

# Navigating Educational Success: The Role of Sustainable Student Advisory Processes in Fostering University Excellence

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## ABSTRACT

Acknowledging the complexities of modern education, it becomes increasingly apparent that the sustainability of advisory processes is integral to steering students towards not just graduation but a comprehensive and fulfilling educational journey. It is on this background that this paper examines the significance of sustainable student advisory processes in shaping a vibrant and successful university education. The paper delves into the pivotal role these processes play in guiding students toward academic achievement, personal development, and long-term success. The paper emphasized the holistic impact of sustainable advisory approaches. The challenges of the advisors were fully discussed as well as the innovative strategies that advisors could adopt in promoting university excellence. The paper advocates for their integration into university frameworks to enhance the overall educational experience.

**Key words:** educational success, student advisor, advisory processes, university excellence

## INTRODUCTION

Effective advisory mechanisms have become catalysts for student success beyond formal classroom instruction, promoting academic achievement and personal development while facilitating long-term flourishing. Acknowledging the complexities of modern education, it is increasingly evident that the sustainability of advisory processes is integral to guiding students towards not only graduation but also a comprehensive and fulfilling educational journey (Meyer, 2017). The traditional responsibilities of advising are evolving to embrace a comprehensive, knowledge-oriented and progressive approach that prioritizes advising throughout the entire university experience. In their research, Mueller and Meyer (2017) established that advisers bear responsibility for providing extensive assistance to students by connecting them with both academic and non-academic resources while helping them establish and attain professional goals. Hart-Baldrige (2020) noted that these tasks include supporting students in navigating university procedures, empowering them with accurate information, introducing them to relevant resources, as well as serving as a dependable source of support. Advising is considered an essential component of student achievement (Thomas et al., 2018). Kuh(2008) asserts that advising is an influential technique with significant impact on student progress. Advising refers to the act of institutional officials offering guidance or instruction on academic, social or personal issues to college students.

Advisory services can be classified along a spectrum, ranging from developmental advising to more assertive and involved forms of advising. Hatch & Garcia (2017) claimed that the developmental approach promotes cooperation between advisers and advisees. There is a widespread misconception that anyone can easily take on the role of an adviser and effectively perform the associated duties (Menke et al., 2020).

Advisers may communicate their roles effectively by acquiring knowledge about advisory procedures (McGill, 2021). Menke et al. (2020) emphasized the ongoing benefit of advising in relation to student performance. The primary responsibility of a student adviser is to facilitate alignment between students' academic experiences and their goals (Hart-Baldrige, 2020). Tatiana (2023) underscored that academic advising is an essential aspect of higher education experience as it provides students with guidance and assistance while navigating their academic paths. According to Agbakwuru et al. (2020), efficient academic guidance in Nigeria's current university system cannot be overemphasized due to deteriorating quality of university education, lack of academic motivation among significant numbers of students, significant underperformance by some highly capable students, rising involvement in criminal activities among students, amongst other factors.

The university enriches students' orientation and continuing education by providing academic counseling services, which facilitate effective decision making and furnish current and dependable information regarding university policies, procedures, resources, and programs. This is particularly advantageous for students with diverse educational backgrounds and aptitudes as it provides them with a clear sense of direction and purpose in their academic pursuits. With this in mind, the present paper seeks to underscore the significance of sustainable advisory processes in ensuring excellence within the university system by producing graduates who are equipped with essential skills to navigate the world of work. Additionally, this study will elucidate various dimensions of sustainable student advisory practices through insights that can inform universities on how to enhance their frameworks for both current and future generations of students.

## **UNDERSTANDING THE UNIQUE POSITION OF STUDENT ADVISORS**

Student advisors hold a unique and crucial position in higher education, exerting substantial sway over the academic and personal growth of their protégés. Their impact extends beyond conventional scholastic concerns to encompass the molding of values, beliefs, and attitudes. As respected mentors, student advisors foster profound bonds with their advisees that cultivate an atmosphere conducive to conversations concerning sustainability. In so doing, they not only convey knowledge but also instill a sense of mission and accountability (Cohen et al., 2009).

