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College of Business  
Five Year Review: 2014 – 2019

## Introduction

I have been providing support to College of Business students and worked with colleagues in the college and across the university for more than twenty years. It has been and still is a great honor to be in a position that provides me the opportunity to work with passionate higher education professionals on helping young adults navigate through college and establish a promising future in their chosen careers.

Over the last five years, I have transitioned from a 50/50 split role between leading the advising program in the college and advising students to a 90/10 split role between leading the advising and recruitment programs in the college and advising students. During this time, we moved from Calvin Hall to the Student Success Center in the new Business Building. The new facility also houses the Career Development program and staff and as a unified Center team, we are in a great position to provide excellent recruiting, advising and career development services to our students, enhance and build new programs, collaborate with and enhance our relationship with college units and university partners as well as launch new initiatives to strengthen connections with high school and community college educators. Our activities and goals are driven by the college's strategic plan and the K-State 2025 visionary plan, especially theme #2; the undergraduate educational experience.

Below I will highlight key accomplishments in major areas within my position and describe my main future goals:

Leadership and Administration  
Recruitment  
Academic Advising  
Retention and Graduation  
Programming  
Main Future Goals

## Leadership and Administration

In my leadership role, I'm responsible for undergraduate recruitment and academic advising programs as well as front desk and records operations and processes. I'm responsible for managing a yearly budget of \$50,000. I currently supervise eight unclassified staff members and two university support staff members. I have indirect supervisory responsibility for one unclassified staff member and one university support staff member. In our team, we also have 6-8 student staff members. I consider myself a service leader and strive to provide a supportive, inclusive, professional and fun working environment for everyone. I engage with everyone daily to provide support and highly encourage and expect team members to participate in professional development opportunities, aimed at benefitting the individual, students, the college and the university. I strive to lead by example, for instance, to better understand student concerns and challenges when considering study abroad, I conducted and published a co-authored paper in the Journal of International Business Education (2018, Vol. 13). As I'm still advising

students, I can step in and assist the other advisors with their students, when needed, which provides flexibilities within the team and has a positive impact on the experience for both students and advisors.

Main accomplishments for this area are:

- The advising team consistently scores higher than the university averages on the Fall K-State Advising survey, which is the university's main assessment of academic advising services.
- The college Senior Survey results demonstrate that students feel their advisor is welcoming and friendly and that close to 90% of the students are satisfied with the college's advising services.
- The college Senior Survey shows that more than 90% of students appreciate the courteous and friendliness of the front desk student staff and their ability to answer the student's questions.
- During the last five years, I have led and been involved with numerous initiatives, activities and committees that have made a positive impact on the experience for students, staff and faculty and align with the strategic goals of the college and university.
  - Served as the college representative on the K-State CAPP (Committee for Academic Policy and Procedure) committee. Chaired the committee during 2018-2019 academic year.
  - Served on the university Strategic Enrollment Management (SEM) Student Success Taskforce last year and led the effort with colleagues in CAPP and key university offices to reduce the number of holds that are added to student accounts in KSIS that prevent them from enrolling. Several holds were eliminated or changed to an alert in KSIS which made a big difference for not only students, but also faculty and staff, especially during the first week of classes.
  - Led the creation and successful implementation of the college's change in degree requirements from 126 to 120 credit hours.
  - Provided input and support to the processes of eliminating the 2.5 cumulative GPA requirement in the Business Core component of the business degree. The change will be effective Spring 2020.
  - Started and participated in the development of a suggested Career Ladder framework for the academic advisor position at K-State.
  - Worked with the team on streamlining internal processes, developing a paperless system for student files and moving most documents to electronic documents that are shared with the student.
  - Provided enrollment management support to college departments and have helped create designated sections in several courses for certain student populations including transfer students.
  - Continued to serve as the college's point of contact for the English Language program and Education Abroad office for study abroad.
  - Met with students who are facing extenuating circumstances to help them navigate through their challenges and develop a plan that fits with their short-term and long-term needs. Work with the advising team, faculty and other university support offices, and especially the Office of Student Life to provide the best support and plan for each student who is facing challenges at any point in the program.
  - Led reinstatement hearings for the college for previously dismissed students who are seeking an opportunity to return to our program and K-State.
  - Provided administrative support for the college's awards and recognitions committee.

