

The logo for Cal Poly Pomona is displayed on the left side of the slide. It consists of the words "CalPoly" in a dark blue, sans-serif font and "Pomona" in a green, sans-serif font below it. To the right of the text is a large, stylized arrow pointing to the right. The arrow is composed of several overlapping triangular shapes in shades of blue, green, and yellow. The background of the slide features abstract geometric shapes in shades of blue and green, including a large triangle at the top left and another at the bottom left.

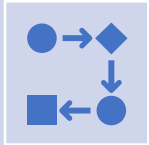
**CalPoly**  
**Pomona**

# Student-centered, Data-informed, and Proactive Advising Campaigns to Facilitate Academic Momentum

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Office of Student Success, Equity and Innovation

# Agenda



**Redesigning CPP's Advising Model**



**Communicating & Supporting High Expectations**



**Implementing Coordinated Campaign Calendar & Data-Informed Advising Practices**

# Redesigning CPP's Advising Model





# Academic Advising at CPP

- **One of the most important relationships students will have will be with their academic advisor**
  - Professional academic advisors in all 8 colleges and Undeclared Advising plus a central advising and enrollment services hub (BAC)
  - Advisors are experts in specific majors and partner closely with faculty mentors
- **Advising Partnerships**
  - Orientation: Group Advising
  - Throughout time at CPP: One-on-One and Group Advising
- **Advisors will reach out to students ahead of important milestones and when students miss a milestone**

# Advising Ratios Over Time



# Outcomes for Orientation Advising:

Register for 12-15  
units

Register for Math  
and/or English if they  
need to

Complete Academic  
Plan for first term  
(ideally first year)

Learn the name of  
their assigned advisor  
and Chair and/or  
faculty mentor

Connect with college  
community

Learn about  
opportunities for  
engagement

# Assisting Students to Complete Math and/or English

- **Advisors will put student's appropriate courses in their Digital Academic Planner if they meet these criteria:**

**Math:**

Category 4

Category 3  
STEM students

**English:**

Category 3  
and 4  
students

# Guided Registration:

- If the student has guided registration:
  - They must enroll
  - They cannot drop their courses

You have the following GE Requirements:

You must register for the required courses listed below **PRIOR** to registering for any other courses.

You are required to enroll in ONLY ONE of the following:

- Course College Algebra MAT-1050  
and Course College Algebra Activity MAT-1050A
- Course Survey of Mathematics MAT-1910
- Course Statistics with Applications STA-1200  
and Course Statistics w/Applications Act STA-1200A
- Course College Algebra Stretch I MAT-1051  
and Course College Algebra Strch I Act MAT-1051A
- Course Quant Reas Prob-Solv MAT-1900  
and Course Quant Reas Prob-Solv Act MAT-1900A
- Course Statistics Apps Stretch I STA-1201  
and Course Int Statistics Act STA-1201A



# First Year Advising Learning Outcomes

1

Complete 30 units

2

Select a major or confirm current major fits best.

3

Meet with their advisor to create a plan for their first year

4

Review their transfer credit (dual enrollment) with their advisor and submit petitions

