Innovation Title: Virtual Advisement
Institution/System Name: York College, City University of New York
Innovation Category: Student Success > Retention/Completion and Program Design and Delivery > Technology-mediated Learning
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Project Description:
“Virtual Advisement” is a web-based tutorial, developed by Kognito, which provides first-year students with an introduction to college academic policies, procedures, and resources in a timely and student-friendly manner. Created in the academic year 2009 -2010, Kognito is one of the tools used by the college to advise first-year students. The “Virtual Advisement” program is comprehensive and its interactive design allows for greater student engagement. This intervention serves as a meaningful resource, as it provides an opportunity for first-year students to learn about general education and degree requirements early in their academic study.

Objectives:
To help students to:
- Understand graduation requirements, college policies, and procedures.
- Choose a major, develop an academic plan, and graduate in a timely manner.
- Understand the services and resources available at the college.
- Deal with difficulties transitioning to college.

Outcomes:
Survey results have shown an increased satisfaction with advisement services. The Academic Advisement and Counseling Centers continue to collect survey responses from individual students. In addition, the retention and graduation rate will also be used as indicators to show the effectiveness of the change.

Challenges/Problems Encountered:
The college has traditionally relied on academic advisors and counselors to provide academic advisement to first-year students. The college was aware that no one strategy is sufficient to meet student advisement needs, thus the search for a virtual approach was sought. Another challenge was indentifying a good virtual system that could be tailored to meet our needs at a reasonable cost (under 20k).

Evaluation Approach:
In addition to the continuing students responses collected by the Academic Advisement and Counseling Centers, the college and the university system (CUNY) also administers surveys on a regular basis to gather student experiences with services on campus. The Office of Institutional Research & Assessment helps design the instruments and provides necessary analysis and reporting to interested groups.

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