In contrast to formal classroom settings, advisory sessions are customized and present a distinctive opportunity for advisors to tailor guidance according to individual student interests, aspirations, and strengths. The significance of this approach extends beyond academic pursuits as it plays a pivotal role in the holistic development of students. Vander (2007) observed that sustainable student advisory processes establish a dynamic and collaborative framework that enhances both academic and holistic development, thereby fostering excellence within universities. In line with these arguments, Awadh (2019) was of the opinion that such processes encompass various initiatives aimed at supporting students throughout their academic journey, ensuring not only their success but also contributing to the overall excellence of the institution. At the core of sustainable student advisory processes lies a commitment to creating an inclusive and supportive environment that addresses the diverse needs of the student body. According to McGill et al., (2020), by providing personalized guidance, mentorship, and resources through these processes empower students to navigate academic challenges effectively while setting meaningful goals and developing crucial skills. This facilitates a culture of continuous improvement ultimately leading towards academic excellence.

Furthermore, sustainable advisory mechanisms for students play a pivotal role in promoting the holistic development of individuals by cultivating a sense of community, well-being and social responsibility. By implementing programs that endorse mental health, diversity and extracurricular activities, universities can establish an environment that fosters not only academic achievements but also personal growth and commitment towards societal impact (Brandy et al., 2020). Essentially, the multifarious significance of sustainable student advisory processes lies in their ability to serve as a catalyst for academic success,

personal enrichment and community involvement. This creates a symbiotic relationship between students and educational institutions (Olaleye et al., 2021). As universities continue to prioritize refining these advisory mechanisms, they lay down strong foundations for sustained excellence while preparing students to thrive amidst an ever-evolving global landscape.

## **COMPLEXITIES OF STUDENTS: AN ADVISOR'S ESSENTIAL ROLE**

Traversing the academic terrain of a university presents an array of obstacles for students, which may impede their scholarly achievements. The rigorous curriculum, coupled with the intricacies of adjusting to a novel social and autonomous lifestyle, often results in pupils struggling to strike a balance between responsibilities, managing stress levels, and surmounting diverse hindrances that could hinder their pursuit of academic success. Recognizing these challenges is paramount to creating an environment conducive to learning and enhancing student welfare.

University students, who are young adults and adolescents, confront immense pressure as they adapt to new environments, academic rigor, social dynamics, and increased independence. These factors can lead to stress and hinder their ability to focus on their studies. Dent (2013) suggested that the cost of education, living expenses, and part-time work may distract students from their studies; therefore advisors must address this critical hurdle. University-level courses are more demanding than those at lower levels of academia. Students must balance coursework with extracurricular activities and personal commitments which can create challenges in effective time management for them. Eisenberg et al., (2013) argue that anxiety, depression or other mental health concerns can significantly impact a student's ability to concentrate leading to poor academic performance. Physical health issues whether chronic or temporary can also disrupt a student's regular attendance in class further impacting academic performance.

Navigating social circles while managing peer expectations and seeking acceptance creates another challenge for university students; these distractions often redirect attention away from academic responsibilities creating additional obstacles. According to Bowers et al., (2002), balancing family expectations with cultural pressures alongside academics pursuits leads to internal conflicts causing stress among university students – possibly resulting in personal crises such as emotional disturbance or other social crisis situations.

The ubiquity of technology has the potential to result in diversions, which can negatively impact study habits and overall academic concentration. Meral et al. (2019) have noted that the growing prevalence of information technologies in students' daily lives has given rise to various issues that require resolution. These problematic behaviors, contingent upon how individuals use information technologies, including addiction to virtual environments, games, and the internet among others (Mehroof & Griffiths, 2010; Uner & Tanidir, 2011; Griffiths et al., 2016), affect not only students' lives but also their learning endeavors – a crucial role for student advisors to consider. Additionally, inadequate access by students to critical resources such as textbooks or conducive study spaces may pose significant threats to achieving academic excellence within university systems. Isman & Gungoren (2013) found that unrealistic career or academic expectations – whether self-imposed or external – can contribute significantly to stress and feelings of inadequacy. Addressing these challenges necessitates an all-encompassing approach from educational institutions comprising support services and mental health resources alongside strategies aimed at enhancing student well-being and resilience.

