



## Student Central

#7 Plan cycle - 7

Plan cycle 2022/2023

7/1/22 - 6/30/23

## **Introduction**

The mission of Student Central is to serve as a one-stop enrollment center by providing seamless enrollment-related services through high quality customer service. Student Central strives to view students holistically and provide a counseling, rather than a transactional, model of service. Through cross-training, Student Central delivers to students via email, phone, and face-to-face interactions the front-facing services for Admissions and Recruiting, Freshman Advising, Financial Aid, Scholarships, and Registrar's Office.

## **Performance Objective 1 To increase student satisfaction with the front-facing services provided by Student Central.**

### **1 Assessment and Benchmark**

Benchmark: On service surveys, score at least 4.00 (agree/satisfied) on all items.

#### **1.1 Data**

2018-2019:

Creation and implementation of a survey in August 2018 was not achieved, and Student Central and the Division of Enrollment Management experienced turnovers in administrative leadership and reorganization during the reporting period. Case notes process (RHACOMM) has been maintained. The recently appointed Student Central Coordinator has been tasked with creating and implementing a survey in order to capture baseline service satisfaction data and formulate goals for improvement within the 2019-2020 planning period.

2019-2020:

Creation and implementation of a survey was not achieved. Due to the pandemic, all attempts to complete this in 2020 were stalled.

2020-2021:

Creation and implementation of a survey was not achieved. Natural disasters such as Hurricane Laura and COVID-19 stalled the implementation and creation of the survey.

2021-2022:

Being new in the Operations Manager position, I have not seen a survey. I would be very interested in one being sent out.

2022-2023:

We still have no way of determining if students needs are being satisfied when visiting Student Central. I have mentioned and would like a QR code link near the exit door asking if they were satisfied with the service they received while visiting Student Central.

#### **1.1.1 Analysis of Data and Plan for Continuous Improvement**

2018-2019:

The survey was not developed and administered in the 2018-2019 reporting period. Survey will be developed and data gathered in 2019-2020, and benchmarks and improvement targets be set with the 2019-2020 report.

2019-2020:

The survey was not developed and administered in the 2019-2020 reporting period.

2020-2021:

The survey was not developed and administered in the 2019-2020 reporting period. There is a plan in place to create and implement this survey before the beginning of 2022.

2021-2022:

I would encourage a survey to students, parents, and McNeese employees. I believe this would benefit our department greatly.

2022-2023:

Our benchmark has not been met. I would like a survey either emailed through campus listserv or as mentioned a QR post upon exiting the building.

[Case Notes for Student Interactions](#) [PDF 290 KB 3/5/20]

## **Performance Objective 2 To decrease customer wait time for phone calls and face-to-face interactions.**

### **1 Assessment and Benchmark**

Benchmark: Achieve an average walk-in wait time of less than 5 minutes and an average call wait time of less than

2.5 minutes.

Prior to 2022-2023, the benchmark was to achieve an average walk-in wait time of less than 4 minutes and an average wait time for callers of less than 2.5 minutes.

### 1.1 Data

Average Wait Time (in minutes):

Month	2018-2019	
	Walk-in Visitors	Callers
June	6.34	2.16
July	6.46	2.46
August	6.13	2.44
September	2.95	2.25
October	4.22	2.50
November	3.94	3.03
December	3.38	2.42
January	6.04	3.17
February	2.14	3.00
March	3.96	2.48
April	4.28	2.50
May	4.5	2.51
<b>Average</b>	<b>4.5</b>	<b>2.57</b>

Average Wait Time (in minutes):

Month	2019-2020	
	Walk-in Visitors	Callers
June	2.49	0.39
July	5.41	1.07
August	7.83	1.37
September	3.65	1.02
October	3.22	0.57
November	3.23	0.59
December	4.21	2.27
January	6.78	2.23
February	4.45	1.49
March	4.36	1.35
April	—	1.41
May	5.1	2.09
<b>Average</b>	<b>5.37</b>	<b>1.40</b>

Average Wait Time (in minutes):

	2020-2021	
	Walk-in Visitors	Callers

Month	Walk-in Visitors	Callers
June	3.33	1.29
July	3.68	1.11
August	3.61	3.22
September	—	2.55
October	—	1.18
November	—	1.31
December	—	1.05
January	—	2.57
February	—	1.38
March	2.94	1.03
April	3.33	1.37
May	3.38	1.40
<b>Average</b>	<b>2.95</b>	<b>1.58</b>

