Advising in an Era of Instant Gratification

Presented by Samantha K. Patente and Stacy Ramsey
Overview

• Instant Gratification
• Advising Implications
• The Pathway to Empowerment
The need for Instant Gratification affects each of us in today’s society. Some contributing factors:

- Fast Food Chains
- Streaming Video on Demand
- Social Media
- Online Shopping
Instant Gratification

Social Media:

• 79% of internet users use Facebook
  • 76% of Americans visit the site daily.

• 28% use Instagram, 26% use Pinterest, 25% use Linkedin, and 21% use Twitter

(Duggan, Greenwood, & Perrin, 2016)
Instant Gratification

DVR/Streaming Video On Demand (SVOD):

- Half of all homes in the US have SVOD, which equals DVR usage.

  (Media & Entertainment, 2016)

Amazon Prime:

- Estimates over 50 million American subscribers

  (Shi, 2016)
Advising Implications

What is Instant Gratification?

- The need to receive an immediate reward (Cheng, Chiour, & Shein, 2011).

How does this impact Academic Advising?

- Sense of Urgency

- Opportunity for:
  - Teachable moments
  - Empowerment
Advising Implications

Core Values of NACADA:

“Advisors introduce and assist students with their transitions to the academic world by helping them see value in the learning process, gain perspective on the college experience, become more responsible and accountable, set priorities and evaluate their progress, and uphold honesty with themselves and others about their successes and limitations (NACADA, 2005).”
Advising Implications

Core Values of NACADA:

“Advisors encourage self-reliance and support students as they strive to make informed and responsible decisions, set realistic goals, and develop lifelong learning and self-management skills (NACADA, 2005).”
Advising Implications

• Opportunity for Advisors to help mold confidence in their abilities (Erlich & Russ-Eft, 2011)

• Students may not understand how to create a plan that helps them reach academic or career goals (Erlich & Russ-Eft, 2011)

• As Advisors, we can help students create their own Pathway to Empowerment.
I called to schedule an advising session. Student was available at that moment, I agreed to have the session immediately. The next day he left a VM, emailed me and texted me twice.

Student felt his first enrollment could be affected by a possible degree change.

I created the expectation that I would be available whenever he needed me by feeding into instant gratification.

The answer is that his first enrollment will not be affected.

Opportunity for a teachable moment and a bonding moment. Opportunity to go over Student/AA expectations. A chance to explain to the student that his questions and concerns are important, while setting boundaries.
What is our end goal for each student?

Empowerment.
I want to forward you an email the National Society of Leadership and Success sent me.

PLEASE EXPLAIN TO ME!!!

-Student X
Student was notified of her nomination for the National Society of Leadership and Success.

“PLEASE EXPLAIN TO ME!!!” Is it required and do I have to pay for it?

Didn’t read the notification thoroughly or research. Knee-jerk reaction. Typing in All-Caps.

Not required, cost $85 (one time fee). Providing this info would take the least time out of our day.

Take the time to address the behavior of how the student is communicating via email. Student is also having struggles communicating with her professor. This leads to a new way of communication that allows the opportunity for further academic success.
Good Morning, Stacy,

I hope this email finds you well.

I am writing you today concerning……..

Respectfully,

Student X
What is our end goal for each student?

Empowerment.
Question & Answer


Please fill out your Evaluation.

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2017 National Conference
Meet Me in St. Louis:
The Gateway to Student Success

We thank you for your valuable feedback!

Columbia Southern University