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UX Matters to Design:
Collaboration between Academic Advisors (AA) and Instructional Designers (ID)

C.L. Eddins, Senior Instructional Designer, Berkeley College

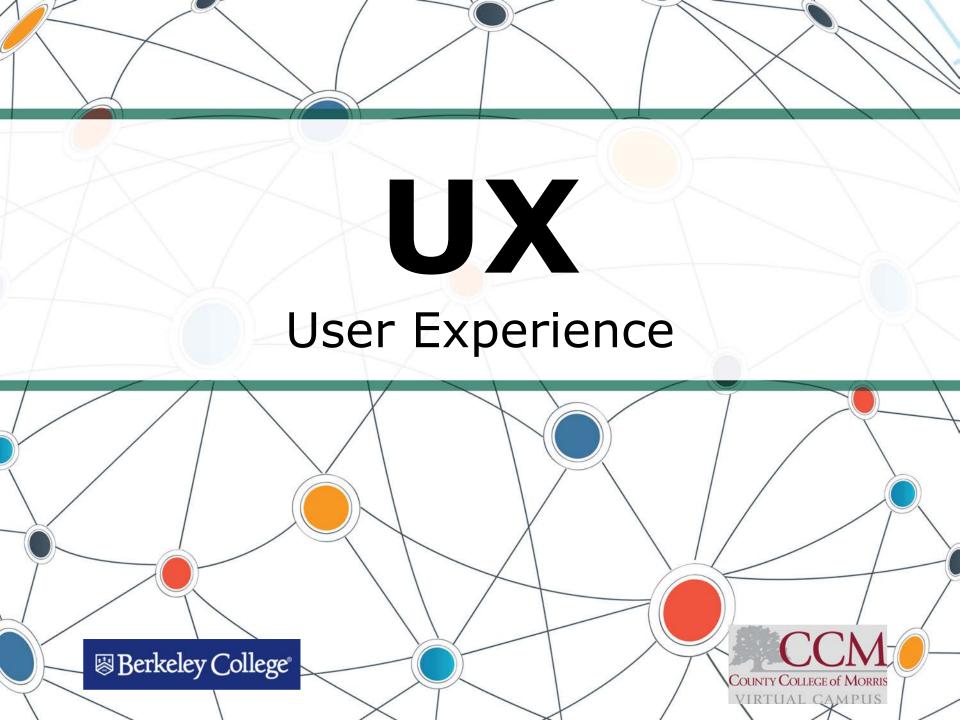Shelley Kurland, Ph.D Dean, Virtual Campus County College of Morris

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Touchpoints:

1. UX
2. Advising
   a. Models
   b. Advisors
3. Instructional Design
4. Partnership - Advising and Instructional Design

UX

User Experience

UX HONEYCOMB
Factors that Influence UX

Image @n.d. By Peter Morville retrieved from https://www.usability.gov/what-and-why/user-experience.html

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Instructional Design Considerations

CONTENT

WHO

ENGAGEMENT   ASSESSMENT
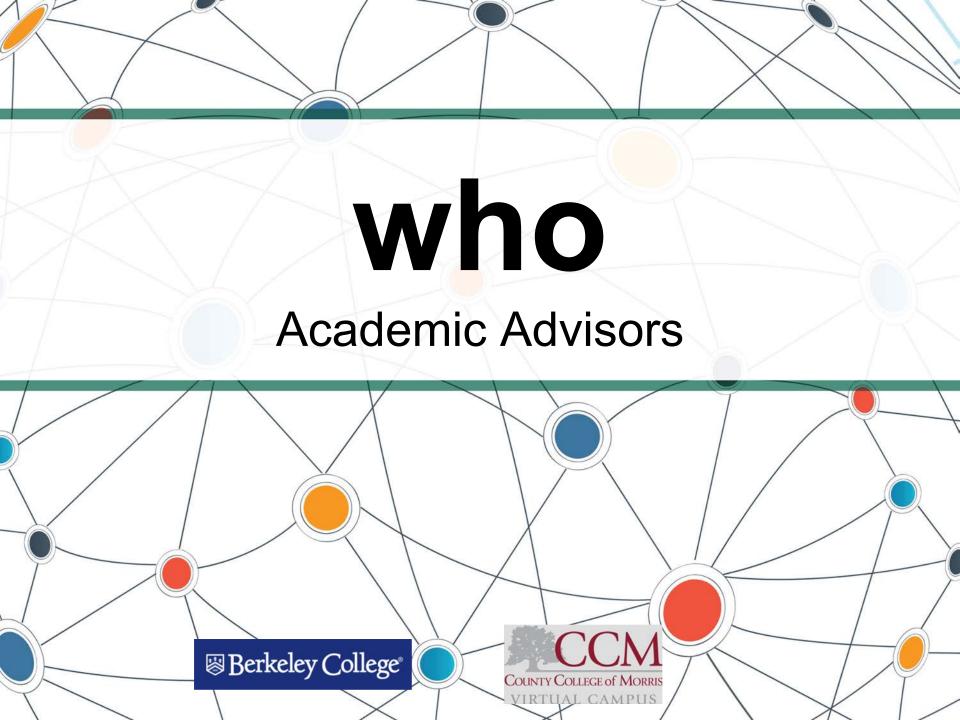
Image @2019 by Shelley C. Kurland, Ph.D.

