



## Student Central

#8 Plan cycle - 8

Plan cycle 2023/2024

7/1/23 - 6/30/24

## **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**

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.

2023-2024:

We have implemented a QR code when you leave Student Central. This has been out for about three months. We unfortunately only have two responses thus far.

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

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.

2023-2024:

Due to the lack of responses and the late distribution of the survey, our benchmark has not been met.

[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          | 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):

| Month          | 2020-2021        |             |
|----------------|------------------|-------------|
|                | 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> |

Average Wait Time (in minutes):

| Month     | 2023-2024        |         |
|-----------|------------------|---------|
|           | Walk-in Visitors | Callers |
| June      | 5.96             | .49     |
| July      | 6.6              | .33     |
| August    | 9.91             | .28     |
| September | 8.89             | .25     |
| October   | 8.96             | .24     |
| November  | 7.88             | .30     |
| December  | 11.04            | .55     |
|           |                  |         |

|                |             |            |
|----------------|-------------|------------|
| January        | 13.06       | .67        |
| February       | 11.96       | .75        |
| March          | 10.19       | .52        |
| April          | 9.59        | .45        |
| May            | 8.02        | .63        |
| <b>Average</b> | <b>9.33</b> | <b>.45</b> |

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

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 two 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 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 two 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 five minutes. I do think it is important to mention we have had several personnel changes, and we permanently only have three 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 students 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 the

are receiving much more information per phone call. This is to 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 two Student Central Specialists and one manager. It takes months for someone to get fully trained in this area.

2023-2024:

I am pleased to show that wait times for calls in Student Central have dropped from previous years. Our goal is for that to continue, I believe this is due to more experienced Student Central Specialist, I am fortunate to have two specialist that have been here over one year.

Our goal continues to be that when a student calls all of their questions are answered in regards to every aspect of Enrollment.

[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**

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>    |

2022-2023:

Data not reported.

Walk-in Visitors:

| Month     | 2023-2024   |               |
|-----------|-------------|---------------|
|           | Total Count | Daily Average |
| June      | 342         | 16.23         |
| July      | 164         | 8.2           |
| August    | 391         | 17.77         |
| September | 291         | 14.55         |
|           |             |               |



|              |              |              |
|--------------|--------------|--------------|
| October      | 463          | 21.04        |
| November     | 626          | 36.82        |
| December     | 200          | 18.18        |
| January      | 400          | 19.04        |
| February     | 277          | 15.38        |
| March        | 382          | 19.1         |
| April        | 400          | 18.18        |
| May          | 331          | 15.76        |
| <b>Total</b> | <b>4,267</b> | <b>18.35</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         | 1,481           | 1,287          | 194             | 86.90        | 61.28                  |
| July         | 2,336           | 2,027          | 309             | 85.92        | 96.52                  |
| August       | —               | 791            | —               | —            | —                      |
| September    | —               | 1,270          | —               | —            | —                      |
| October      | —               | 1,465          | —               | —            | —                      |
| November     | —               | 1,484          | —               | —            | —                      |
| December     | —               | 937            | —               | —            | —                      |
| January      | 3,590           | 3,328          | 262             | 92.70        | 144                    |
| February     | 1,324           | 1,170          | 154             | 88.36        | 58.5                   |
| March        | 1,475           | 1,295          | 180             | 87.79        | 56.3                   |
| April        | 1,847           | 1,625          | 222             | 87.98        | 81.25                  |
| May          | 2,289           | 2,056          | 233             | 89.82        | 89.39                  |
| <b>Total</b> | <b>14,342</b>   | <b>18,735</b>  | <b>1,554</b>    | <b>86.54</b> | <b>83.76</b>           |

Callers:

|  | 2023-2024 |  |  |  |  |
|--|-----------|--|--|--|--|
|  |           |  |  |  |  |

| Month        | Calls Presented | Calls Answered | Calls Abandoned | % Handled    | Daily Average Answered |
|--------------|-----------------|----------------|-----------------|--------------|------------------------|
| June         | 1,845           | 1,674          | 170             | 91.34        | 87.85                  |
| July         | 2,681           | 2,445          | 236             | 91.83        | 116.42                 |
| August       | 4,351           | 3,261          | 1,082           | 90.17        | 148.22                 |
| September    | 743             | 738            | 54              | 92.26        | 34.45                  |
| October      | 1,125           | 1,064          | 61              | 93.22        | 48.36                  |
| November     | 1,315           | 1,162          | 153             | 89.94        | 68.35                  |
| December     | 911             | 796            | 115             | 87.32        | 72.36                  |
| January      | 2,776           | 1,757          | 1,019           | 59.45        | 88.66                  |
| February     | 1,036           | 955            | 81              | 93.07        | 53.05                  |
| March        | 1,058           | 966            | 92              | 90.92        | 48.39                  |
| April        | 1,767           | 1,512          | 255             | 86.52        | 68.72                  |
| May          | 2,307           | 2,015          | 292             | 88.42        | 95.95                  |
| <b>Total</b> | <b>21,915</b>   | <b>18,345</b>  | <b>3,570</b>    | <b>87.87</b> | <b>77.56</b>           |

[Phones2324](#) [DOCX 400 KB 9/4/24]

[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 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

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.

2023-2024:

We did see less students face to face in 2023-2024, despite a rise in enrollment. I believe this is due to the 2024-2025 FAFSA having a very limited number of students picked for verification, also that all forms needed for documentation could be uploaded and forms are Dynamic turned in electronically. Student Central has been fortunate to have two specialists who have been with us for over a year. However, we recently had a specialist resign, so we will need to train a new team member. Hopefully, this transition will not have a negative impact on our numbers.