



CALIFORNIA STATE UNIVERSITY, LONG BEACH

VICE PROVOST FOR ACADEMIC PROGRAMS

Memorandum of Understanding

University Center for Undergraduate Advising (UCUA)

Division of Academic Affairs

February 2020 (for 2017-18 review)

This Memorandum of Understanding outlines the consensus reached by the University Center for Undergraduate Advising (UCUA) and the Division of Academic Affairs, based on the recent program review (self-study in June 2017, the external review in November 2017, and UPRC report in spring 2018). It describes the goals to be achieved, and the actions to be undertaken by all parties to this MOU to achieve these goals, during the next program review cycle. Progress toward goals is to be addressed in an annual report.

The University Center for Undergraduate Advising (UCUA) is an academic support unit that serves as the advising center for major exploration at California State University, Long Beach (CSULB). The UCUA is the home for students who are undecided/undeclared as well as those who have doubts or concern about their initial choice of major, students who are exploring majors, and undeclared students seeking admission to a competitive CSULB academic program.

Innovations in programing since the last review include: Strategies for Academic Success (for students on probation); The Beach Learning Community (students who require remedial work in English or Math); E-Advising Support and Training; Advisor Training (including technology training for professional advisors); and the Fall and Spring Mandatory Freshman Advising Program. Since 2000, the UCUA has continued to develop advising programs geared toward sophomore students, beginning as Sophomore Opportunities Sessions (for undeclared 2nd semester freshman) and continuing into such programming as Spring Freshman Mandatory Advising (began in 2009).

A number of strengths were identified in the reports:

- The 2011 MOU recommended increased use of technology and development of proactive advising programs. Since 2013, the UCUA has vigorously updated and incorporated technological tools in collaboration with Academic Affairs and Enrollment Services, including: the Education Advisory Board (EAB) Foundation, Student Success Collaborative, Insight Symplivity Scheduling System, Smart Planner (Degree Planner) and the Course Scheduling Planner, in order to better account for students on campus.
- The integration of EAB products into advising has been crucial to the University's GI 2025 Student Success efforts. The training was "well-developed and comprehensive".

- Overall, the external reviewer noted the collaborative spirit of the UCUA staff and mentioned their willingness “to partner with the college advising centers to provide a seamless advising experience,” providing “some great opportunities for more coordinated, campus-wide efforts”

Areas of Concern/Opportunities were noted in the reports:

- The mission statement for the UCUA does not currently appear on the UCUA website. The external reviewer noted that while the mission statement of the UCUA is comprehensive, it tends to read more as a “summary of services” rather than as a statement of mission. She recommended revising the mission statement to include one overarching mission and separate statements for each program in UCUA, each with distinct goals and outcomes.
- Although UCUA engages in regular assessment (primarily exit surveys and usage data), more directed cyclical measurement of SLOs is suggested. A potential improvement for the BLC program could include a pre-test/post-test model, possibly addressed in COUN 191. Additionally, comparing historical data between students in BLC and outside the program to find differences in academic progress and retention.
- The external reviewer suggested an increase in professional development activities for the staff of the UCUA, noting that their creative efforts should be “showcased” through presentations, but also that events could be created which would bring speakers to campus or organize advisors from various colleges and universities to day-long workshops.
- UCUA is commended for its collaborative with the Career Development Center, Learning Assistance Center, BMAC (formerly Disabled Student Services), Counseling and Psychological Services (CAPS), and Pre-baccalaureate Advising and Support Services (PASS). The external reviewer commented on the relationship between the UCUA and faculty on campus by stating: “The UCUA may want to consider having faculty serve as general advisors in the center. This can be a great partnership and elevates advising as a profession. Faculty gain a greater understanding of the complexities of academic advising, realizing it is not prescriptive but developmental”

It is therefore agreed that UCUA will:

1. Continue to develop a system of assessments for all programs of the UCUA, referring to models of assessment presented by the external reviewer. Report assessment annually, and in a self-study due June 2024 for a 2024-25 program review;
2. Consider revising the UCUA mission statement and adding it to the UCUA website;
3. Consider having faculty serve as general advisors in the center;
4. Explore professional development opportunities for the UCUA staff with on and off campus institutions and colleagues.

5. Explore and provide funding opportunities for technology needs and increased facility space for the UCUA;

This MOU has been read and approved by:

Executive Director UCUA: 
Duan Jackson

Date: 2/18/2020

AVP Undergraduate Studies: 
Kerry Johnson

Date: 2-18-20

Vice Provost Academic Programs: 
Jody Cormack

Date: 2-18-20