

# 12 TIPS FOR EFFECTIVE UNIVERSITY PROGRAM ADVISORS



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## So now you're an advisor... what's next?

Becoming a university advisor is a big deal. You were screened and selected based on your professional standing. You told your company and friends, and wow – they were impressed. However, there's more to consider, including responsibilities and benefits.

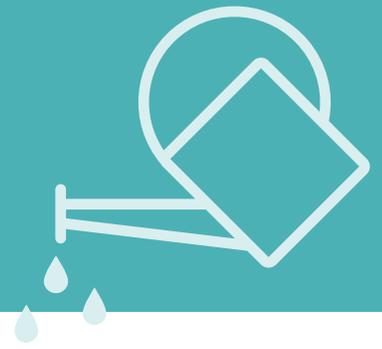
**You may ask yourself: “What can I do to be an effective and impactful advisor?”**

To help you on your road to empowerment, we went to the source and asked our advisors, who provided these top 12 tips. One might say, this is their own, **“If I knew this, I would've signed-up sooner”** list!

As you go through each tip, you'll find ways to be involved, benefits you may not have known about, fun facts, insider info, and who to contact for more details.

**Please check out and enjoy these 12 tips!**  
*And, remember to vote for your fav at the end.*

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## **Tip #1: Start your advisor journey by taking the program.**

Advisors have put this tip as the big numero uno on the list. They point out that there is much to take in and fantastic materials from industry experts. So, if you haven't done this yet, join the program as a student and enjoy the experience.

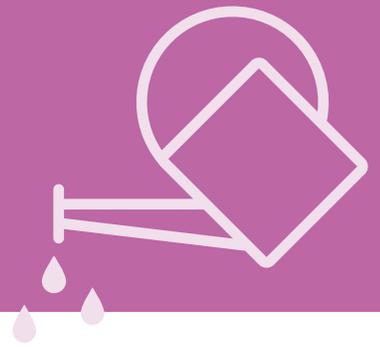
As a university advisor, you'll gain a deeper understanding of the offering. You'll also be able to better appreciate where your expertise fits in and how you can contribute.

**Helpful hint: One of your best advisor benefits is the enrollment discount. This is only valid during your tenure as an advisor, so take advantage of this right away.**

As university-backed educational program, your company may even reimburse you for the tuition! Ask your program manager how to get started in the class.



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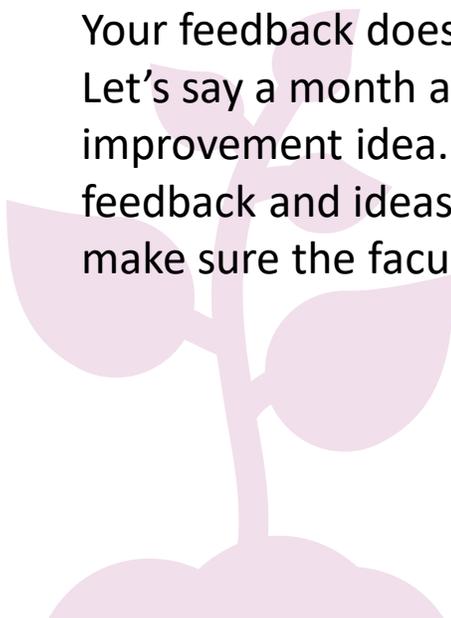
## **Tip #2: When you're taking the program, provide your feedback!**

It's easy to provide your comments and ideas! During the course, you'll find a feedback form at the end of every module. Use this opportunity to comment about your experience during the lesson and inject a few ideas at the same time.

At the end of the program, you're able to provide your overall impressions in the final feedback survey. We screen all survey results and pay particular attention to those from our advisors.

**Helpful hint: Some advisors have recommended to send final thoughts directly to the program manager, to make sure we don't miss them. (It works!)**

Your feedback doesn't have to stop at the end of the program. Let's say a month after you competed, you think of a great improvement idea. Don't worry! You can always provide feedback and ideas through your program manager, who will make sure the faculty receives it.