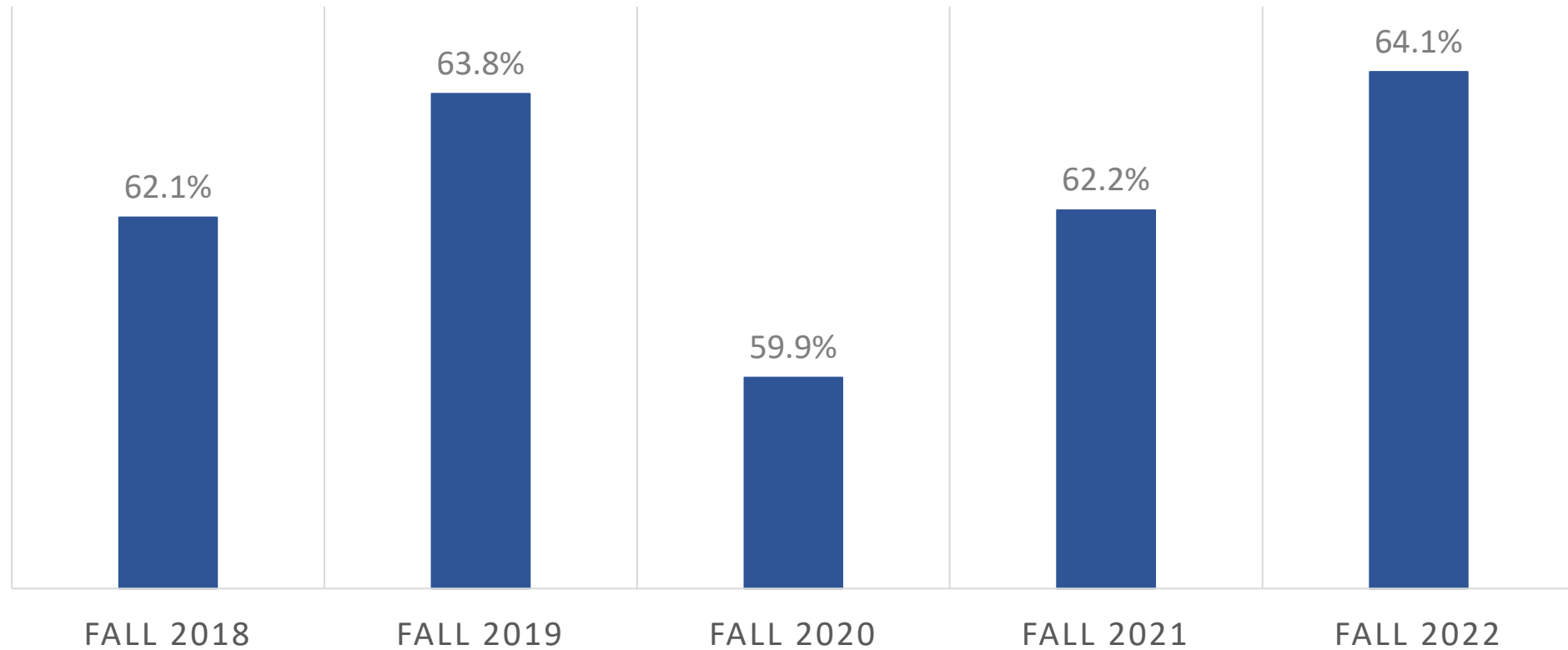
5

Complete Written Composition and Quantitative Reasoning requirements

A photograph of a man and a woman in an office. The man, on the right, is wearing a blue and white striped polo shirt and glasses, looking at a computer monitor. The woman, on the left, is wearing a grey sweater and looking towards the man. The desk has two monitors, a keyboard, a mouse, a bottle of hand sanitizer, and some papers. The background shows office cubicles.

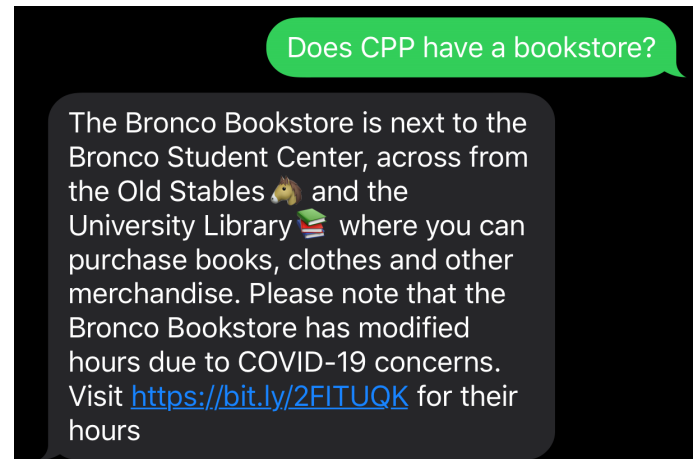
# Communicating & Supporting High Expectations

# Completing 30+ Units in the First Year



# Billy Chat – an automatic (and smart) friend

- Artificial intelligence that can simulate a human conversation
- Examples: Customer Service outreach, virtual assistants like Siri or Alexa, etc.



When is my virtual advising and registration?