Average Wait Time (in minutes):

Month	2021-2022	
	Walk-in Visitors	Callers
June	5.51	.22
July	5.02	.26
August	5.72	.30
September	3.36	.23
October	4.72	.09
November	4.87	.28
December	4.77	.07
January	8.74	.32
February	6.36	.35
March	6.16	.42
April	7.29	.32
May	8.14	.33
<b>Average</b>	<b>5.88</b>	<b>.26</b>

Average Wait Time (in minutes):

Month	2022-2023	
	Walk-in Visitors	Callers
June	8.5	.59
July	11.24	.85
August	14.84	.50
September	8.04	.40

October	8.49	.87
November	7.11	.59
December	6.63	.85
January	8.74	.31
February	6.36	.31
March	6.16	.50
April	7.29	.65
May	8.1	.69
<b>Average</b>	<b>8.46</b>	<b>.59</b>

### 1.1.1 Analysis of Data and Plan for Continuous Improvement

2018-2019:

Average wait times for walk-in visitors appear decreased over prior year. This may be due to enhanced training in triage and problem-solving/solution identification upon check-in by front-line student workers.

Average wait times for phone visitors have increased by nearly one minute over prior year. This is likely due to having an unfilled vacancy in Student Central and permitting a longer build-up of calls in the queue before staff in other Enrollment Management departments enter the queue to pick up calls.

Plan moving forward will not permit employment of an additional Student Central Specialist, and the department has experienced two turnovers in staff who have been successful in obtaining advanced positions in other departments. Additional student workers have been employed and trained during Summer 2019, and a reorganization of Student Central in June 2019 resulted in creation of part-time employee positions who can periodically work on a seasonal, as-needed basis when call and visit times are typically highest in an attempt to reduce wait times. Regular (monthly) training, evaluation, and review of wait time indicators by the coordinator of Student Central, Student Central specialists, student workers, and part-time staff will be undertaken in 2019-2020. Educational and awareness activities among students, faculty advisors, and key administrative departmental staff will continue in an effort to eliminate unnecessary calls and visits to Student Central (for example, inappropriate referrals for academic advising when faculty advisors are unavailable; referrals for fee payment that can be handled online from any location on- or off-campus or at the cashier's window).

2019-2020:

Average walk-in times for visitors during this time period increased by almost a full minute. I was not the supervisor during this period, and all employees who worked during this time are no longer present. However, there was an increase in turnover during this time, and the focus of the student central team, according to previous agendas, seems to have focused on lower the call wait times, so this could have resulted in an increase in walk-in wait time.

Average wait for phone calls decreased by over a minute, and this could be due the emphasis made by student central to decrease the phone wait time for students.

2020-2021:

Average walk-in times decreased by almost 2 minutes for the 2020-2021 period, resulting in this department achieving its goal of keeping wait times for walk-ins to less than 4.5 minutes. However, it is important to note that due to natural disasters during Fall of 2020, foot traffic was discouraged due to campus being unsafe. This could have significantly affected the wait time.

Average call wait times increased by 10 seconds, but it did not exceed the 2 minute hold time outlined in previous years. This has been due to an increase in training and adjusting how phone calls and walk-in traffic are handled by staff.

Plan moving forward is to have all student workers trained to assist with phone que duties. We will also utilize the phone que to ensure there will be staff dedicated to just answering phones, and the walk-in traffic

will have dedicated employees who will focus solely on their needs. This should limit the wait time for each group. Training and online resources are also being developed the amount of time needed to address student's needs. We also want to increase walk-in traffic to better assist students, so more staff will be assigned to this area.

2021-2022:

Average walk-in times nearly doubled to 5.88 for the 2021-2022 academic year, thus, not achieving our goal. We will set our goal for 2022-2023 to have visitor walk-in times less than 5 minutes. I do think it is important to mention we have had several personnel changes, and we permanently only have 3 specialists during this time.

Average call wait times decreased by 1.32 minutes. This was due to all offices within Enrollment Management assisting in answering phones and veteran student workers assisting as well.

The plan moving forward is to train EM staff and all student workers to assist with the phone queue. We will dedicate specialist time to helping walk-ins. Our students and employees have many resources within shared drives and online to answer a majority of questions.

2022-2023:

Average wait times more than doubled for 2022-2023. Our goal moving forward will be to decrease holding times. I would like them to at least go back down to what they were in previous years.