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## Tip #3: Volunteer to do a case study.

Case studies are a great way to be an effective advisor. These are super helpful for students to learn about real-life situations in the workplace. These can be presented in video or on paper. Here's some ideas:

- Apply what you learned in the program. Make your case study about the impact this had on your team and your project.
- Find a spot in the program where you think – wow, that's just like what happened at my work! Select that as your case study topic.
- You see an opportunity in the program where your story, told from your viewpoint, would add great meaning to the lesson being taught. Perfect for a case study!

**Helpful hint: Include false starts, failures and roadblocks you encountered along the way to make it more real, powerful and insightful for the students!**

To get started with your case study, simply contact your program manager, who'll walk you through the steps!

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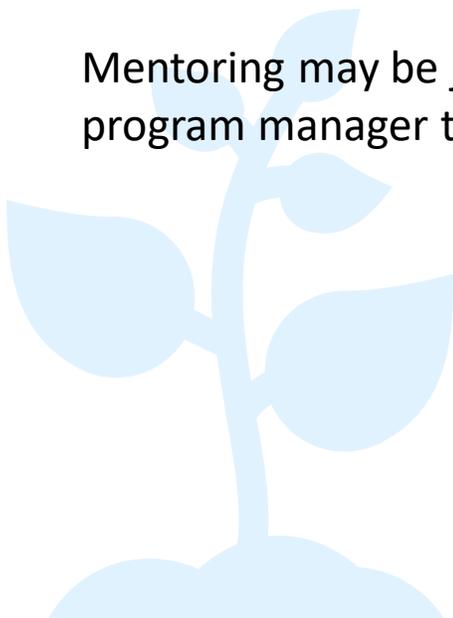
## Tip #4: Give back by mentoring.

Want to coach others? Fantastic! We often get requests for mentors from students, especially if they want to pursue or grow their career using their new skillset. They may have questions, like “how can I get to the next level in my career” or “what else do I need to get a job doing this?”

To be an effective mentor, you’ll likely be in a senior position at your company, have time to commit, *and* have suffered a few bumps and scrapes along the way. This puts you in a good position to have tried-and-true advice to give.

**Helpful hint: Many advisors admit that mentoring has become their favorite benefit and has been rewarding for both parties involved.**

Mentoring may be just the thing for you, too! Contact your program manager to get on the mentor list today.



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## Tip #5: Gosh – do you do social media?

Some of us are more “social” than others, and your university program needs all the social help it can get. If sharing online is something you love, this may be the way to grow your impact!

We’re not snobby – any kind of social will do. Whether you use posts or Pulse on LinkedIn, tweets or Memes on Twitter, a tag or wag on Facebook.

**Helpful hint: Use your social stratosphere to show others you’re an advisor on a great university program. (It’s not bragging, it’s the truth!)**

Contact your social program manager to learn the themes and topic timing, as well as the hash and ats, needed to get the most out of each plug.



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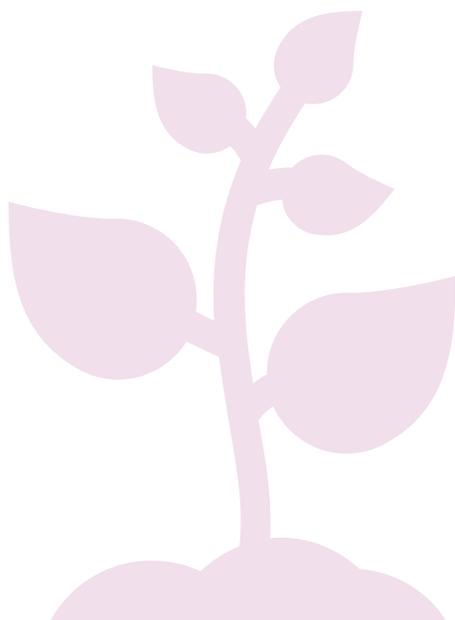


## **Tip #6: Use your digital badge for all it's worth!**

As an advisor, you receive your digital badge. Show it off! Add it to your LinkedIn profile and in your email signature. Make sure you've linked it to your profile page, so others can click through to view it on the university site. It's a badge of honor!

