

Theory

“THE INTENTIONAL USE OF THE TECHNOLOGY MODEL, DELINEATES THREE INTENDED OUTCOMES: SERVICE, ENGAGEMENT, AND LEARNING.” (GRITES et al., 2016)

Gateway’s Tutorial Video Platform

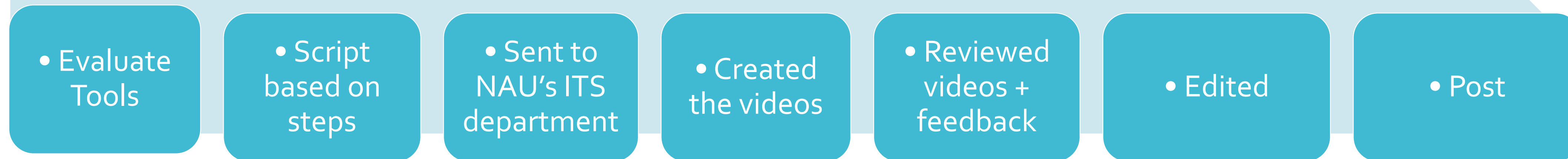
Another Way to Empower Students

- Allow students to access enrollment tutorials 24/7
- Provide enrollment content in a student friendly format

Goals

- Reduce repetition for students and advisors
- Improve instruction
- Revise tutorial format

Process Fall 2019



Tools

- NAU Community
- Academic Catalog
- Jacks Planner
- Progression Plans
- Jacks Scheduler
- And many more!
- Shopping Cart

Availability

- YouTube
- Academic Advising 101
- NAU ITS Website

Results

- 6,096 students were enrolled in AA101
- 5,004 active users or 82% of the enrolled population
- 1,053 users enrolled in the Spring 2019 term on their own
- Students used the videos!

Recommendations

- Increase Marketing
- Incorporate student outreach
- Collaboration with departments
- Expand to University Advising
- Create Web-based enrollment
- Increase Social Media exposure

Gateway’s Social Media Platform

Another Mode of Communication

- Students filter their emails
- Advising presences on newsfeed



Goals of Using Social Media

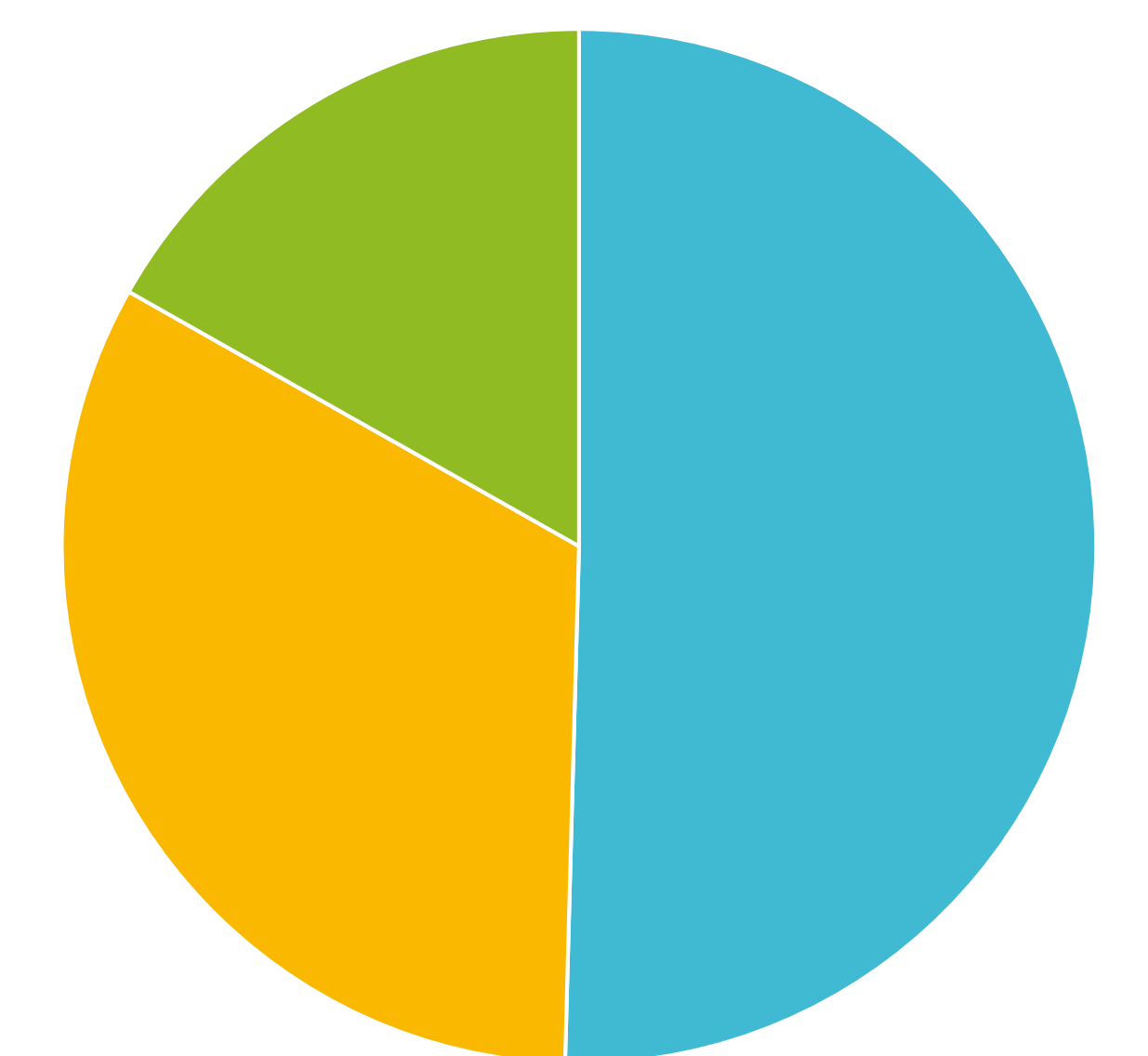
- Bring advising awareness to first year and exploratory students
- Generate and share NAU news, events, important dates, and information
- Connect students to campus resources
- Engage students and encourage resiliency

Content

- Minimum post of once of day
- Use Hootsuite to schedule posts
- University dates & deadlines
- Advisor availability
- #TipTuesday, #WednesdayWisdom, #FeaturedDepartment, #FreshmanFriday, #LumberjackTales



Followers



■ Instagram (762) ■ Facebook (495)
■ Twitter (254)

Results and Recommendations

- Student engagement through comments, likes, and direct messaging
- Create a Social Media Committee
- Create a Social Media Survey for feedback

*Thomas J. Grites, Marsha A. Miller, & Julie Givans Voler (2016) Beyond Foundations: Developing as a Master Academic Advisor. Hoboken, New Jersey: John Wiley & Sons, Inc., pp. 310.