The Iowa State University (ISU) ADVANCE program began with a focus on three STEM colleges: Agriculture and Life Sciences, Engineering, and Liberal Arts and Sciences. The program was viewed as a resounding success and three main features were institutionalized after termination of the 5-year NSF grant. First, ISU ADVANCE coordinates the program that works with faculty in identified departments to transform departmental cultures, practices, and structures. Second, dedicated central leadership is provided by the ADVANCE Fellow, who works with university administrators and college equity advisors to institutionalize positive change in the university’s policies, practices and structures. Third, the program expanded to now include Equity Advisors (EAs) in all colleges. At the individual college level, EAs work with their deans, diversity committees, department chairs, and faculty to help implement best practices for faculty searches, and to transform policies and practices that help all faculty succeed. This session’s speakers will include EAs of all levels of experience, from the original ADVANCE-grant period through newly appointed EAs. We will discuss the successes and challenges of institutionalizing the roles of Equity Advisors across the university. How do different colleges select and compensate EAs? What are best practices to train and then support new EAs? How do EAs identify the priorities for their activities in their college? How can the team of EAs maintain cohesiveness, when their colleges are so different? After brief statements from each Equity Advisor speaker, this interactive session will open to audience questions.