ROLE OF THE ADVISER

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Roles of the Student Media Adviser

ad•vise (äd•vïz), v. t. [OF. aviser, fr. LL. advisare, fr. L. ad to + visum. See ADVICE.] 1. To give advice to; to recommend (a course of action) to; to counsel; warn. 2. To give information or notice to; to apprise; inform;—often with of.—Syn. See under advice.—v.i. To take counsel; consult;—followed by with; as, to advise with friends.—ad•viser, ad•visor (-vïzër), n. (from Webster’s New Collegiate Dictionary, edition unknown)
Student advocate & university liaison who…

Educates administrators, faculty and others about the role of student media, student leaders and the adviser

Clearly and pre-emptively communicates one’s advising philosophy and style to superiors so they know what to expect when something occurs (the new adviser should decide primary role, whether student advocate or university policy person.)
Establishes collegial, professional relationships with networks of people on campus

Conducts or assists student leaders in conducting public relations and keeping the community informed about the organization’s successes
Source of continuity & institutional memory who…

Assists student leaders in recruiting, training and retention

Maintains resources of printed and other materials (both those internal to the organization and resources from colleagues, conferences and other media groups.)
Source of continuity & institutional memory who…

With students, institutes and/or updates organizational, legal & ethical foundations, including:
  Constitution and bylaws
  Code of ethics
  Standard operating procedures, including job descriptions and the publication’s policies on letters, corrections and other editorial matters
  Personnel, discipline & dismissal policies
  Rate card & advertising policies

Insures sound financial practices to provide for stable and continuous operations
Source of continuity & institutional memory who…

Insures sound financial practices to provide for stable and continuous operations
Educator who...

Provides or facilitates training in all areas of editorial and production operations; coaching techniques; business and advertising; leadership; personnel management; etc.

Promotes critical thinking and effective decision making by students

Critiques work after publication

Gives frequent constructive criticism and praise

Models exemplary professional and ethical behavior

Sets & communicates boundaries regarding accessibility, schedules, conflicts of interest, etc.

Provides advice, often on both professional and personal matters

Gains student trust by words and deeds

Guides students toward careers
Educator who...

Critiques work *after* publication

Gives frequent constructive criticism & praise

Models exemplary professional & ethical behavior
Educator who...

Sets & communicates boundaries regarding accessibility, schedules, conflicts of interest, etc.

Provides advice, often on both professional and personal matters
Educator who...

Gains student trust by words and deeds

Guides students toward careers
Resources

Associated Collegiate Press

Poynter Institute

College Media Association