## **COMPONENTS OF SUSTAINABLE STUDENTS ADVISORY PROCESS**

The sustainability of advisory processes relies on a nuanced interplay of key components that collectively foster an environment conducive to lasting impact and support. According to Jaradat, et al., (2017),

understanding and cultivating these components is essential for ensuring the longevity and effectiveness of advisory frameworks within the dynamic landscape of higher education. Sustainable advisory processes prioritize personalization by recognizing the diverse needs of students, tailoring guidance to individual strengths, challenges, and aspirations. Transparent and open communication between advisors and students forms the cornerstone for sustainable advisory processes establishing channels for effective dialogue that ensure information flows seamlessly, allowing for timely interventions and personalized guidance. This necessitates flexibility in advisory approaches that accommodates evolving student needs throughout their academic journey while enhancing relevance and impact upon advisory interactions.

Thorough education is an integral aspect of a sustainable consultation procedure. Providing advisors with extensive instruction guarantees that they possess the expertise and aptitude required to tackle a wide range of student requirements. Ongoing professional growth empowers advisors to remain informed about ever-changing educational environments, while also adopting optimal techniques for guiding and aiding students.

According to Gordon et al. (2008), technology plays a crucial role in advising by enhancing accessibility and efficiency. The integration of online platforms, data analytics, and communication tools streamlines advisory interactions, providing advisors and students with real-time information and resources. Ohrablo (2016) noted that multiple methods are necessary when advising students, including the use of social media as a platform through which advisors can engage their advisees. Miller et al. (2019) also support this idea. Institutionalizing advising involves developing technology alongside initiatives for supporting advice and student achievement simultaneously.

Institutional commitment plays a pivotal role in reinforcing sustainability. When universities prioritize and invest in advisory programs by providing sufficient resources, recognition, and support, the advisory processes become deeply ingrained within the educational ecosystem. Regularly assessing the outcomes of advisory processes is an indispensable component of sustainable advisory process to ensure their effectiveness. Feedback loops that involve students, advisors, and relevant stakeholders provide invaluable insights for continuous improvement while adapting strategies to align with the evolving needs of the student body. Another critical element of sustainable advisory process is fostering a favorable culture around advisory relationships which contributes significantly to sustainability. When advisory processes are perceived as empowering and supportive rather than bureaucratic, students are more likely to engage proactively, creating a culture where mentorship is valued and sought after. Sustainable advisory processes are intricately linked with academic and career planning since aligning them with academic goals and career aspirations ensures that students receive guidance that not only supports them during their academic journey but also prepares them for post-graduation success. By intertwining these key components effectively, universities can cultivate enduring support systems through their advisory processes for students throughout their educational endeavors.

## **THEORETICAL FRAMEWORK UNDERPINNING THE ROLE OF ADVISORY PROCESS**

Numerous theories and models provide the foundation for the significance of advisory processes in cultivating a flourishing university education. These frameworks clarify the intricacies of mentorship and guidance within higher education settings.

Numerous research studies have demonstrated the efficacy of Social Cognitive Career Theory (SCCT) in forecasting career planning and facilitating transitions, as well as career development (Rogers and Creed, 2000, 2011; Demulier et. al, 2013). Developed by Albert Bandura, SCCT postulates that individuals acquire knowledge about careers and make decisions related to their careers through observation, modeling behavior after others' actions and social interactions. In the academic setting of universities, advisory processes

influenced by SCCT highlight mentors' crucial role as exemplary models who provide students with opportunities to learn from seasoned professionals. Such engagement shapes students' academic paths and influences their future career trajectories.

Informed by the works of renowned theorists such as Arthur Chickering and Linda Reisser, student development theories advocate for a comprehensive approach to education. According to Bong (2005), educators who subscribe to these theories acknowledge that students experience diverse phases of intellectual, emotional, and social growth. To guarantee academic triumph, advisors assume a crucial responsibility in guiding students through these stages while promoting their personal advancement and identity establishment.

