

## BRANDING THE ACADEMIC ADVISING RELATIONSHIP: CREATING A CULTURE OF SUCCESS THROUGH COLLABORATIVE AND INCLUSIVE EFFORTS

Short Description: Effective branding of academic advising is dependent upon several factors. This presentation will focus on building a culture of collaboration, inclusivity, implementing a shared vision, and building customized plans to aid in the student success agenda. Attendees will understand how strategic academic advising branding and collaboration will lead to college transformation for students, faculty, staff, and other institutional partners.