I know no one enjoys waiting, my goal for Student Central Specialist and myself is to answer and mediate all of a student's needs within the entire Enrollment process. This encompasses answer questions about applications, financial aid, advising information and scholarships, so our phone calls may be longer but they are receiving much more information per phone call. This is decrease the amount of times they have to call.

We have once again had personnel challenges, there were a few months that I (Operations Manager) was the only full time person working in Student Central. As of June 15, 2023 we are again fully staffed with 2 Student Central Specialists and 1 manager. It takes months for someone to get fully trained in this area.

[Student Central Phone Stats 2018 Spring](#) [PDF 226 KB 3/5/20]

[Student Central Phone Stats 2018-2019](#) [PDF 89 KB 3/5/20]

[Student Central Phone Stats 2019-2020](#) [XLSX 25 KB 8/27/21]

[Student Central Phone Stats 2020-2021](#) [XLSX 25 KB 8/26/21]

[Student Central Visitor Stats 2018-2019](#) [XLSX 17 KB 3/5/20]

[Student Central Visitor Wait Times 2017 Fall thru 2018 Spring](#) [PDF 263 KB 3/5/20]

**Performance Objective 3 To decrease customer interactions (face-to-face, phone) by providing useful, easily accessible information on the website and through videos, emails, and publications.**

#### 1 Assessment and Benchmark

Benchmark: Reduce the number of walk-in visits and calls from customers over the previous year.

##### 1.1 Data

Month	2018-2019	
	Total Count	Daily Average
June	1,498	74
July	1,901	90
August	3,940	171
September	1,569	82
October	2,545	110
November	2,724	123

December	905	69
January	2,980	141
February	1,033	51
March	1,467	81
April	2,759	137
May	1,365	62
<b>Total</b>	<b>24,686</b>	<b>100</b>

Walk-in Visitors:

Month	2019-2020	
	Total Count	Daily Average
June	1,010	46
July	1,482	67
August	3,131	142
September	1,110	56
October	1,494	65
November	1,077	57
December	963	64
January	2,270	103
February	685	40
March	519	24
April	—	—
May	94	9
<b>Total</b>	<b>13,835</b>	<b>65</b>

Walk-in Visitors:

Month	2020-2021	
	Total Count	Daily Average
June	357	16
July	525	24
August	993	62
September	—	—
October	—	—
November	—	—
December	—	—
January	—	—
February	—	—
March	315	18
April	536	22
May	469	22
<b>Total</b>	<b>3,195</b>	<b>26</b>



## Walk-in Visitors:

Month	2021-2022	
	Total Count	Daily Average
June	570	19
July	534	17
August	1,281	41
September	382	12
October	761	24
November	550	18
December	328	21
January	1,033	33
February	318	11
March	348	11
April	415	13
May	387	12
<b>Total</b>	<b>6,907</b>	<b>232</b>

Month	2022-2023	
	Total Count	Daily Average
June		
July		
August		
September		
October		
November		
December		
January		
February		
March		
April		
May		
<b>Total</b>		

## Callers:

Month	2018-2019				
	Calls Presented	Calls Answered	Calls Abandoned	% Handled	Daily Average Answered
June	3,509	3,183	326	90.5	159
July	4,451	3,932	519	86.9	187
August	6,792	6,174	615	89.6	268

September	2,592	2,348	244	86.4	123
October	2,526	2,343	183	91.3	101
November	25,595	22,435	3,160	86.7	101
December	2,054	1,708	346	81.8	131
January	5,769	4,763	1,006	80.1	226
February	2,063	1,921	142	91.2	96
March	2,031	1,758	273	87.7	97
April	3,030	2,631	399	87.1	131
May	3,481	3,148	333	89	143
<b>Total</b>	<b>63,893</b>	<b>56,344</b>	<b>7,546</b>	<b>88</b>	<b>146</b>

Callers:

Month	2019-2020				
	Calls Presented	Calls Answered	Calls Abandoned	% Handled	Daily Average Answered
June	2,941	2,766	175	93.5	138
July	3,907	3,333	573	84	152
August	6,308	4,997	1311	78.13	227
September	2,454	2,192	262	89.3	104
October	2,668	2,436	232	91.3	116
November	2,075	1,883	191	89.95	63
December	2,515	1,924	96	72.79	62
January	4,858	3,829	1,029	76.38	124
February	1,950	1,624	326	81.66	63
March	1,951	1,728	323	83.98	63
April	2,997	2,597	400	86.50	87
May	3,781	3,179	600	83.21	103
<b>Total</b>	<b>38,405</b>	<b>32,488</b>	<b>6,266</b>	<b>84.23</b>	<b>109</b>

