

Stories from Faculty Who Made a Difference

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Agenda

1. The importance of faculty advising
2. Challenges in faculty advising
3. Sharing
4. Breakout room discussions
 - a) Sharing effective and efficient strategies in faculty advising
 - b) Exploring ideas to address some challenges in faculty advising
5. Conclusion



What is Faculty Advising?

Advising is a **critical component** of higher education.

Faculty advisors are able to not only guide students through **increasing knowledge and developing skill** in their respective academic disciplines; but faculty advisors hold unique positions in which they are able to guide students in **developing overall educational and career plans** (Baker & Griffin, 2010; White & Schulenberg, 2012)

<https://www.csuchico.edu/aap/resources/research.shtml>

Retention, graduation, future career success (Feghali, Zbib, & Hallal, 2011)

Different Types of Faculty Advisors

1. Supporter and instructor in classroom
2. Disseminators of information (degree plans and institutional deadlines)
3. The role of guide and facilitator (career plans)
4. Mentor (scholarship/research advisor, student organization advisor, career mentor)

Example: Accounting Program

1. Practicing, professional degree
2. Fast-changing area due to technology, updates by regulatory bodies and effects of other industries
3. Advanced degree is preferred, but not required
4. External stakeholders: public accounting (tax and audit areas in CPA firms), nonprofit and governments (IRS, FBI, State Government of California, United Way, United Farm Workers), private (AERA, Wonderful, Mission Bank, Wells Fargo), California Society of CPAs, Institute of Management Accountants, American Accounting Association, Alumni and many others

Observed Challenges

Accounting students:

- choose to study accounting, but do not know why
- focus on technical aspects
- limited understanding of career options
- mixed feedback from local professionals and employers
- lack of guidance on the development of skills
- URM students have challenges
- socioeconomic challenges

Observed Challenges

As faculty,

- the weight given to faculty advising in RTP
- workload
- training and development activities related to academic advising
- resources
- bias

Sharing

- Advising students/student organizations
- Collaborating with stakeholders
- Trends and Innovations
- Other tips and ideas
- Breakout room discussions

Collaborating with Stakeholders

- Campus community: Admin, Student Affairs (CECE, ASI), EEGO, Academic Affairs, Library, Department ASC, other organizations, Colleagues,...
- Local community: friends, parents, chambers of commerce, businesses, nonprofit, accounting advisory board ...
- Professional associations: California Society of CPAs (CalCPA) Bakersfield Chapter (treasurer, financial literacy committee chair and technology committee chair), Institute of Management Accountants (IMA) Global Board (director), Wild West Council (past president, president, treasurer, secretary) , DEI Advisory Committee, Committee on Academic Relations, ...
- Alumni community: from recent graduates to well recognized leaders

Trends and Innovations

Be aware of

- the trends in the profession
- feedback from your stakeholders
- what other CSUB programs, other schools, or other educators are doing
- innovative ideas
- student interests
- assessing the effectiveness and efficiency of currently used practices

Other Tips and Ideas

Student driven, student experience and student success

Social media



Hold regular meetings with advisees and professional community

Newsletter



Breakout Room

- a) Sharing effective and efficient strategies in faculty advising
- b) Exploring ideas to address challenges in faculty advising