The ecological theory, an alternative perspective of significance, accentuates the impact of diverse environmental systems on individual development. In terms of advisory processes, this theory underscores the cruciality of contemplating multiple influences including family, peers and university community. According to Marlatt et al (2010), effective advisories must recognize these interconnected ecological factors by providing holistic support that addresses students' lives in its entirety. Taking into account the correlation between these factors is fundamental for ensuring excellence at universities and promoting academic proficiency among students.

Collaboration and networking are paramount in the advisory process, thus highlighting the significance of social support theory. This particular theory is founded on the notion that social relationships play a crucial role in enhancing individual well-being. As asserted by Fawzy (2017), social support theory emphasizes the importance of collaboration and networking when dealing with challenges. Carson (2010) contends that mentoring processes influenced by this theory acknowledge mentors as valuable sources of emotional, informational, and instrumental support which fosters a sense of belonging and resilience among students.

The achievement of learners in any area of study is considered a crucial concern within the educational system. According to Wang (2022), various learner variables, particularly motivation, should be taken into account as high levels of motivation can result in numerous positive outcomes. Expectancy-value theory aligns with this argument and would greatly benefit sustainable advisory systems within universities because individuals' motivation is influenced by their expectations for success and perceived value of goals. In advisory contexts, this theory suggests that effective advisors can enhance students' expectations and values regarding their academic and career pursuits, thereby positively influencing their motivation and commitment to their educational journey. As an unobservable variable and mental process, motivation drives people towards goal-oriented actions and is considered an essential contributor to the achievement of learning outcomes (Schunk 2012; Almer & Alrabai 2022). Self-efficacy plays a critical role in fostering the formation and elaboration of goals which then stimulates career planning processes. Lack of motivation has been identified as one of the primary factors contributing to poor academic performance among learners (Goegan et al., 2020).

University education entails a significant amount of stress arising from workload and adapting to new environments, among other factors. As such, developing effective stress-coping mechanisms is imperative. According to Mounes et al. (2020), the impact of stress on physical or mental health cannot be predicted solely based on the presence of a stressor; rather, how individuals manage their perception of these stressors is crucial in determining this impact. Therefore, studying individual perceptions is an essential step in designing educational interventions that address stress management effectively.

The transactional model of stress and coping theory highlights the interactive nature of stressful experiences and emphasizes the importance of adopting effective coping strategies (Mazloomi et al., 2014). In advisory relationships with students, understanding and addressing their unique sources of stress as well as their preferred coping mechanisms becomes critical. Advisors serve as guides who can help students develop

practical skills for managing their stresses effectively – ultimately contributing to their overall well-being while promoting academic success and excellence.

By incorporating these theories and models into advisory procedures, institutions of higher learning can establish all-encompassing structures that acknowledge the intricacy of student growth and offer personalized assistance to promote a flourishing academic journey.

## **BENEFITS INHERENT IN SUSTAINABLE STUDENTS ADVISORY PROCESSES**

Sustainable advisory processes contribute to superior academic outcomes by providing students with tailored guidance, support, and resources. According to Synder & Quinn (2020), students who receive exceptional academic advice services are more likely to achieve success in their undergraduate courses. Haves et al. (2020) suggest that advisors have the potential to significantly enhance students' self-efficacy regarding learning and practice. This assistance enables students to navigate challenging coursework, set academic goals, and develop effective study strategies leading to improved performance.

Advisors in sustainable processes play a crucial role in guiding students through career exploration, goal-setting, skill development as well as aligning their academic choices with long-term career goals and time management. In a study conducted by Alshutwi (2021), it was discovered that the primary responsibility of academic advising is seen by students as the provision of education on time management and decision-making abilities. This alignment fosters a sense of purpose and motivation while increasing the likelihood that students remain committed to their chosen academic paths.

This personalized approach helps ensure that student's academic choices align with their long-term career aspirations while facilitating a smoother transition from university life into professional employment opportunities.

