UH System-wide Academic Advising Workshop
Advising Kuleana Across the UH System III

Make the Most out of
Your Academic Advising Website!!!

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Technology in Academic Advising

- Impact on instructional and student services delivery (Carter, 2007)
- Students’ understanding and usage (Lipshultz & Musser, 2007)
- Advisors’ understanding and usage (McCauley, 2000)
We will:

- Examine
- Reflect
- Discuss

how academic advisors can make the most out of their website using tools readily available through the internet.
Student Populations

Total = 446 students

- RAPS: 20%
- Honors: 80%
Advising Issues

Same questions

Scheduling

Only face-to-face
Revelations

Council of Academic Advisors
Findings

The UHM Honors Advisor FAQ Blog

Just another WordPress.com site

2010-2011
364 Total Hits

<table>
<thead>
<tr>
<th>Month</th>
<th>Hits</th>
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<tbody>
<tr>
<td>October</td>
<td>23</td>
</tr>
<tr>
<td>November</td>
<td>0</td>
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<tr>
<td>December</td>
<td>2</td>
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<tr>
<td>January</td>
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<td>February</td>
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<td>March</td>
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<td>June</td>
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<tr>
<td>July</td>
<td>91</td>
</tr>
<tr>
<td>August</td>
<td>37</td>
</tr>
<tr>
<td>September</td>
<td>19</td>
</tr>
</tbody>
</table>
- March 2011
- 11 appointments
- 3 evaluations
  - Very positive
  - “I felt very comfortable and relaxed with my academic advising session with Kiana. Starting off with how my summer went’ was a great way to start off the conversation.”
Website

2010-2011 Visits

TOTAL = 3,185 Page views
<table>
<thead>
<tr>
<th>August 2010 – September 2011</th>
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<tbody>
<tr>
<td><strong>3,185 page views</strong></td>
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<tr>
<td><strong>2,547 visitors (80%)</strong></td>
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<tr>
<td><strong>2,268 bounces (71%)</strong></td>
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<td><strong>2:21 minutes</strong></td>
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<tr>
<td>Challenges</td>
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<tr>
<td>------------</td>
</tr>
<tr>
<td>- Initially time consuming</td>
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<td>- Constant updating</td>
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Become BFFs with your IT person!

Arlen McCluskey

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808.386.8898
Insights

- Use tools as needed
- Sometimes no news is good news!
- Computer skills and knowledge
- Tone
- Build rapport in other ways
Formatting
- Formatting
- Emoticons
What technological tools do you use?
What has worked for you?
What are your best practices?
Tips?
Tricks?


Image References


Thank you for coming!!!

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