

Annual Report 2020

Vision

We, the student services community, are united by a common purpose across divisions: promoting student success. Strong cross-campus partnerships make this possible. Since advising and student support staff are spread throughout the university, Advising Strategy & Training exists to engage this community in development, learning, and leadership. Our efforts are grounded in an equity mindset, with which we strive to create a culture of belonging and welcome for both the advising community and for students. By providing transformative advising and student support, we help build an environment at Berkeley that is as well known for its student experience as for its academic excellence.

AS&T Team

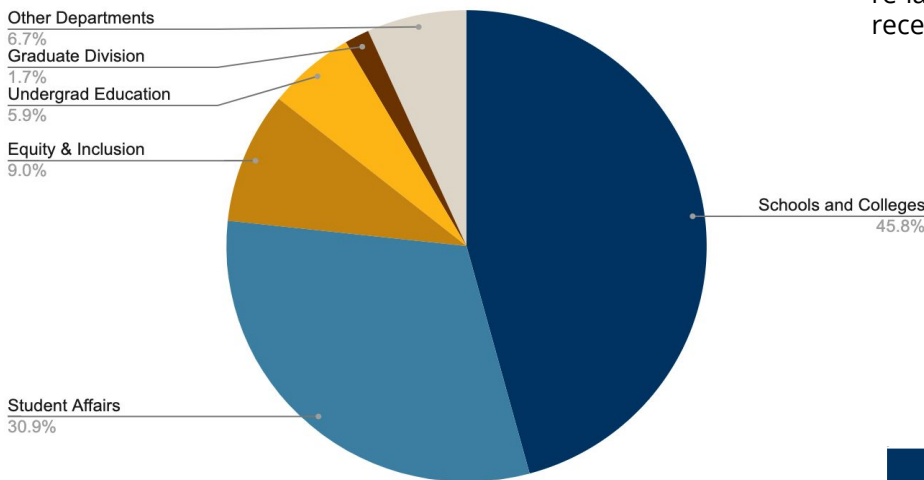
Advising Strategy & Training is truly a team effort. The team currently consists of:

- Susan Hagstrom, Manager Advising Strategy & Training
- Jennifer Wilson, Communications Strategist
- Amy Hintz, Events and Office Support Coordinator

Community

Building a community of practice is at the core of Advising Strategy & Training. This community includes advisors, academic counselors, learning specialists and others who interact with students on a regular basis. In total, an estimated 1100 staff benefit from our training and support.

Student Service Staff by Division



Events

With an average of one event per week, Advising Strategy & Training created space for community, offered opportunities for professional development, and facilitated cross-unit communication.

I REALLY appreciate the Advancing Practice series. Some of these sessions are the first time I'm actually seeing and hearing from staff members I have heard of but never met. I'm learning about so many new programs and strategies I hadn't heard of before.

- Anonymous response, Student Services Assessment

Communication

Communication is the heart of developing partnerships and connecting the advising and student services community. Advising Strategy & Training maintains the Advising Matters Website and built the robust Virtual Advising Toolkit. In addition, we have established a targeted listserv and re-launched the monthly newsletter to a strong reception.

Monthly Newsletter

Subscribers	1195
Number of issues	4
Audience Growth	17%
Average Open Rate	66.8%
Average Click Rate	11.0%

Event Type	Num of events	Aver attendance
Interviews	5	77
Workshops	28	166
Social Hours	7	84
Large Community	2	319
Other	10	30
Totals	52	135

Annual Report 2020

Key Achievements

1. Established partnerships and liaison relationships with Undergraduate Education, Equity and Inclusion, Student Affairs, Schools and Colleges, and other stakeholders.
2. Created and implemented professional development and training programs for advising and student services staff. Established opportunities for visibility and leadership. Supported staff in the transition to virtual services.
3. Created resources and job tools for advising and student services job field. Built resources to support advising and student services staff through the remote advising experience and beyond.
4. Represented advising and student support in campus initiatives. Provided advising expertise and knowledge to the conversation.
5. Established and upgraded modes of communication with the larger advising and student services job field. Increased communication and information sharing across divisions.
6. Built a sense of community, identity, and common purpose across all staff who support student success. Created opportunities for connection, collaboration, and cross-unit learning.
7. Conducted needs assessment of student services job field.
8. Contributed to campus-wide initiatives and student services units are currently supporting DEIB efforts.