## Recruitment

Over these past 5 years, I have transitioned into a greater role with recruitment and for the last 3 years I have had the overarching responsibility for recruitment programs in the college. In this role, I work very closely with our Asst. Director of Recruitment who is leading the recruitment efforts for our college.

Main accomplishments for this area are:

- Grew and maintained enrollment numbers in line with the college's expectations and strategic plan.
- Increased the ACT score for incoming students from 23.7 in 2014 to 24.3 in 2018.
- Enhanced the campus visit and event experience for various groups of students.
- Involved departments, college leaders and Student Success Center staff for appropriate activities to enhance the experience for prospective students and their families.
- Enhanced college marketing materials and presence via multiple communication channels.
- Recruited, trained and provided on-gong coaching of a larger group of student Business Ambassadors.
- Expanded the recruitment program to include one additional staff member.
- Increased connections with business-specific student organizations (BPA/DECA/FBLA).
- Increased partnerships with high school and community college educators. Participated in the early planning of hosting our first High School Business Educators Summit that we just held on September 9, 2019. We had 63 attendees for this event.

## Academic Advising

The main goals of the advising team are to provide comprehensive, supportive, caring and highly impactful academic advising services to all undergraduate students in the college. We primarily assist students with academic planning but also help them with many other aspects of their experience in the college and at K-State.

Main accomplishments for this area are:

- Each advisor carries a yearly advisee load of about 350 - 400 students and each semester meet with around 90% of their students in individual sessions. The team has consistently scored higher than university averages on the Fall K-State Advising survey.
- During this time, I have carried an advisee load of 200 to 60 students and each semester have met with more than 90% of my students in individual sessions. Even with increased leadership and administrative duties, I have consistently received similar scores to the team average and higher than the university averages on the K-State Fall Advising survey.
- We strive to be a role model advising unit and have over the years implemented many best practice processes and programs including:
  - Utilizing an approach of cross training and shared student folders and notes which enable us to not only provide excellent support to our assigned advisees but also ensures better efficiencies and flexibilities at the team level.
  - Enrolling new students in designated sections of GENBA 105 Business Orientation taught by their assigned academic advisor.
  - Using electronic curriculum and long-range plan documents that are shared with the students.

- Using the EAB/SSC platform for appointments, communicating with students, student alerts, and enrollment, non-enrolled and other intervention campaigns.
- Each advisor serves as a liaison to one of the college departments or programs which ensures close collaboration and communication with department heads, program leaders and administrative staff.
- Peer advising program – under my leadership, we launched the Advising Assistant program in 2013. Advising assistants meet with and assist, especially first year, students with their draft long-range plans and other general questions about our program and other aspects of their experience in our college and at K-State.
- Each advisor is involved in leadership and professional development activities at the team, college and university level, e.g., leading the orientation and enrollment planning committee, supervising graduate students and student staff, leading the advising assistant program, teaching in the K-State First program, serving as faculty advisor for student organizations, serving on college and university committees and furthering their education by attending workshops, webinars, conferences and pursuing a PhD in Higher Education.
- We are very engaged in professional organizations such as the K-State Advisor Forum, KAAN (Kansas Academic Advising Network), NACADA (National Academic Advising Association) and others.

### Retention and Graduation

The college's goal is to maintain our current freshman to sophomore retention and improve both our 4-year and 6-year graduation rates. Academic advising plays a vital role in reaching this goal but many other factors have an impact. I'm very excited about the current K-State Strategic Enrollment Management plan and the future for our college and K-State.

