Summary of Results

Students' Feedback on Academic Advising

Survey Background

- Two online surveys conducted in 2023 and 2024
- A total of ~3,850 responses
- Students provide their feedback on the following aspects:
    - Understanding of academic advising
    - Experience of academic advising
    - Reasons for students not meeting their Academic Advisors
    - Suggestions on ways to encourage peers to meet their Academic Advisors

Students' Understanding on Academic Advising

Statement	Percentage of students who agreed/strongly agreed with the statement	
	2023	2024
I understand that Academic Advising would help me get information about my study at PolyU.	84%	85%
I know who my Academic Advisor is	86%	89%
I contact my Academic Advisor if I have any questions about my study at PolyU	63%	75%
I know I should meet my Academic Advisor at least once* in an academic year.	69%	65%

* Changed to twice to 2024/25

Students' experience of academic advising

Statement	Percentage of students who agreed/strongly agreed with the statement	
	2023	**2024**
Communicating with my Academic Advisor was easy.	**85%**	**92%**
My Academic Advisor gave me helpful advice for my study.	**81%**	**86%**
My Academic Advisor helped me connect with campus resources to support my study	**72%**	**76%**
My Academic Advisor assisted me in developing short/long-term educational plan/goal.	**73%**	**78%**
My Academic Advisor facilitated me making important educational decisions (e.g., selecting GUR/major/minor/elective subjects)	**71%**	**75%**
Overall, I think Academic Advising is helpful.	**82%**	**87%**
I am satisfied with the quality of Academic Advising.	**83%**	**86%**

Reasons for students not meeting their Academic Advisors

- Students expressed that they did not meet their Academic Advisors because:
    - They were too busy
    - They considered that they could manage their studies well
    - They were not sure how their Academic Advisors could help them
    - They have already sought advice from others, e.g., Programme leaders, peers, senior students…

Students' suggestions on ways to encourage peers to meet their Academic Advisors

- Providing a variety and multiple ways to communicate with Academic Advisors
- Flexible meeting formats
- Providing incentives for meeting their Academic Advisors
- Knowing about the objectives of advising meetings (so that they know what would be discussed in the meeting)
- Providing a platform to schedule meetings with Academic Advisors
- Making academic advising a programme requirement

Recommendations and Suggestions
Communication of Academic Advising Service

- Academic Advisors sending greeting emails to students
- Using communication channels other than email (e.g., WhatsApp, Wechat)
- More promotion on academic advising
- Inform students about academic advising arrangement in class
- Regular reminders from department

Recommendations and Suggestions
Meeting formats

- More group meetings instead of individual meetings
- Meetings in a causal setting (outside Academic Advisors' office)
- Online meetings (Zoom, teams)
- Advice through email or other communication tools (whataspp, WeChat

Recommendations and Suggestions

Incentive for meetings

- Meal gatherings
- Coffee meet
- Souvenirs/gifts/coupon
- Reward programme

Recommendations and Suggestions
Arrangement of advising activities

- Department-scheduled advising meetings
- Regular occasions or activities for meeting Academic Advisors
- Academic Advisors and students joining departmental activities together
- Gather most of the students at the beginning of the semester

Recommendations and Suggestions
Clear objectives of the advising meetings

- Inform students of the objective of the advising meetings
- State clearly the meeting purpose/ discussion items
- Experience sharing from students
- Specialties or expertise of Academic Advisor and the topics of advice
- Special topics for advising sessions (e.g., postgraduation studies, career choice)

Recommendations and Suggestions

Making academic advising a requirement

- Mandate academic advising as a programme requirement
  - For getting reference letters
  - For declaring majors

- Embed advising as part of a subject

Recommendations and Suggestions

Easy appointments with Academic Advisors

- Provide an easy platform for scheduling meetings with Academic Advisors (e.g., Calendly)
- Academic Advisors could let their advisees know about their preferred timeslots