Efficient advisory procedures are correlated with heightened student retention rates. Advisors can detect early indicators of academic or personal struggles, providing timely interventions and support mechanisms that foster increased retention rates and overall success for students. Through prompt intervention and targeted assistance, advisors assist students in overcoming obstacles, thereby decreasing the probability of attrition (Alshutwi et al., 2021). By offering ongoing guidance, advisors contribute to the cultivation of academic resilience in students; this resiliency becomes an invaluable asset when confronting challenges, adapting to the demands of university life, and persisting through difficulties – ultimately resulting in improved long-term retention rates. Brady et al. (2020) highlight that advisory processes extend beyond academics. Sustainable advisory methods prioritize fostering holistic personal growth by guiding extracurricular engagement, leadership opportunities, personal goal-setting while also promoting overall well-being among students.

Through the implementation of sustainable advisory processes, students are able to overcome obstacles and receive proactive support that guides them towards successful graduation. This leads to increased graduation rates and a reduction in attrition, highlighting the effectiveness of the advisory framework in facilitating academic journeys (Alshutwi et al., 2021). Moreover, advisory relationships foster a sense of connection and engagement between students and their university community, promoting a genuine feeling of belonging. By establishing this supportive environment, students can enjoy an enhanced overall experience which contributes to a positive campus atmosphere that encourages long-term commitment (Friker, 2015).

Sustainable advising practices foster lively and supportive campus communities by encouraging active engagement. Advisors empower students to make informed decisions regarding their academic and personal lives, leading to the cultivation of critical thinking abilities and self-assurance in decision-making. Sustainable advisory processes also contribute to the development of life skills crucial for post-graduation

success, such as adaptability, effective communication, and problem-solving capabilities that are transferable across various professional and personal contexts.

It is noteworthy to mention that sustainable advisory processes prioritize equipping students with the tools needed for success after graduation. Advisors facilitate the cultivation of requisite skills, experiences, and networks essential for entering the workforce with confidence and bolstered employability. Critical to this process is advisors' active role in fostering students' professional networks, which become valuable assets post-graduation by providing access to mentorship opportunities, job prospects, and a wider support community (Friker, 2015).

It is crucial to recognize the significance of perpetual education and proficiency enhancement in students' lives. Therefore, advisors endeavor to instill a mindset of lifelong learning among their pupils, ensuring that they possess the necessary competencies to acclimate themselves to dynamic professional environments. Advisors remain attuned to students' psychological welfare by offering emotional succor, references for counseling services, and fostering a supportive milieu. These efforts culminate in positive mental health outcomes for students (Alshutwi et al., 2021).

It has been observed that the influence of sustainable advisory procedures extends beyond graduation. Graduates who have derived advantages from effective advisory relationships are more inclined to maintain their ties with their alma mater, thereby contributing to a robust alumni network and potentially giving back to the university community. This involvement may manifest in various ways such as participating in mentorship programs, providing valuable insights and resources to current students or contributing towards alumni networks (Brady et al., 2020). Above all, sustainable advisory processes present numerous benefits that surpass academic success. They nurture an encouraging environment that fosters personal and professional growth among students, thus promoting a thriving university community.

## **CHALLENGES FACED BY STUDENT ADVISORS IN PROMOTING ACADEMIC EXCELLENCE**

Navigating the complex landscape of student advisory processes within university settings presents a series of challenges. It is imperative to identify and address these obstacles in order to establish sustainable and effective advisory frameworks. Limited financial and human resources can impede the scalability and efficacy of advisory programs, leading to inadequate advisor training, suboptimal advisor-to-student ratios, and insufficient investment in technology for enhanced advisory interactions. Olaleye et al (2021) posit that such resource deficits may stem from inadequate financing or a lack of comprehension regarding the unique roles and advantages associated with student advising; alternatively, there may be an insufficiency of adequately trained advisors available. Given that students arrive at universities with varying backgrounds, academic preparedness levels, and personal struggles, crafting advisory systems capable of accommodating this diversity can prove challenging – a one-size-fits-all approach is unlikely to effectively meet all students' needs within the university community...

Efficient advisory procedures depend on unambiguous and candid communication. Nevertheless, obstacles to effective communication may arise as a result of discrepancies in language, cultural subtleties or inadequate channels. Eliminating these impediments is indispensable in order to guarantee that all students have access to pertinent information and guidance. Advisors and students alike often confront temporal constraints. Advisors might encounter difficulties when trying to allocate an adequate amount of time for each student, while students may find it strenuous to balance advisory engagements with academic and extracurricular obligations. This shortage of time can obstruct the profundity and excellence of advisory interactions.