Advisors have needed to be nimble and responsive to students in unexpected ways during these challenging times, this new Virtual Advising Toolkit builds upon these strengths and includes creative solutions, tools, and resources that have come directly from our student services community.

- Shawna Dark,
Chief Academic Technology Officer &
Executive Director, RTL

See Appendix A

Advising Fellows

In Fall 2020, the Advising Fellows program was launched. This intensive professional development opportunity encourages staff to enhance their project management skills and contribute to the larger student services community. Fellows collaborate across divisions to work on 1-2 major initiatives, building programs, resources, and a shared knowledge base for the community.

See Appendix B

Advancing Practice Certificate

The Advancing Practice Certificate is a self-paced program intended to be completed within 1 year. It offers professional development through workshops, small group discussions, and development of a personal advising philosophy statement.

See Appendix D

Advising Circles

Remote Advising Circles are small groups of 6-8 advising and student services staff who gather via Zoom for a single session of collaborative brainstorming and discussion on a particular topic. Sessions are facilitated by Susan Hagstrom or advising fellows.

See Appendix G

70
participants

Year	Circles	Topics
2020	20	6
2021	22	13

Semester	Fellows	Projects
Fall '20	4	7
Spring '21	8	5

I really appreciated being able to hear from the students themselves. To my knowledge there has been very little opportunity to get the student perspective at UCB related to COVID-19. - Anonymous

Appendices

[Appendix A: Key Achievements](#)

[Appendix B: Advising Fellows](#)

[Fall 2020](#)

[Spring 2021](#)

[Appendix C: Advancing Practice Workshops](#)

[Spring 2020](#)

[Summer 2020](#)

[Fall 2020](#)

[Appendix D: Advancing Practice Certificate](#)

[Participants by division](#)

[Appendix E: Who are the People in your Neighborhood Interviews](#)

[Appendix F: Student Services Socials](#)

[Appendix G: Advising Circles](#)

[Summer and Fall 2020](#)

[Spring 2021](#)

[Appendix H: Rough Draft of Goals for 2021 and Beyond](#)

Appendix A: Key Achievements

1. Established partnerships and liaison relationships with Equity Inclusion, Student Affairs, Schools and Colleges, and other stakeholders. Examples include:
 - a. Center for Teaching & Learning
 - b. Student Success Working Group
 - c. Berkeley Online Advising
 - d. Council of Undergraduate Deans
 - e. Schools & Colleges
 - f. Student Systems Policy Committee
 - g. EVCP bi-monthly meetings
 - h. Student Affairs monthly updates
2. Created and implemented professional development and training programs for advising and student services staff. Established opportunities for visibility and leadership. Supported staff in making the transition to virtual services.
 - a. [Advising Core Competencies](#) (updating in-progress)
 - b. [Advising Fellows Program](#) (4 FL20 Fellows, 8 SP21 Fellows)
 - c. [Advancing Practice workshops](#)
 - i. [Archive of past events](#) (45 unique events produced in 2020)
 - d. [Advancing Practice Certificate Program](#) (70 participants in inaugural program)
 - e. [Remote Advising Circles](#) (small “think tanks” on a range of topics)
 - f. Who Are the People in Your Neighborhood? (monthly interviews of advising/student services professionals)
 - g. [NewBe](#) (advising and student services staff onboarding program on bcourses)
 - h. [Excellence in Advising Awards](#)
3. Created resources and job tools for Advising and Student Services job field. Built resources to support advising and student services staff through the remote advising experience and beyond.
 - a. [Virtual Advising Toolkit](#)
 - b. [Tech Tools for Advising & Stu Services](#)
 - c. [Best practices in Virtual Advising](#)
 - d. [Virtual Tech Tool Comparison Chart](#)
 - e. [COVID resources for student services](#)
 - f. [BOA Shared Advising Notes protocol](#)
 - g. [Advising and ADA policies/procedures/best practices](#)
4. Represented advising and student support in campus initiatives. Provided advising expertise and knowledge to the conversation. Examples include:
 - a. Future of Work
 - b. Discovery Initiative
 - c. Berkeley Online Advising (BOA)
 - d. Remote Accommodations Working Group
 - e. Instructional Resilience Task Force
 - f. Student Engagement and Services
 - g. UC Advising & Counseling Network (system-wide advising deans and directors)

