited exposure in high school to information about college majors, or lucrative salary potential may influence students' initial decisions. One, two, or more semesters into their college career, many find their current major isn't a good fit. A majority take action, according to research by Virginia Gordon (2007) indicating nearly 75% of students change their major at least once. The purpose of this program is to examine previous research about major-changing students based on a review of the scholarly literature. In addition, we will provide an overview of advising initiatives targeting students in academic major transition at USC Columbia and other universities. Please join us in a lively exchange of information, ideas, and strategies focused on facilitating student success for major-changers!

**Presentation Title:** **The Advisors' Role in Enriching Students' Education through Purposeful Engagement Beyond the Classroom** (room 315)

**Presenter(s):** Irma Van Scoy, Executive Director, USC Connect  
Eric Reisenauer, Executive Associate Dean for Academic and Student Affairs  
Charles Pierce, Associate Professor, Civil and Environmental Engineering  
Stephanie Milling, Professor, Dance Education

**Track:** Advising Practice & Resources

**Abstract:** This session explores the role of advisors in encouraging student engagement beyond the classroom (BTC) and meaningful integration of experiences with students' majors and plans for the future. Emphasis will be on the impact of beyond the classroom opportunities on students' educational experience and how advisors can help. Three advisors representing different areas will share their perspectives and strategies in supporting students, promoting purposeful beyond the classroom experiences, and encouraging students' pursuit of Graduation with Leadership Distinction (a vehicle to help students articulate learning from their within and beyond the classroom experiences available at Columbia, Lancaster, Salkehatchie, Sumter and Union). Participants will be encouraged to share their experiences, questions, and ideas. "Conversation points" that advisors can use with students and other USC Connect resources will be shared.

Third Annual USC System  
**Advisors Educational Conference**



**Presentation Title:** **CREATE-ing Employability Begins in Academic Advising** (room 305)

**Presenter(s):** Tom Halasz, Director, Career Center  
Vicki Hamby, Associate Director, Career Center

**Track:** Advising Practice & Resources

**Abstract:** Given the increased attention to ROI (return on investment) in higher education, it's clear that institutions are expected to be accountable for their outcomes. In the past year we've heard about the importance of helping our students become employable—from the media, the government, our Vice President of Student Affairs & Academic Support, and our Provost, among others. Specifically, we've been encouraged to embrace the concept that employability is everyone's responsibility. This session will introduce a new framework for employability based on a British model and adapted for the University of South Carolina by the Career Center and a subcommittee of the First Year Student Group. Learn how academic advisors can incorporate discussion of the model into their interactions with college students and help them to CREATE the conditions which will successfully launch them into careers.

**Presentation Title:** **The Carolina Advisor: USC's Academic Advisor Training and Certification Program** (room 303)

**Presenter(s):** Jane Bouknight, Assistant Director, University Advising Center  
Sara McConville, Training Coordinator, University Advising Center

**Track:** Advising Practice & Resources

**Abstract:** This session will provide academic advisors the opportunity to learn more about the new Academic Advisor Training and Certification Program at the University of South Carolina. This comprehensive training and certification program was created as a result of the Advising Coordinating Taskforce's (ACT) report, "Re-envisioning Academic Advising at the University of Carolina", released in Spring 2015. The hybrid online and in-person training is in development and is designed to provide all advisors with the knowledge and skills needed to effectively support and guide students to degree completion. Specifically, this session will cover: 1) the Advising Coordinating Taskforce's (ACT) report, 2) the guiding framework and best practices of effective academic advisor training, 3) the seven core competency areas and four levels of certification, and 4) expectations of and rewards for successful completion of the training components and certification levels.



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**Advisors Educational Conference**



**Presentation Title:**

**Degree Works - An Applied Approach, Scenarios and Panel Discussion** (room 205)

**Presenter(s):**

**Facilitator:**

Kathy Smiling, Assistant Dean, College of Hospitality, Retail and Sport Management

**Panelists:**

Robbie Dedmon, Assistant Dean, College of Education

Tara George, Associate Registrar, Degree Audit and NCAA Compliance

**Track:**

Technology in Advising

**Abstract:**

Help students stay on track and graduate on time with DegreeWorks! DegreeWorks is an easy-to-use online academic planning tool that helps students and advisors see what courses and requirements are necessary graduate. The degree audit tool and its functionalities will be demonstrated by duplicating an advising session. In addition, a panel of, DegreeWorks Ambassadors will be on hand for Q & A.