who

Academic Advisors

content

advising approach

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Academic advising and its impact on student satisfaction

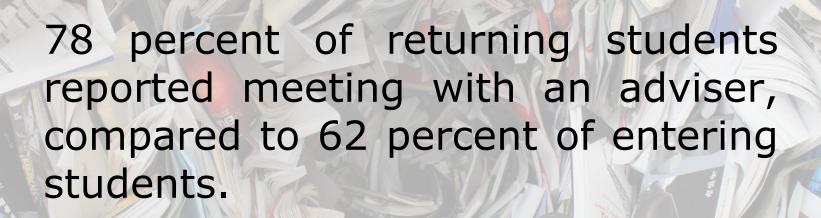Academic advisors can play a critical role in promoting students success and, as a result, help to retain them.

(Ohrablo, 2017)

Advisors help students identify pathways to academic and social success.

(Kuh, 2006)

78 percent of returning students reported meeting with an adviser, compared to 62 percent of entering students.

(CCCSE, 2014)

Academic advisors provide students with the needed connection to the various campus services and supply the essential academic connection between these services and the students. In addition, academic advisors offer students the personal connection to the institution that the research indicates is vital to student retention and student success.

(Nutt, 2003)

Instructional Design

Academic Advising

At Berkeley College, Academic Advising and Instructional Design teamed up to create a training module for all advisors. The purpose in doing so is to better prepare advisors to provide more efficient customer service and hone on methods to support learners in their academic journey.

The goal is to further develop advisors' skill sets to handle the rigorous challenge of maintaining retention and most importantly, assisting in providing student satisfaction as it can assist in those retention efforts.

Teaching & Learning Process

1. Teaching Method: Scenario Based Learning
2. Instructional Strategies: Short videos that focuses on a specific topic and a written scenario where the focus is based on the topic
3. Assessment: Quiz that used a mixed model of questions. I.e. Multiple choice and multiple answers, and True/False
4. Feedback: Survey on learning experience and how it impacted their ability to advise.

Potential Outcomes from Partnership

Academic Advising

1. Begin to establish internal training for advisors
2. Further develop on advising skills
3. Maintain positive advisor-learners relationships
4. Promote efforts that lead to strong retention
5. Collect data on progress after training to access what other type of training is needed

Instructional Design

1. Continue to support academics and academic support in their efforts to teach learners
2. Maintain positive relationships with other stakeholders in academics
3. Assist in efforts that lead to strong retention
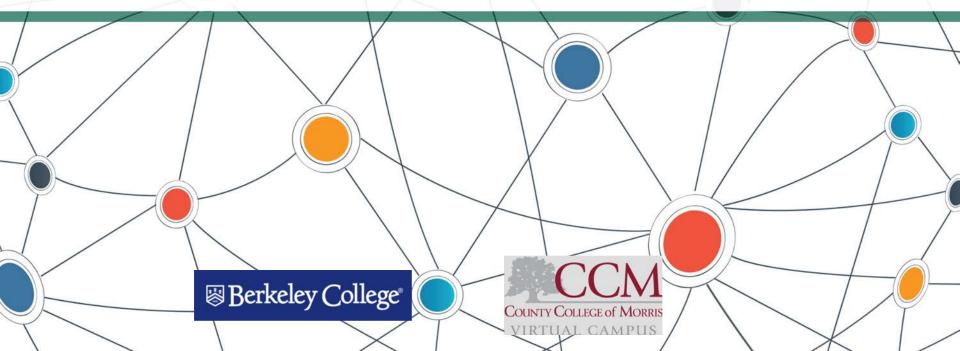4. Support data collection to help design and develop additional training with Academic Advising

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And The Most Important Potential Outcome from the Partnership is…..

Student Satisfaction!!!!!!

Lessons learned

Lessons Learned

1. Highly valuable relationship between Academic Advising and Instructional Design
2. Understanding the importance behind Academic Advisers having the skill set to handle various student situations
3. Using collected data from various areas within Academic Advising can help develop training for Academic Advisers
4. Opportunities for consistent training for Academic Advising developed by Instructional Designers

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