Main accomplishments for this area are:

- Seen an increase in freshmen to sophomore retention from 83.3% to 86.6% for first-time, full-time, degree seeking freshmen for the Fall 2014 and Fall 2017 cohorts, respectively.
- Seen an increase in the 4-year graduation rate from 38.2% to 42.1% for first first-time, full-time, degree seeking freshmen for the Fall 2013 and Fall 2014 cohorts, respectively.
- Using an approach of college and university wide collaboration to identify and follow up with students for problem solving and support:
  - Using EAB/SSC to proactively work with instructors of key business classes to initiate timely alerts on students of concern to the assigned academic advisor for follow up and intervention by the advisor.
  - On-going communication and collaboration with Assistant Dean for Diversity, Career Development staff, department heads and key K-State offices such as Student Life to identify and help students of concern.
  - I serve on university committees such as EAR, Early Action Response, and CIRT, Critical Incident Response Team.

## Programming

I have worked with the team on enhancing and launching several programs over the last five years that are aimed at supporting students with the transition to, through and out of college.

Main accomplishments for this area are:

- New Student Orientation and Enrollment programs
  - Revamped the program to make it more engaging and to provide a better overall experience for new students and their families.
- K-State DirectLink program for new transfer students
  - Served as the college representative in working with Global Campus on establishing a dual advising program for prospective transfer students. Our college was one of the first colleges at K-State with several majors participating in the program and currently, all our majors are participating in the program.
- DAS 175 Business Communication for Non-Native Speakers
  - Served on a college team and worked with the English Language Program (ELP) on developing a transition course to our program for students who start in the ELP program. Co-taught the class for one semester and our staff participates in select course activities with representatives from our student organizations.
- College of Business 101 – event for new students on the Sunday before fall semester starts to get them excited about starting their college career, provide support and guidance for their first week of classes and introduce them to our college student organizations.
  - Led the development and launch of the event in 2014 and continue to serve as a member of the yearly planning team.
  - More than half our incoming class usually attends the event.
- [Jump Start program for new business transfer students](#) – transition program for new transfer students that start in the fall semester.
  - Led the development and launch of this program in 2017.
  - Secured initial \$31,000 in funding from the K-State Summer School program to get the program up and running.
  - Program recognized by The North American Association of Summer Sessions with its Administrative Award, which aims to recognize schools that offer creative and innovative programs.
  - Was able to double the number of participants to 48 students this year by expanding the course offerings in the program. Close to one third of all new business transfer students are now participating in the program.
  - Worked with the K-State Office of Assessment/Planning & Analysis to develop a dashboard in PowerBI to assess impact of the program on students' performance and retention.
- GENBA 105 Business Orientation
  - Worked with the advising team to enhance and move this course to an online format to allow for students to complete it at their own pace.
  - Incorporated a mandatory online training module in academic integrity and ethics.

- [Academic Advising Assistants](#) – peer advisors who assist especially first year students with creating long range plans and are available on a walk-in basis in the Student Success Center to answers general questions about our program, polices and university student systems.
  - Led the development and launch of the program in 2014.
  - Advising assistants meet with more than 300 students each year and develop and deliver special programs such as Long-Range Planning Workshops.
- Evening Tutoring program – sponsored by Phillips 66.
  - Developed and launched the program in 2018 in collaboration with the K-State Academic Achievement Center to provide tutoring in key freshman and sophomore level courses in the Business Building.
  - Close to 200 sessions were held during the 2018-2019 academic year and the program is continuing this year.
- Senior Send-Off – event for graduating students to celebrate this important milestone with the students and their families/guests.
  - Was part of the initial group that launched this event a few years ago and provide on-going support for the event in collaboration with the Career Development team.

### Main future goals

I will strive to perform my duties and responsibilities as Assistant Dean for Undergraduate Student Services in an effective way by utilizing sound leadership practices that will help us reach our college, unit and individual goals.

- Continue serving on CAPP and other university committees to provide input and leadership to current and future university policies, processes and support services for our students.
- Continue serving on several college committees to be involved with the planning and direction of our academic programs and support services for our students.
- Work with the Asst. Director of Recruitment to attain enrollment goals set forth in the recruitment plan that aligns with the strategic plan of the college.
- Continue working with the advising team on maintaining the high quality of our advising services but incorporating EAB/SSC more strategically for tracking of student progression through our program and timely interventions as needed.
- Maintain current retention from freshman to sophomore year but strive to increase the retention of sophomores and juniors, transfer students, international students and multicultural students.

### References:

- K-State PowerBI