**Helpful hint: Per Advisor feedback, we recently updated badges to contain the program year, university and advisor status. Now, you can build your year-to-year standing!**

If yours is missing these details, ask your program manager for your updated badge today!



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## **Tip #7: Corporate Programs – support your company while supporting the university!**

The biggest way to support your organization and the university is to bring the program into your company. By partnering with the university, you're displaying your alignment while infusing the learnings across your organization. Opportunity abounds when learning and development is deployed smartly.

Corporate programs come in all shapes and sizes, allowing everyone on your team to benefit. From the full offering to short, concise sessions, employees learn the skills they need, when they need it, quickly and efficiently. There's no faster way to move your efforts forward to reap the biggest ROI, or dare we say – achieve the biggest bang for your buck!

**Helpful hint: Many advisors recommend these corporate programs as the magic sauce needed to jumpstart efforts at their company!**

Ask your program manager about the different levels of corporate programs available, the deliverables, and how we can make it an affordable option to develop your staff.

# 12 TIPS FOR EFFECTIVE UNIVERSITY PROGRAM ADVISORS



## Tip #8: Utilize your discount across programs.

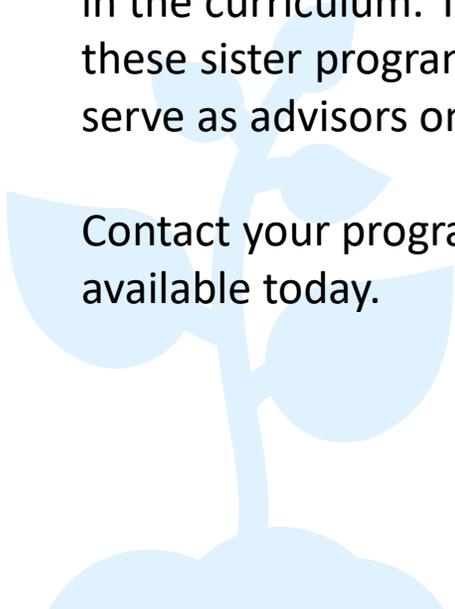
OK, so this is a little-known fact - we have additional programs you can get a discount on!

For example, you use your discount on the course you're serving as an advisor for, maybe that's Customer Experience. However, someone on your staff could really benefit from another program offered, perhaps that's Design Thinking. (What a perfect pairing!)

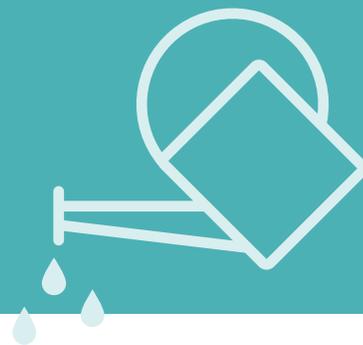
**Helpful hint: Advisors rank this high on the value scale. Take advantage of your access to other programs – it's one of your exclusive benefits!**

Your program manager will know what other subjects are offered in the curriculum. They're able to extend certain discounts for these sister programs! Plus, others in your company may want to serve as advisors on these programs!

Contact your program manager to learn more about what's available today.



