



# Academic Resource Center

Advising • Retention • Career planning  
College of Business & Technology

## CBT STUDENT SUCCESS PLAN 2016 - 2017

The University of Texas at Tyler  
College of Business and Technology  
CBT Academic Resource Center

## What is ARC?

The Academic Resource Center (ARC) is the College of Business and Technology (CBT) student resource center for advising, retention, and career planning. The ARC offers CBT students a personalized level of advising with one of our advisors assigned specifically to each student's major. The ARC staff assists with each student's growth and development at UT Tyler by creating a degree plan that is compatible with the student's goals. The process is continuous throughout the student's education within the CBT and is based on frequent personal contacts from the ARC advisor. Effective academic advising and career planning is essential to student success and the ARC exists to enhance that experience. The ARC provides the following services:

### Academic Advising

- Scheduling
- Major exploration
- Declaration or change of major/minor
- Prospective students

### Student Success

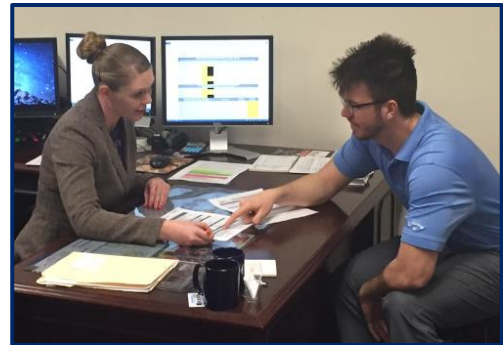
- Outreach to academically at-risk students
- Tutoring and study resource information
- College success coaching (Student Learning Communities)
- Freshmen peer mentoring
- Faculty freshmen mentoring

### Career Planning

- Career exploration
- Internship opportunities
- Selecting the right degree

### Meet the ARC

- Adrienne Hampton, M.A. – Human Resource Development, Technology, and Computer Information Systems Advisor
- Rebecca Kling, B.B.A. – Accounting and Finance Advisor
- Leandra Phillips, M.S. – Management and BS in General Business
- Kay Pleasant, M.S. – Computer Science and Information Technology Advisor
- Roger Sims, Jr., M.S. –Marketing, Finance, and BAAS Advisor



## ARC Location and Hours

The CBT ARC is located in BUS 114 and is open Monday through Friday between 8:00 a.m. and 5:00 p.m. Advisors are also available for email advising at [cbtadvising@uttyler.edu](mailto:cbtadvising@uttyler.edu).

## Mission Statement

The purpose of our student success plan is to develop meaningful relationships with current and future students through strategic outreach programs. We provide students with the resources necessary for academic success, thus maximizing graduation rates within the College of Business and Technology.

## Objectives

- To increase the overall retention rate of all CBT students, traditional and non-traditional
- To actively support CBT freshmen retention within all college majors
- To promote the UT Tyler brand and the CBT mission of building distinction on and off campus
- To retain freshmen and transfer students through the completion of their degree

## Student Success Initiatives: Freshmen and New Transfers

### CBT Welcome Party

The College of Business and Technology hosts an annual Welcome Party for all CBT students, including freshmen, new transfers, and prospective students. This event takes place during Welcome Week (first week of classes), and is widely publicized across campus. Students enjoy free food and drinks while they mix and mingle with peers, staff, and faculty. Free CBT t-shirts are distributed to all attendees.



### New Student Orientation

Academic Advisors meet and greet incoming freshmen, parents, and transfer students at multiple events during each orientation session. Advisors participate in the Academic Resource Fair and host a “Meet Your College” for all new students and parents. This is an opportunity for admitted freshmen and their families or new transfer students to learn about the programs, events, and academic advantages offered through the College of Business and Technology.



## Starting the Semester Right and Finishing Strong

During the first two days of each semester, advisors offer a friendly smile and assistance to students looking for classrooms and classroom assignments. Advisors return at the end of the semester to offer students free scantrons and sharpened pencils as they head to their final exams.

## Student Success Initiatives: Freshmen

### Student Learning Communities

The College of Business and Technology is the only college that requires freshmen to participate in a Student Learning Community class (SLC). The SLCs are taught by a CBT Academic Advisor, and all Business and Technology majors are grouped together to foster academic communities within the cohort.

### PASSages

Incoming CBT freshmen that do not meet the admissions requirements for the University must attend a special SLC that focuses on study skills, learning techniques, and academic success. The PASSages SLC is taught by a CBT Academic Advisor and supports potentially at-risk students during their first year at the University.

### CBT Ambassadors – Peer Mentoring Program

Outstanding CBT upperclassmen are selected to represent the college both on and off campus. Members of this club assist CBT staff, attend University events, and represents the CBT off campus. They also serve as mentors to CBT freshmen.

### Faculty Mentoring Program

All freshmen are assigned to a faculty mentor within their discipline. Each mentor meets with the students on an individual basis and for group mentoring activities.

## Student Success Initiatives: Sophomores, Juniors, and Seniors

### Advisor to Student Outreach

Each semester, advisors directly contact all students who are on probation or suspension to follow-up with them regarding their academic standing and offer resources as needed. The ARC offers a variety of academic resources, tutoring options, and success strategies. Special attention is given to the courses chosen each semester in order to avoid heavy-loaded semesters, which could adversely affect an at-risk student's success rate.