5. Established and upgraded modes of communication with the larger advising and student services job field. Increased communication and information sharing across divisions.
 - a. [Advising Matters website](#) (enhanced, updated; Jennifer Wilson hired)
 - b. [Advising Matters newsletter](#) Restarted and refurbished monthly email to 1195 recipients
 - c. Student Services listserv (EVCP updates and key SA messages are forwarded to the list)
 - d. [Student Services Updates](#) (established during the pandemic to share service & policy updates, questions and tips from 125+ student service units across campus)
 - e. Student Services Update events (i.e., virtual town halls with VCUE, Grad Div, SA, E&I)
6. Built a sense of community, identity, and common purpose across all staff who support student success. Created opportunities for connection, collaboration, and cross-unit learning.
 - a. [Advising Council](#), including subcommittees on Vision/Mission, Anti-Racism, Advisor Wellness.
 - b. Infused in all programming, including Advancing Practice Workshops, Advising Core Competencies, Advising Matters newsletter and website, Remote Advising Circles, etc.
7. Conducted needs assessment of student services job field.
 - a. [Student Services Assessment](#) (July/Aug 2020, over 500 respondents)
 - b. Partnership with OPA on Pulse Surveys and UCUES question development
 - c. Build awareness of Advising and Student Services job field [link to pie chart](#)
8. Identified and contributed to campus-wide initiatives and student services units that are currently supporting DEIB efforts.
 - a. Member of DACA Working Group
 - b. Co-lead for Equity-Oriented Advising & Coaching model/program (campus-wide team, slated to launch FL21); LCFF funding will be applied here.
 - c. Member of EOP Partnerships Mtgs
 - d. Student Success Working Group
 - e. Transfer Student Success Group
 - f. Co-facilitator of self-reflective discussion with the College of Letters & Science Advising Office on what advisors can do to support equity, belonging, and inclusion.
 - g. Offered Advancing Practice Workshops for advisors on topics such as understanding the experience of CE3 students during COVID-19; what COVID-19 has taught us about basic needs, Student Athlete Activism, and more.
 - h. Consultations with Undergraduate Diversity Task Force, Centers for Educational Equity and Excellence (CE3) Leadership Team, Chicanx/Latinx Standing Committee,
 - i. Advising Council subcommittee on creating an anti-racism strategy for student services. Recommendations include: Add DEIB to mission and goals of AC, Centralize and highlight each advising and student service unit's strategic plans related to equity, inclusion, and belonging to facilitate coordination and sharing of ideas. Create Student Services track in campus-wide anti-racism trainings.
9. Participated in professional development opportunities.
 - a. NACADA Administrators Institute (Campus-wide Responsibility Track), February 2020
 - b. The Heart of Higher Education, Parker Palmer, June 2020
 - c. National Conference on Race and Ethnicity in Higher Education (NCORE), June 2020
 - d. UCB NOW Conference (presenter), July 2020
 - e. Fulfilling the Mission of Higher Ed During COVID-19, [San Francisco State University](#) and [Mentor Collective](#) (September 2020)
 - f. 2021 Mentoring and Advising Summit (Reinvention Collaborative Track), March 2021