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## **Tip #9: Attend the member-only webinars and lunch & learns.**

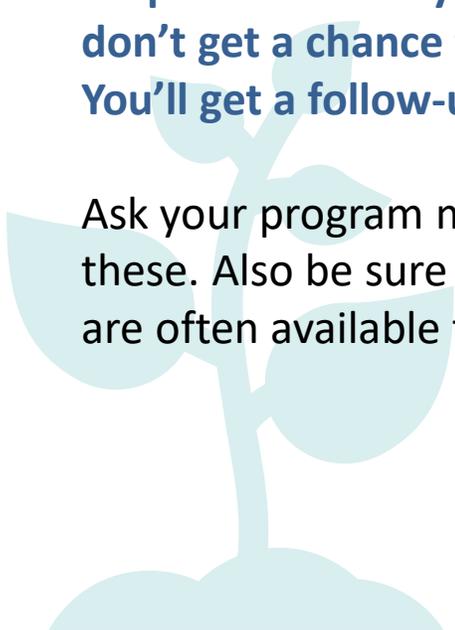
Watch for your invitations to these exclusive events. Our webinar format is easy to attend, usually just 30 minutes and trouble-free to fit into any time schedule. Feel free to invite your friends, then kick back and enjoy; attending online is all that's required.

Subjects may cover current events, the newest frameworks and innovative strategies. Every now and then a world-renown expert appears, or an author pops in with a new book!

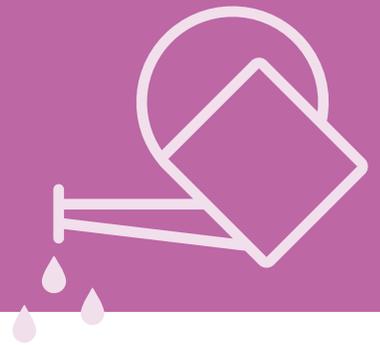
Lunch & learns are a more focused on topics within the curriculum. There may even be a template to download!

**Helpful hint: Add your questions right into the chat box. If we don't get a chance to answer them while online, don't worry! You'll get a follow-up with the Q&A document.**

Ask your program manager about upcoming events such as these. Also be sure to check into ones you missed – recordings are often available for past events!



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## **Tip #10: Serve as guest faculty and share your successes.**

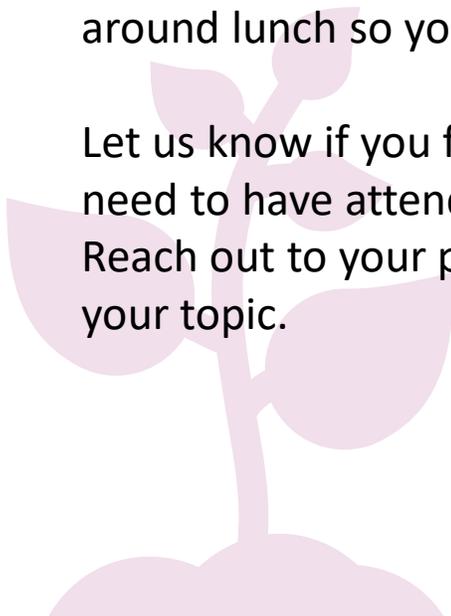
Yes, YOU could have bragging rights as guest faculty on the program! Online or in classroom, this added assistance to the curriculum is very much appreciated. (Don't worry – we're not going to ask you to take over the class!)

**Helpful hint: If you have a 20-minute presentation that aligns with the program, this is a great way to get involved.**

The cool thing about this opportunity, it provides you a larger platform and the ability to share supporting slides. If your session is in-class, plan to stick around for a 10-minute Q&A.

(Wait, there was one more advisor hint – plan your in-class visit around lunch so you can hang-out with the students!)

Let us know if you feel up for this task. As with a case study, you need to have attended the course to understand the material. Reach out to your program manager for details and to provide your topic.



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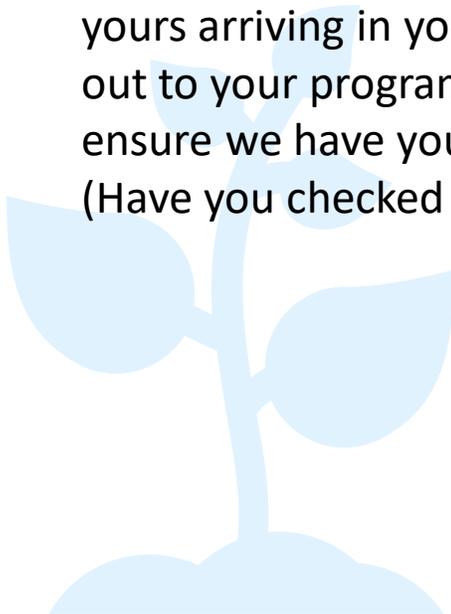
## **Tip #11: Enjoy your monthly newsletter and join in the conversation.**

