



Project Overview Statement

Executive Summary

Project Title: Online Advising (Rules Engine)
Project ID: 18
Project Leader: Frank Kurz
Department: Student Affairs
Executive Sponsor: Silvia Husain

PROJECT BUSINESS CASE

Project Overview

Increase the reach of proper student advisement and improve the toolset available to advisors and advisees along the educational planning processes. Selected degree programs will be used to automate advising rules so students can start their educational planning on-line, with occasional assistance from a cyber-advisor, providing value-added service to those students that really need it.

Business Goals

1. Improve advising processes, allowing advisors to concentrate their experience, knowledge and efforts on advisees that in fact require their extra attention.
2. Allow students that are able to self-advise to do just that, with the assistance of adequate online tools.
3. Leverage the knowledge base present in BCC advisors to increase the coverage and advising capacity as a whole.
4. Achieve a suitable work load for academic advisors while preserving the quality of advisement on face-to-face and automated advising sessions.

Success Factors

After two years of implementation, BCC will show measurable improvement in online advising metrics. BCC will keep track of the following success factors that show the effectiveness of this project:

1. Number of students that initiate self-advisement sessions and as a percentage of total students that request advising.
2. Percentage of students that document their on-line advising sessions as positive and helpful for their advising requirements.
3. Advisor satisfaction with the positive effect of this project on their advising reach, as measured by quantifiable interviews/surveys.
4. Coverage of programs, degrees and focus groups that are included in the on-line advisement tool-kit and thereby students that are able to initiate and take advantage of on-line advisement sessions.