Introducing or altering advisory procedures may encounter opposition from institutional stakeholders, faculty members, and even students who are accustomed to conventional methods. Conquering this resistance and cultivating a culture that esteems the significance of advisory support necessitates strategic communication and cooperation. Inadequate utilization of data analytics and feedback mechanisms can impede the enhancement of advisory processes. Universities may encounter difficulties in collecting pertinent data on student outcomes or confront obstacles in transforming data into actionable insights for continuous improvement.

Moreover, academic advisors may encounter onerous workloads, particularly in institutions with high student-to-advisor ratios. This can result in advisor burnout and compromise the caliber of guidance offered. Advisors may also lack adequate training and knowledge to cater to the diverse needs of students or be unaware of evolving educational landscapes. Agbakwuru et al. (2020) observe that many students are oblivious to their academic advisors' roles. The presumed ignorance regarding the full extent of their academic advisors' duties appears to hinder them from fully exploiting the benefits of academic advising. By acknowledging and proactively addressing these challenges, universities can strengthen the resilience and sustainability of their advisory processes, ensuring that students receive unparalleled support for their academic and personal journeys.

## **TOWARDS OVERCOMING THE OBSTACLES: SOME IDENTIFIED INNOVATIVE SOLUTIONS AND STRATEGIES**

Optimize the advisory processes with technology. It is imperative to integrate digital platforms for appointment booking, communication, and resource exchange. Virtual advisory sessions offer convenience and flexibility, facilitating seamless connectivity between advisors and students (Gondon et al., 2008). A peer-advisory framework could be established wherein knowledgeable students guide their peers. This approach not only mitigates the scarcity of resources but also cultivates a sense of camaraderie and mutual experiences among students (Cook et al., 2012).

Wanton et al. (2011) assert that offering advisors cultural competency training is essential for addressing communication barriers because it can improve the efficacy of advisory interactions among a multicultural student body by recognising the variety of cultural perspectives and communication styles. Therefore, in a varied society, student advisors will greatly benefit from the implementation of adaptable advisory models that address the diverse needs of students. This could entail providing students with a variety of advising pathways, such as career-focused, academic-focused, or holistic support, so they can select the kind of advice that best suits their objectives (Afshar & Satinder, 2008, Anderson, et al., 2014).

Encouraging staff and faculty members to take up advisory roles by giving them opportunities for professional growth, recognition, or awards. This can support active engagement in advisory programmes and help overcome opposition to change. In order for student advisors to use this data to make educated decisions, pinpoint areas in need of development, and streamline advisory procedures for greater student support, university administration must make an investment in data analytics tools to acquire insights into student outcomes and advisory effectiveness (Lanlan & Kevin, 2019).

Furthermore, it could be necessary to start deliberate communication initiatives to highlight the value of advisory support. According to Loucifet al. (2020), advisers should also start showcasing client success stories and stressing the benefits of advising relationships in order to foster an environment where seeking advice is valued and actively sought after. In order to maintain a healthy work-life balance and prevent advisor burnout, it is also critical to adopt workload management measures, conduct wellness programmes for advisors, and create a friendly environment. (Tinto, 2009; Noamanet et al., 2015)



It is imperative to establish a strong framework for advisers' ongoing professional growth is also essential. According to McGill et al. (2020), advisors can stay current on the newest developments in education and counselling methods by attending regular training sessions, workshops, and conferences. This will help to ensure that advisors are prepared for their jobs. Therefore, creating systems for structured feedback where students may share their experiences with advisors will empower students and offer insightful feedback that can be used to improve advisory processes in real time. By adopting these novel approaches and techniques, academic institutions can revolutionise their advisory procedures, enhancing their flexibility, inclusivity, and responsiveness to the changing requirements of learners and the wider academic community.