Callers:

Month	2020-2021				
	Calls Presented	Calls Answered	Calls Abandoned	% Handled	Daily Average Answered
June	3,771	3,321	450	86.82	111
July	4,549	4,097	451	88.74	132
August	6,426	4,738	1,688	72.84	153
September	1,446	1,077	369	72.98	36
October	2,001	1,732	269	85.50	56
November	2,917	2,480	437	84.81	83
December	1,937	1,790	147	90.55	58
January	5,292	4,105	1,183	76.11	132
February	1,909	975	334	81.25	35

March	2,840	2,567	271	90.50	83
April	3,059	2,645	414	86.64	88
May	3,024	2,535	489	83.40	82
<b>Total</b>	<b>39,171</b>	<b>32,062</b>	<b>6,355</b>	<b>83.34</b>	<b>87</b>

Callers:

Month	2021-2022				
	Calls Presented	Calls Answered	Calls Abandoned	% Handled	Daily Average Answered
June	2,873	2,731	142	95.06	95
July	3,191	3,104	87	97.27	102
August	4,791	4,290	501	89.54	154
September	1,819	1,804	65	96.43	60
October	1,899	1,804	95	95	63
November	1,696	1,654	42	97.52	56
December	1,413	1,354	59	95.82	94
January	3,678	3,455	223	93.94	122
February	1,464	1,342	122	91.67	52
March	1,500	1,396	104	93.07	50
April	2,078	1,900	178	91.43	69
May	2,377	2,234	143	93.98	79
<b>Total</b>	<b>28,779</b>	<b>27,018</b>	<b>1,761</b>	<b>93.88</b>	<b>83</b>

Callers:

Month	2022-2023				
	Calls Presented	Calls Answered	Calls Abandoned	% Handled	Daily Average Answered
June	1481	1287	194	86.90	61.28
July	2336	2027	309	85.92	96.52
August	—	791	—	—	—
September	—	1270	—	—	—
October	—	1465	—	—	—
November	—	1484	—	—	—
December	—	937	—	—	—
January	3590	3328	262	92.70	144
February	1324	1170	154	88.36	58.5
March	1475	1295	180	87.79	56.3
April	1847	1625	222	87.98	81.25
May	2289	2056	233	89.82	89.39
<b>Total</b>					

[Student Central Phone Stats 2019-2020](#) [XLSX 11 KB 9/20/21]

[Student Central Phone Stats 2020-2021](#) [XLSX 11 KB 9/20/21]

[Student Central Visitor Stats 2018-2019](#) [XLSX 17 KB 3/5/20]

### **1.1.1 Analysis of Data and Plan for Continuous Improvement**

2018-2019:

Data indicate a slight decrease in the average number of daily calls and average number of daily visits to Student Central between 2017-2018 and 2018-2019. Continued improvements to online systems and processes related to enrollment, registration, add/drop, withdrawal/resignation, email communication, and related functions should result in increases to online encounters and decreases in in-person and phone encounters. Education and awareness activities to inform the campus community about functions offered and not offered through Student Central (for example, some departments mistakenly refer students to Student Central for academic advising when faculty advisors are not available during breaks and in summer months) may also help reduce face-to-face and phone interactions.

Plan for 2019-2020 is to continue incremental progress in decreasing face-to-face and phone interactions by providing useful, easily accessible information on the website through videos, email, publications, and other technologies and through ongoing training and awareness activities to the campus as a whole.

2019-2020:

2020-2021:

2021-2022:

We did have a decrease in face-to-face visitors and phone calls. Student Central does offer email communication and there is no count on that; I do feel that has increased in recent years. Moving forward, I wish for students that do walk in to get all their questions answered so they do not have to return every day to ask a different question. I realize this may result in longer wait times for students; however, my hope is they will leave better informed with answers to all their Enrollment Management questions.

2022-2023:

We have had a decrease in face to face visits and phone calls. Some of this can be attributed to a slight decrease in enrollment, but I am optimistic that this data also shows that students are having all of their questions answer in one visit or call. We continue to communicate and receive documents via email, and we always have a steady volume with emails.