Appendix B: Advising Fellows

Fall 2020

Name	Projects
Amy Veramay Berkeley Study Abroad Advisor Summer Sessions & Study Abroad	<ol style="list-style-type: none">1. NewBe2. Virtual Advising website3. Student Services assessment4. Advising Fellows program (co-creator)
Louise Hon Berkeley Study Abroad Advisor Summer Sessions & Study Abroad	<ol style="list-style-type: none">1. Student services assessment2. Excellence in Advising Awards3. NewBe4. Advising Fellows Program (co-creator)5. Advising Matters website
Anna Henry Berkeley Study Abroad Advisor Summer Sessions & Study Abroad	<ol style="list-style-type: none">1. Virtual Advising website2. Advising Fellows Program (co-creator)3. Advancing Practice Certificate program (co-creator)
Marie Bartz Berkeley Study Abroad Advisor Summer Sessions & Study Abroad	<ol style="list-style-type: none">1. Advising Fellows Program (co-creator)2. Advising Matters website3. Advancing Practice Certificate program (co-creator)

Spring 2021

Name	Projects
Sarah Acosta Program Coordinator Office for Graduate Diversity	<ol style="list-style-type: none">1. NewBe2. Advancing Practice Curriculum
Amy Louise Casey Azuma Senior Academic Advisor Office of Undergraduate Advising, College of Letters and Science	<ol style="list-style-type: none">1. Advancing Practice Certificate Program2. Remote Advising Circles3. Advising Philosophy Workshop
Tim Cahill Senior Academic Advisor Office of Undergraduate Advising, College of Letters and Science	<ol style="list-style-type: none">1. NewBe2. Advancing Practice Curriculum
Michael Cervantes Lead Student Services Advisor Cal Student Central, Financial Aid and Scholarships Office	<ol style="list-style-type: none">1. Advancing Practice Curriculum2. Remote Advising Circles
Louisa Harstad Assistant Director Native American Student Development	<ol style="list-style-type: none">1. Advancing Practice Certificate Program2. Advancing Practice Workshops
Anna Hoehenrieder Academic Advisor Rausser College	<ol style="list-style-type: none">1. NewBe2. Advancing Practice Workshops
Johnny Leon Transfer Specialist Community College Transfer Services/Transfer Alliance Project	<ol style="list-style-type: none">1. Advancing Practice Certificate Program2. Remote Advising Circles
Ryann Madden Graduate Student Affairs Officer Environmental Science, Policy, and Management; Rausser College	<ol style="list-style-type: none">1. Advancing Practice Certificate Program2. Advancing Practice Workshops

Appendix C: Advancing Practice Workshops

Spring 2020

- Difficult Decisions, panel of student services staff on helping students with end-of-term decisions (CAPS, EOP, schools and colleges)
- Summer Sessions and Study Abroad Updates (AVC Rick Russo)
- Career Planning Strategies to Support Students During COVID-19 (Career Center)
- COVID-19: Supporting Ourselves and Our Students (Dr. Aaron Cohen of CAPS)
- Best Practices for the COVID-19 Era: Paperless Advising in Data Science (Data Science advising team)
- Social Change Roles in Times of Crisis - Virtual Reflection (Deepa Iyer, Center for Social Inclusion; co-sponsored with the Public Service Center)
- Mindfulness, Well-Being, and Self-Care for our Student Services Community (Professor Dacher Keltner)
- Understanding the CE3 Student Experience with COVID-19 (CE3 student panel)
- SP20 Undergraduate Grading Option Policy Updates with the Office of the Registrar (Office of the Registrar)

Summer 2020

- Basic Needs Update: What have we learned from COVID-19? (Basic Needs Center)
- Equity Informed Academic Coaching (co-sponsored with Cal Coaching Network)
- Student Engagement Tech Tools Showcase: Seven Tools to Increase Connection (Berkeley International Office and University Extension)
- Supporting Undocumented Students post SCOTUS Ruling on DACA (Undocumented Students Program)
- FL20 Enrollment Updates for Student Services Staff (Office of the Registrar)
- Supporting Students in Distress (Center for Support and Intervention)
- Res Life UNPLUGGED (Glenn Deguzman and Res Life team)
- Building Transfer Student Community in an Online Environment (Supporting Transfer Students Community of Practice)
- Handshake Career Management System Demo (Career Center)
- Zoom Hosting Best Practices and ADA Tips from the Experts for Student Services Staff (Liza Schlosser, Ella Callow)