Starting in May 2021, our newsletters unofficially became “engagementletters”! Each one is full of tips and tricks, surveys, webinar invites, insider information, pleasant surprises, downloadable material and more.

Watch for the next issue and be sure to click-through to enjoy all the cool benefits and information available.

**Helpful hint: You can contribute to these too! Send in tips, survey topics and ideas. The more the merrier!**

Don't miss out on the monthly “engagementletters”. If you don't see yours arriving in your mailbox, reach out to your program manager to ensure we have your correct email. (Have you checked your spam folder?)



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## **Tip #12: Let's take fun seriously! Take advantage of your Alumni Benefits!**

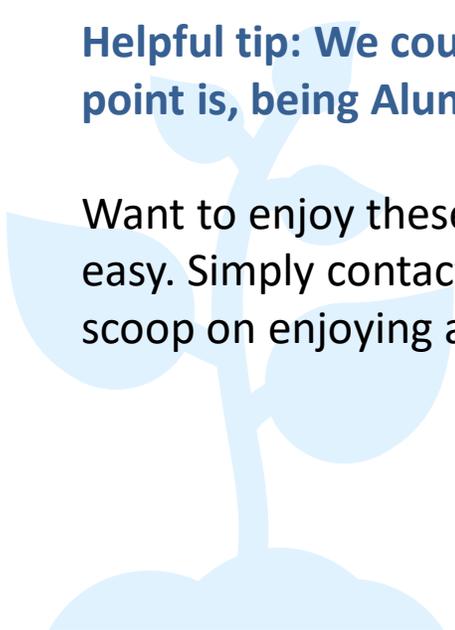
Surprise! Here's the big number 12 – and this one's just for you! As our program alumni, you gain immediate access to huge savings on theme park tickets (yes, that includes Disney, 6 Flags and Universal Studio), live events, attractions, hotels, and more.

Did we say, exclusive concerts? For example, The Weekend, Lady Gaga, Motely Crue, even Bad Bunny. Wait, what about On Tour with the Cast Of Impractical Jokers?

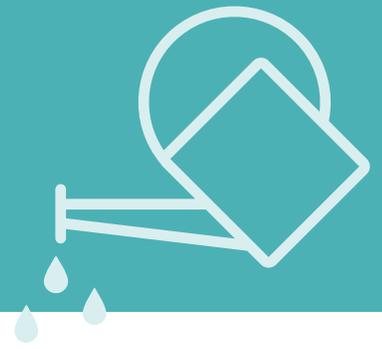
Well, now you can enjoy all this PLUS on-and-off Broadway shows, major sports events (NCAA, MLB, NHL, NFL), and much, much more!

**Helpful tip: We could keep listing fun stuff on-and-on, but the point is, being Alumni just feels good!**

Want to enjoy these alumni benefits? Well, who wouldn't! It's easy. Simply contact your program manager to get the inside scoop on enjoying all of these exclusive bennies!



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## We hope you enjoyed these tips from advisors on how to be more effective!

We had a lot of fun putting this top 12 list together for you. And now, we want to know how well everyone did – our advisors in recommending these tips and our staff by wading through all the feedback to trend and select the top 12.

**Did you find at least 1 thing to vote as your Top of the 12 tips?**

Simply click on the button below to cast your vote on your fav - the very best of the 12!



[Cast my vote!](#)



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If you have any questions about being an advisory member, the items mentioned in this e-book, or you simply want to know how the vote turned out, we're delighted to help!

Reach out to your program manager or call us at  
888.555.1212.