



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 2018, there was a total of 1258 respondents to the survey, for a response rate of 11%. For the College of Business and Technology, there were 117 respondents, for a response rate of 7%.

Overall, students in the College of Business and Technology are satisfied with advising. Student feedback was positive with 91% 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	58.12%	68
Satisfied	32.48%	38
Dissatisfied	4.27%	5
Very Dissatisfied	5.13%	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 80-92% of respondents agreeing with most statements.

The strongest attributes of advisors were responding to phone and email messages (92%), helping students achieve a realistic understanding of the program options available (92%), discussing academic abilities and interests (91%), recalling or recording content of previous meetings (91%), and discussing alternative majors that students might also consider (90%).

Table 2: Strongest Attributes of EKU Advisors

My EKU Academic Advisor...	Strongly Disagree	N	Disagree	N	Agree	N	Strongly Agree	N	Total
responds to my email/phone messages.	4.95%	5	2.97%	3	34.65%	35	57.43%	58	101
helps me achieve a realistic understanding of the program options available to me.	5.05%	5	3.03%	3	28.28%	28	63.64%	63	99
discusses with me my academic abilities and interests.	6.93%	7	1.98%	2	32.67%	33	58.42%	59	101
recalls or has record of what we discussed in our previous meetings.	6.19%	6	3.09%	3	34.02%	33	56.70%	55	97
discusses with me alternative majors that I might also consider.	7.61%	7	2.17%	2	36.96%	34	53.26%	49	92

Additional areas advisors were evaluated on include advisors discussing relevant academic requirements of student majors (87%), being knowledgeable about a student’s program of study (85%), discussing career options with students, including the experiences and education needed to work in a particular field (84%), and being well informed about campus support services available to students (83%).

Table 3: Other Highly Rated Attributes

My EKU Academic Advisor...	Strongly Disagree	N	Disagree	N	Agree	N	Strongly Agree	N	Total
discusses with me the relevant academic requirements of the major(s) I am in or considering.	4.95%	5	7.92%	8	30.69%	31	56.44%	57	101
is knowledgeable about my program of study.	4.95%	5	9.90%	10	35.64%	36	49.50%	50	101
discusses career options, including the experiences and education needed to work in my field.	6.59%	6	9.89%	9	31.87%	29	51.65%	47	91
is well informed about campus support services that are available to help me succeed.	5.94%	6	10.89%	11	33.66%	34	49.50%	50	101

Areas for possible improvement could include advisors helping students understand their Degree Works Audit (82%) and discussing alternative majors that students might also consider (69%).

Table 4: Areas for Improvement

My EKU Academic Advisor...	Strongly Disagree	N	Disagree	N	Agree	N	Strongly Agree	N	Total
helps me understand my DegreeWorks audit.	7.07%	7	11.11%	11	37.37%	37	44.44%	44	99
keeps me aware of the requirements for completing my program.	8.16%	8	23.47%	23	28.57%	28	39.80%	39	98

Student respondents include 36.3% from Management, Marketing and International Business, 31.5% from Accounting, Finance, and Information Systems, 18.5% from Applied Engineering and Technology Management, and 13.7% from Agriculture.