## CONCLUSION

The pivotal role of sustainable student advisory processes cannot be overstated in the pursuit of a thriving university education. These processes serve as the bedrock of comprehensive student support, extending beyond the traditional realms of academia to shape a holistic and enriching educational experience. The advisor plays a pivotal role in ensuring academic excellence at the university, through personalized guidance, timely support, and fostering a student-centered approach, advisors empower students to navigate their academic journey effectively.

By promoting holistic educational experience and facilitating the development of critical skills, advisors contribute significantly to the overall success and excellence of the university's academic environment. Student advisors have the ability to bridge the gap between academic knowledge and real-world impact. They can illuminate how students, through their chosen fields of study, can make tangible contributions to sustainable practices, encouraging a sense of purpose and societal responsibility.

In essence, the unique position of student advisors lies in their ability to go beyond academic guidance, serving as mentors who guide students on a transformative journey toward sustainability. The imperative for universities to prioritize and invest in the development and maintenance of effective advisory systems has never been more pronounced. As we stand at the intersection of evolving educational landscapes and the dynamic needs of students, institutions must recognize the transformative impact that robust advisory processes can have on the overall success and well-being of their student body.

Acknowledging the fact that student success is not solely determined by academic achievements but is intricately tied to holistic support hence it then became imperative for the university management to elevate student success as a priority and as well prioritize the creation of an environment that fosters personal growth, resilience, and empowerment through effective advisory processes. Equip them with the necessary skills, knowledge, and tools to navigate the complexities of modern education, providing students with guidance that extends beyond traditional academic boundaries. In embracing this call to action, universities not only enhance the quality of education they provide but also contribute to the personal and professional success of their students. The development and maintenance of effective advisory systems stand as a testament to an institution's dedication to nurturing well-rounded individuals prepared for the challenges and opportunities of a rapidly changing world.

## RECOMMENDATIONS

For sustainable advisory process to be effective and efficient, there is the need to do a thorough needs assessment with a view of identifying the gaps and areas for improvement in the current advisory framework. The students, faculty, and the administrators must be engaged to gather diverse perspectives and insights. The university management needs to establish clear and measurable objectives for the enhancement of advisory frameworks and as well define specific goals related to academic support, career guidance, and overall student well-being, ensuring alignment with the university's mission and strategic priorities.

Professional development for advisors must be given adequate attention because it will go a long way in making them to be in tune with the required information to work with. The training opportunities should cover not only academic guidance but also interpersonal skills, cultural competency, and the effective use of technology in advisory interactions.

The role of technology most especially social media in sustainable advisory process cannot be over emphasized hence it then becomes imperative to integrate technology to streamline advisory processes. Implementation of user-friendly platforms for scheduling, communication, and resource sharing is critical. Explore the use of data analytics tools to gather insights into student outcomes and continuously optimize advisory strategies. Fostering collaboration and networking between academic departments, counseling services, and career development offices and as well create a seamless support network that addresses students' academic, personal, and career-related needs through integrated advisory services will be highly beneficial.

Attention must be given to implementing personalized approaches that consider individual learning styles, cultural backgrounds, career aspirations, and fostering a student-centric advisory experience is of primary importance. The university management must seek the input of students through surveys, focus groups, and advisory committees to ensure that advisory frameworks align with their expectations and needs. A transparent communication channels between advisors, faculty, and students is also essential in that it will provide a platform through which expectations, the available resources, and support mechanisms could be communicated to the students. There may also be the need to develop a robust system for assessing the outcomes of advisory processes.

It is worth to note that the university management should recognize and incentivize faculty and advisors for their active participation in advisory roles. This may include awards, professional development opportunities, or acknowledgment of their contributions to student success. This will inspire the advisors to do more. Fostering a culture that values and prioritizes advisory support is also essential. Again, highlighting success stories, showcasing the positive impact of advisory relationships, and integrate advisory services into the broader university narrative to create a supportive and encouraging atmosphere will have great impact on the advisor and advisees effectiveness. A critical evaluation of the effectiveness of new strategies on a smaller scale will serve a better purpose before implementing such university-wide. This approach allows for testing and refining initiatives based on real-world feedback. It is believed that by adopting these recommendations, universities can strengthen their advisory frameworks, providing students with a more comprehensive and supportive educational experience that ultimately contributes to improved educational outcomes.

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