

## **Trends in Undergraduate Students' Positive Responses to Academic Advising**

### **Data Sourcing**

To understand the broader sentiments and experiences of undergraduate students toward academic advising, data was sourced from the 2014, 2017, 2019, 2021, and 2023 Academic Advising Census Surveys, as well as the 2023-2024 Academic Advising Post-Appointment Survey. The examined variables include statements related to academic guidance, experiential learning opportunities, and career conversations. In 2017 and 2019, a stratified random sample of the undergraduate population was used for the Census Survey. From 2021 to 2023, the Census Survey expanded to include the entire undergraduate student population. The survey was distributed via email, with response rates ranging from 9.01% to 13.81%, totaling 8,544 students during the study period.

The Academic Advising Post-Appointment Survey is shared with students through multiple channels, including email, text messages, and QR codes in advisor offices and waiting areas. During 2023-2024, 22,126 students had academic advising appointments, and 5.82% (1,287) of these students submitted a Post-Appointment Survey.

The National Survey of Student Engagement (NSSE) measures various aspects of student engagement and their experiences in higher education. One key metric it tracks is the quality of interactions students have with academic advisors. Since 2013, response rates to the NSSE at USC have ranged from 9% to 27%.

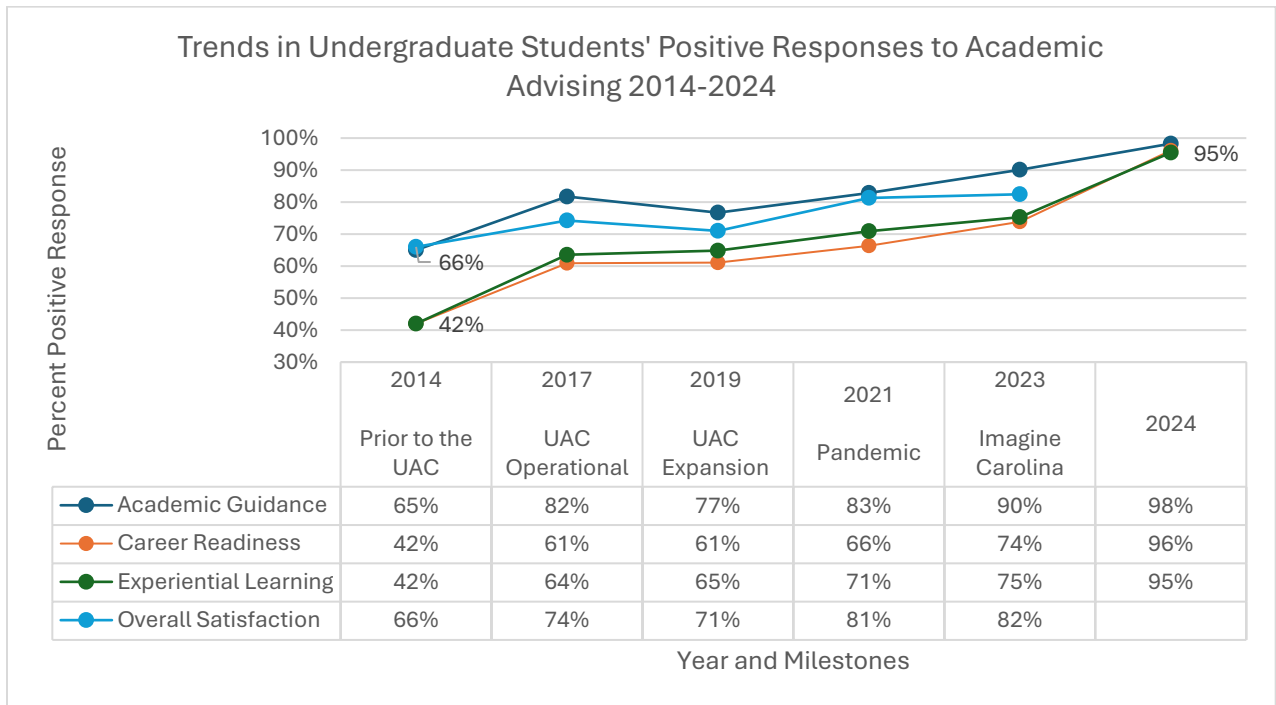
### **Outcomes**

Figure 1 illustrates the trends in undergraduate students' positive responses to various aspects of academic advising at the University of South Carolina from 2014 to 2024. The four aspects evaluated include academic guidance, career readiness, experiential learning, and overall satisfaction. The data reveals a significant upward trend in positive responses across all categories over the ten-year period. Academic guidance and overall satisfaction show particularly notable improvements. Similarly, career readiness and experiential learning have seen substantial increases, indicating enhanced effectiveness in these areas. This positive trend reflects the university's successful initiatives and continuous efforts to improve the quality of academic advising and support for undergraduate students, particularly through milestones such as the operationalization of the University Advising Center (UAC) and the implementation of the Imagine Carolina program.

Data from 2013 to 2023 National Survey of Student Engagement show that first-year students reported increasingly high-quality interactions with their academic advisors, with scores rising from 4.9 in 2013 to 5.7 in 2023 (Figure 2). Seniors also reported strong interactions, though their scores have remained relatively flat over time. These trends suggest that efforts to enhance the advising experience for students, particularly first-year students, have been effective over the past decade, reflecting positively on the institution's commitment to student support and engagement.

**Figure 1**

*Trends in Undergraduate Students' Positive Responses to Academic Advising 2014-2024*



*Note: Overall Satisfaction is not measured on the Post-Appointment Survey, but will be measured on the 2025 Census Survey in spring 2025.*

**Figure 2**

*NSSE Student Reported Quality of Interactions with Academic Advisors*