**Concurrent #3**

**Presentation Title:**

**Technology - It's Not the Dark Side** (room 303)

**Presenter(s):**

Sandra Smith, Assistant Director, University Advising Center  
Mary Katherine Robinson, Major Change Advisor, University Advising Center  
Brian Dusel, Coordinator of Advising Technology, University Advising Center

**Track:**

Technology in Advising

**Abstract:**

A long time ago in a galaxy far, far away, academic advising was once conducted with a chisel and stone tablet. Over time, the progression of technology has made the process of advising easier and more efficient. In our world today, we have more than enough tools at our fingertips that can inform, guide, and facilitate academic advising conversations with students: EAB, Self-Service Carolina, Degree Works ... with all of the technologies available for advising students at Carolina, it can be difficult to sort through the myriad information. How do we advise students effectively and have a meaningful conversation about their academic goals? Join this interactive session to learn more about how advisors in the University Advising Center at USC Columbia are using multiple technologies to drive the conversation of advisement. Participants are also encouraged to share their experiences working with technology in academic advising. Technology - It's not the Dark Side.

**Presentation Title:**

**Good Questioning = Good Advising** (room 305)

**Presenter(s):**

Wanda Cromer, Academic Advisor, USC Upstate  
Jane Addison, Academic Advisor, USC Upstate

**Track:**

Advising Practice & Resources

**Abstract:**

We often spend our limited advising time telling students what we think they need to know or do. What must you know about your advisees and their goals in order to give the best advice? Can we gain better insights into who they are and who they want to become by asking more purposeful questions? How can we empower students to be more introspective and independent? How can we ask questions that guide students to realistic goals without being "dream killers"? Using interactive groups, we will provide opportunities for attendees to share their own experiences in questioning students and explore typical advising scenarios. Join us as we re-think questioning as a powerful advising tool.

**Presentation Title:** **High Tech and High Touch: Creating Opportunities to See Your Students in Person** (room 315)

**Presenter(s):** Jan Smoak, Associate Director, Office of Fellowships and Scholar Programs  
Katie Weiser, Scholar Programs Coordinator, Office of Fellowships and Scholar Programs

**Track:** Advising Practice & Resources

**Abstract:** Email, Facebook, Twitter, and Texting are all necessary modes of communication and are here to stay. However, to really get to know our students and support them individually, more is needed. In the Office of Fellowships and Scholar Programs, we have designed programs for personal conversations between a scholar and staff advisor during freshman and sophomore years, First Year Scholar Chats and Sophomore Strategy Sessions. We also complement these offerings, with a scholar buddy program and a faculty mentoring program for additional individual contact. These programs help us know our students better, allow for early intervention, and help us advise them with intentionality. Participants will learn from our program and share new programmatic ideas.

**Presentation Title:** **Placement Matters: Orientation Placement Testing** (room 203)

**Presenter(s):** Francisco J. Blanco-Silva, Director of the Math Placement Test  
Tim McAteer, LLC Placement Coordinator

**Track:** Advising Practice & Resources

**Abstract:** This session will provide an overview of the Math Placement Test (MPT) and the Foreign Language Placement Test (FLPT), both required for most incoming students. Both areas will address why placement matters, how it is administered and how advisors can understand and assist with the process in order to advise appropriately. FAQs, processes, exceptions and nuances will be discussed, as well as questions answered.

**Presentation Title:** **Over the Rainbow: Study Abroad Demystified** (room 205)

**Presenter(s):** Chrissie Faupel, Office of Study Abroad  
Brittany Ashley and Kaci Barfield, Columbia Registrar's Office  
Chris Bundrick, Associate Professor, USC Lancaster

**Track:** Students & Special Student Populations

**Abstract:** This panel will discuss the process of study abroad access and articulation systemwide at USC. Representatives will discuss how advisors and study abroad staff can work together at the different stages of the process, beginning with application through the student's return. These processes include the articulation of courses, how those courses are placed on the transcript and in DegreeWorks, how the credit hours are determined and how grading systems differ. The panel will also present the Registrar's website for foreign universities and the course articulations that help the student who is abroad and finds their originally proposed classes are no longer available.

**We would like to extend a special  
'Thank You' to the  
Advisors Educational Conference  
Planning Committee Members.**

Loren Knapp, Arts & Sciences  
Dawn Hiller, Arts & Sciences  
Ruthie Patterson, Engineering & Computing  
Kathy Smiling, HRSM  
Susannah Waldrop, Student Success Center, USC Upstate  
Courtney Catledge, Nursing, USC Lancaster  
Sheneika Lofton, Center for Student Achievement, USC Aiken  
Beth-Anne Rogers, Office of the Provost  
Claire Robinson, University Advising Center  
Steve Lowe, Palmetto College  
Elliot Vittes, Palmetto College

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**[studentvoice.com/usc/advisorconferencesurvey](https://studentvoice.com/usc/advisorconferencesurvey)**

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