### Advisor to Faculty Outreach

Faculty work closely with advisors to identify low-performing students at risk of failing a class. Each semester, the ARC requests that faculty forward a list of low-performing students to the office so that an advisor can contact each student individually. Contact occurs after the census date, at mid-terms, and before the final drop date for the semester. In Fall 2015, the ARC worked with faculty to identify approximately 56 students at risk of failing courses, and an advisor reached out via personalized emails and phone calls to offer assistance to the students on an individual basis.

### Senior Advising Outreach

To ensure that senior students are on track to graduate, the ARC sends updated degree plans to all seniors and verifies receipt (either in person or via email). For students who have not seen an advisor in more than one year, and who do not verify receipt of their updated degree plan, a hold is placed on their account by the CBT ARC. This hold can only be removed once the student contacts an advisor to review their updated degree plan and expected graduation date. This initiative guarantees that even those students who have never sought academic advising are contacted by our office at least once prior to applying for graduation.



## Student Success Initiatives: All CBT Students

### Personalized Advising

Advisors are assigned specific majors to facilitate accuracy, consistency, and customer service. Specification in majors allows advisors to become familiar with the degree plans and to develop closer relationships with faculty and students. All academic advisors are cross-trained to provide assistance to all majors if a student's assigned advisor is not available.

- Distinct Degree Plans: The ARC provides students with easy-to-read, color-coded, one-page degree plans to clearly show what courses remain to complete the degree. Updated degree plans are made available to students during office visits and may also be sent to the student's email address by request for our distance learners.
- Advanced Planning: The ARC works with department chairs to produce 2-year rolling schedules, which allow students the convenience of advanced schedule planning. The rolling schedules are posted online, as well as handed out to each advisee who visits the office.

### CBT Outreach

The ARC sends regular updates to all undergraduate CBT students regarding: job postings from employers who have contacted our office, internship postings from local employers, weekly notifications of CBT-specific job and internship opportunities posted by Career Services, course and program information from the advising office, and upcoming events. In addition, the ARC sends out congratulatory letters from the Dean to all students who are on the Dean's List and President's List each semester, as well as congratulatory letters from the Dean to all CBT students who are approved for graduation.



### Advisor Professional Development

The ARC advising staff attends an annual conference to promote continued professional development and advising excellence. Additional training and seminars are attended regularly by advisors so that all available resources may be offered by the staff to students. Engaging with students in a positive and meaningful way in the advising office leads to student satisfaction, success, and retention. The ARC maintains the highest professional standards at all times in the office and around the campus.

## What is Working at the ARC

### Increasing Enrollment and Retention for Non-Traditional Students

Students who have returned to complete a degree, decided to change majors, or have 60+ transfer hours can benefit from our newest degree offerings: the Bachelor of Science in General Business, Bachelor of Science in Information Technology and the Bachelor of Applied Arts and Science. These degrees offer flexible class schedules and allow for more transfer coursework than a traditional BBA.

### Graduation Application Surveys

Students are now automatically prompted to complete an advising satisfaction survey with each graduation application. This survey will measure the effectiveness, efficiency, and accuracy of the CBT Academic Resource Center. After review of the responses, potential areas of improvement may be identified and addressed. The surveys will also allow tracking of career placement for students who graduate with the CBT.



## Plan in Action

### Noteworthy numbers from Spring/Summer 2016 semester:

Number of face-to-face advising visits	Approx. 1,365
Number of advising emails	4,327
Number of <b>low-performing</b> students identified by faculty and contacted	49
Number of High schools visited:	11
Number of Junior Colleges Visited: TJC, Panola, and TVCC	3

### Courses added after Fall 2015 to enhance retention through connection in freshman and sophomore years:

Course	Target student population
MANA 1300 Introduction to Business	First or second semester freshmen
MANA 3300 Critical and Analytical Thinking in Business	First or second semester sophomores
MANA 3312 International Business	First or second semester sophomores
UNIV 1000 Student Success Seminar – Taking Care of Business	First semester freshmen
UNIV 1001 PASSages Success Seminar – CBT Majors	First semester freshmen below the admissions threshold

### Professional Development

All CBT advisors attend The University of Texas at Arlington Advising Association (UTAAA) Annual Advising Conference each Spring semester.



## Fall to Fall Retention Reports for 2011-2015

<b>Sophomores, Juniors, and Seniors that Stayed Within Their Own College</b>				
College	Fall 11 - Fall 12 Cohort	Fall 12 - Fall 13 Cohort	Fall 13 - Fall 14 Cohort	Fall 14 - Fall 15 Cohort
CBT	78.41%	82.07%	81.58%	84.08%
<b>Freshman that Stayed Within the University</b>				
College	Fall 11 - Fall 12 Cohort	Fall 12 - Fall 13 Cohort	Fall 13 - Fall 14 Cohort	Fall 14 - Fall 15 Cohort
CBT	58.62%	71.76%	60.71%	65.82%
<b>Freshman that Stayed Within Their Own College</b>				
College	Fall 11 - Fall 12 Cohort	Fall 12 - Fall 13 Cohort	Fall 13 - Fall 14 Cohort	Fall 14 - Fall 15 Cohort
CBT	53.51%	60.31%	49.29%	56.69%

### College of Business & Technology

- Retention rate for Non-Freshman has gone up each year
- Highest percentage of Freshman that stay in our own college at the University