



The University Advising Survey is administered in the spring semester of the academic year to all undergraduate students registered for classes. The survey is distributed via student email in the first week of April and is left open through the end of the advising period, typically four to five weeks later. In Spring 2017, there was a total of 1,551 respondents to the survey, for a response rate of 14%. For the College of Business and Technology, there were 191 respondents, for a response rate of 13%

Overall, the College of Business and Technology student feedback was positive with 93% of respondents being satisfied or very satisfied with their advising experience.

Table 1: Overall Advising Satisfaction

Overall, how satisfied are you with your advising experience?	%	N
Very Satisfied	56.63%	94
Satisfied	36.75%	61
Dissatisfied	3.01%	5
Very Dissatisfied	3.61%	6

Students were also asked to rate their agreement with statements about their advisor and their specific skills, knowledge, and services. The majority of this feedback was also positive, with 80-90% of respondents agreeing with most statements.

The strongest attributes of advisors were being knowledgeable about a student’s program of study (93%), responding to phone and email messages (91%), discussing relevant academic requirements of student majors (92%), and helping students achieve a realistic understanding of the program options available (92%).

Table 2: Strongest Attributes of EKU Advisors

My EKU Academic Advisor...	Strongly Agree	N	Agree	N	Disagree	N	Strongly Disagree	N	Total
is knowledgeable about my program of study.	66.67%	94	26.24%	37	2.84%	4	4.26%	6	141
responds to my email/phone messages.	65.00%	91	26.43%	37	2.86%	4	5.71%	8	140
discusses with me the relevant academic requirements of the major(s) I am in or considering.	61.90%	91	29.93%	44	3.40%	5	4.76%	7	147
helps me achieve a realistic understanding of the program options available to me.	59.18%	87	32.65%	48	3.40%	5	4.76%	7	147

Additional areas advisors were evaluated on include helping students understand their Degree Works Audit (90%), being well informed about campus support services available to students (90%), keeping students aware of program requirements (90%), and recalling or recording content of previous meetings (88%).

Table 3: Other Highly Rated Attributes

My EKU Academic Advisor...	Strongly Agree	N	Agree	N	Disagree	N	Strongly Disagree	N	Total
helps me understand my DegreeWorks audit.	53.74%	79	36.73%	54	4.08%	6	5.44%	8	147
recalls or has record of what we discussed in our previous meetings.	55.40%	77	33.09%	46	5.76%	8	5.76%	8	139
is well informed about campus support services that are available to help me succeed.	53.28%	73	36.50%	50	3.65%	5	6.57%	9	137
keeps me aware of the requirements for completing my program.	61.64%	90	28.08%	41	5.48%	8	4.79%	7	146

Areas for possible improvement could include advisors discussing academic abilities and interests (86%), advisors discussing career options with students, including the experiences and education needed to work in a particular field (76%), and discussing alternative majors that students might also consider (67%).

Table 4: Areas for Improvement

My EKU Academic Advisor...	Strongly Agree	N	Agree	N	Disagree	N	Strongly Disagree	N	Total
discusses with me my academic abilities and interests.	53.42%	78	32.88%	48	8.22%	12	5.48%	8	146
discusses career options, including the experiences and education needed to work in my field.	49.31%	71	27.08%	39	17.36%	25	6.25%	9	144
discusses with me alternative majors that I might also consider.	42.65%	58	24.26%	33	23.53%	32	9.56%	13	136