Please visit [bit.ly/cpp-online-advising](https://bit.ly/cpp-online-advising) for info on virtual advising resources. You can go to [bit.ly/cpp-connect-advising](https://bit.ly/cpp-connect-advising) for CPP Connect to make an online appointment with your advisor in your major, or contact the Bronco Advising Center at (909) 869-4600 or [bac@cpp.edu](mailto:bac@cpp.edu) for general advising help. If you're joining us in fall 2020, you'll get advising during your Virtual Advising Day

Hi Willow! This is Zoe from the Bronco Advising Center. Double check your Student Center and your email to confirm your Virtual Advising Day

# The Power of the Nudge

## Holds Notifications

- Students get regular Billy Chat messages about Academic Standing, Financial and Title IX holds ahead of and throughout the registration cycle
- For Spring 2024 Registration:
  - 6,906 students received at least 1 text and 6,044 **holds removed (87.5 percent)**

## 0-Unit Outreach

- Students get Billy Chat surveys, CPP Connect enrollment campaigns, and invites to special registration events
  - For Spring 2024 Registration:
    - **2,979 of 4,028** students who were eligible for a Stop-Out term enrolled in Spring 2024 (**74 percent of total eligible population**)
    - **310 of 1,176** students who were in danger of Discontinuation enrolled in Fall 2023 (26 percent of total eligible population)

# Data Informed Practices & Coordinated Advising Campaign Calendar



# Data-informed Practices

**Analytics based  
on 10 years of  
historical data**

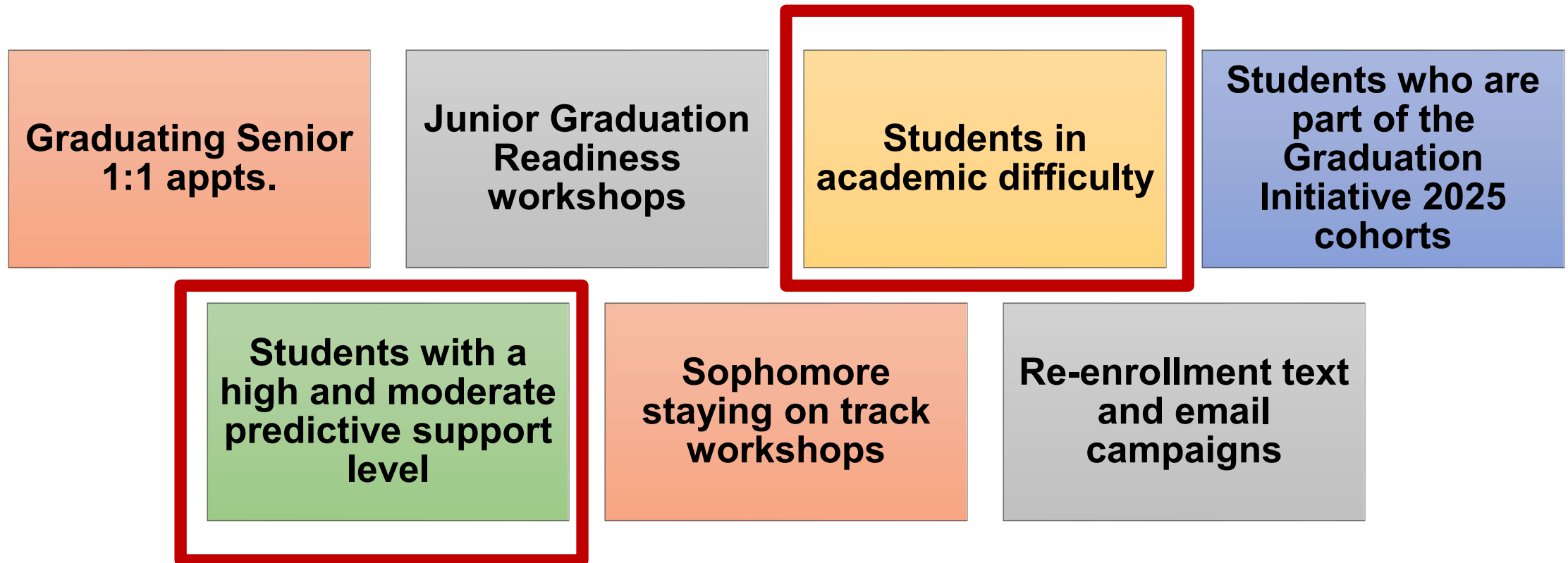
**Intervention  
effectiveness  
reports**

**Learning  
outcome-based  
interventions with  
pre- and post-  
assessments**

**Post-advising  
experience  
surveys**

**NACADA  
Excellence in  
Advising Self-  
Study**

# CPP Coordinated Campaign Calendar





# Intervention Outcomes

## High Predictive Support Level

- Students who attended a meeting had higher GPAs (2.78) than students who did not (2.56)

## Academic Standing Support

- Students who attended a meeting had higher re-enrollment rates (80%) than students who did not (36%)

# QUESTIONS ?



# Contact Information

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