Fall 2020

- Election 2020: Supporting Our Students and Ourselves (cross-campus panel, EOP, LEAD Center, CAPS)
- Hearing Our Students' Voices: Survey Data Tell the Story of COVID-19 and 2020 (OPA, Undergrad Ed, E&I)
- L&S Office of Undergraduate Advising Spotlight (L&S OUA)
- Digital Community Building and Hazing Prevention (UCB Hazing Prevention Collaborative)
- Virtual Front Desk Showcase (cross-campus panel)
- Study Abroad 101 (Study Abroad)
- #MoreThan An Athlete (Athletic Study Center, Cameron Institute)
- Personal Writing for Self-Care (Susan Hagstrom)
- SP21 Enrollment and Undergraduate Retention (Office of the Registrar)

Appendix D: Advancing Practice Certificate

Participants by division

Division	Num of Participants
Schools and colleges	50
Undergraduate Education	7
University Extension	5
Student Affairs	3
Equity and Inclusion	2
Berkeley International Office	2
Communications and Public Affairs	1
Total	70

Appendix E: Who are the People in your Neighborhood Interviews

Developed and co-hosted by Tim Cahill and Cassandra Dunn

- Azadeh Zohrabi (Director, Underground Scholars)
- Patrick Naranjo (Director, American Indian Graduate Program)

- Shirley Ly (Coordinator, Student Learning Center)
- David Vera (Counselor, Financial Aid and Scholarships)

- Takiyah Jackson (Director, African-American Student Development and the Fannie Lou Hamer Black Resource Center)
- Cristóbal Olivares (Director of Student Technologies, Student Affairs IT)

- Billy Curtis (Director, Gender Equity Resource Center)
- Chris Grace (Assistant Director, Athletic Study Center)

- Tomie Lenear (Program Coordinator, Student Parent Center)
- Heidi Yu (Career Center Counselor)

Appendix F: Student Services Socials

Community & Connection in the Era of Social Distancing

- Marissa Reynoso, LEAD Center
- Isela Peña-Rager, L&S College Advising

- Anay Martinez, L&S College Advising
- Jenny Cornet-Carrillo, Berkeley International Study Program

- Alfred Day, Dean of Students Office
- Tim Cahill, L&S College Advising

- Jessie Rosales, L&S College Advising
- Alberto Ledesma, Diversity, Inclusion, and Equity--Division of Arts and Humanities

- Amy Azuma, L&S College Advising
- Meredith McCall, Athletic Study Center

- Lauren Cooper, UC Berkeley Extension International Programs
- Ken Mahru, Grad Advisor, English

- Alyssa Panyawai, Counseling and Psychological Services
- Phuong Tang, L&S College Advising

Appendix G: Advising Circles

Summer and Fall 2020

- Building community and a sense of belonging with students
- Graduate Student Advising
- Peer Advising, Counseling, Mentoring and Ambassador Programs
- Remote Tutoring Programs
- Remote Advising Circle on virtual advising delivery methods, systems, and processes
- Advisor Wellness and Self-Care

Spring 2021

- The New Normal: Brainstorming about Advising and Student Services FL21 and After
- Anti-Racism Initiatives in Advising and Student Services
- Creating Virtual Community with Student Workers
- Doing Less with Less
- Engaging Alumni in our Activities
- Finding Community as First Gen Staff
- International Women's Day: Best Practices for Supporting Women Staff and Students
- It's Only Me: Advising in Small Departments
- Supporting First Gen Grad Students
- Supporting First Gen Transfers
- Supporting Recently Admitted Students
- Decompressing from COVID
- Hired During the Pandemic