The academic-advisement program is in many ways the most important service provided to students by the university. Careful, professional advisement can help entering students begin their college work properly and make systematic progress toward fulfilling requirements for a degree as they progress from semester to semester, ensure that they will be eligible for graduation upon satisfactory completion of the requirements, and assist them in making career choices.

In addition, proper advisement can be of benefit to the university by providing better communication between faculty and students and providing an avenue for student input relative to academic programming and university life in general. Also, proper advisement can be of substantial aid in retaining students who are thinking about dropping out of school or transferring elsewhere and who are eligible to remain in school. A higher retention percentage is a university goal that can be achieved, in part, by more careful attention to student needs and a willingness to listen to their problems and help find solutions.

The procedures currently in place for advising all students at Sul Ross State University must be followed by all staff and faculty at any time that they are advising students. Those procedures may be found here.