

## Introduction

Academic Advisers support student learning through the provision of personalised assistance [1,2,3]. At Bournemouth University, the Academic Adviser (AA) role has been in place since 2014/15 to provide guidance to students. This research investigates the AA role in the Bournemouth University Business School to identify how it could be evolved in the future to ensure a more optimal experience for both staff and students.

## Research Design

This research used a survey strategy as the data collection tool. Data was collected in September 2021 and included both quantitative and qualitative elements. Participants were restricted to academics from the Bournemouth University Business School who were experienced in working as Academic Advisers. All participants volunteered to be involved. Ethical approval was from Bournemouth University (Ref 39192).

## The Academic Perspective

The AA role is to:

- Provide a helpful point of contact
- Signpost students to relevant support
- Provide generic academic advice
- Discuss progress, feedback and options

## The Student Perspective

The AA role is to:

- Create a sense of belonging and identity
- Signpost students to relevant support
- Provide generic academic advice
- Help with mental stress and wellbeing

## Enhancing the AA Role for Academics:

- Timetable AA time
- Combine AA and PC\* roles
- Train staff to undertake AA role
- Ensure AA teaches on the course

\* PC = Project Co-ordinator (Year Tutor)

## Enhancing the AA Role for Students:

- Ensure students know who their AA is
- Ensure students understand the AA role
- Manage student expectations of their AA
- Enthuse staff to become a good AA

## References

1. Chan, Z.C., Yan, C.H., Jason, C.H.C., Nga, C.S., Yan, N.K., Yiu, W.K. and Kan, Y.P., 2019. Academic advising in undergraduate education: A systematic review. *Nurse Education Today*. 75 (April), 58-74, doi: 10.1016/j.nedt.2019.01.009.
2. Gordon, V.N., Habley, W.R. and Grites, T.J. eds., 2011. *Academic Advising: A Comprehensive Handbook*. John Wiley & Sons.
3. Spratley, S. 2020. Exploring the role of the academic advisor in leadership education, *Journal of Leadership Education*, 19 (2), 34-48.

