



Student Central

#9 Plan cycle - 9
Plan cycle 2024/2025
7/1/24 - 6/30/25

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

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.

2024-2025:

We still have the QR code to a satisfaction survey, I have also included the QR code of the 2 full timers desk. Unfortunately we have received two more responses from last year. Granted in all of the surveys students are satisfied with the service they receive here in Student Central.

1.1.1 Analysis of Data and Plan for Continuous Improvement

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.

2024-2025:

Our benchmark was not met again this year. We will continue to persuade students to scan the QR code and encourage them to complete the survey. We will assess changes to this benchmark in the next academic cycle.

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	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
Average	2.95	1.58

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
Average	5.88	.26

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
Average	8.46	.59

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
Average	9.33	.45

Average Wait Time (in minutes):

Month	2024-2025	
	Walk-in Visitors	Callers
June	5.96	.41
July	6.6	.33
August	67.44	.29
September	5.61	.90

October	6.89	.31
November	12.31	.28
December	6.67	.39
January	29.58	.36
February	6.58	.31
March	6.95	.40
April	7.46	.38
May	7.84	.41
Average	14.15	.37

1.1.1 Analysis of Data and Plan for Continuous Improvement

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.

2024-2025:

I am pleased to see that the walk in wait time and call wait time have decreased. I believe this is due to having an experienced Student Central Specialist. I hope this trend will continue, but Student Central in now permanently an office of two, one operations manager and one specialist.

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

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	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
Total	3,195	26

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
Total	6,907	232

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
Total	4,267	18.35

Walk-in Visitors:

Month	2024-2025	
	Total Count	Daily Average
June	342	17.10
July	580	26.36
August	1746	79.36
September	535	26.75
October	677	29.43
November	793	41.74
December	330	22
January	1009	45.86
February	392	18.67
March	368	17.52

April	640	29.09
May	400	17.39
Total	7812	30.94

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
Total	39,171	32,062	6,355	83.34	87

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
Total	28,779	27,018	1,761	93.88	83

Callers:

2022-2023					

Month	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
Total	14,342	18,735	1,554	86.54	83.76

Callers:

Month	2023-2024				
	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
Total	21,915	18,345	3,570	87.87	77.56

Callers:

Month	2024-2025				
	Calls Presented	Calls Answered	Calls Abandoned	% Handled	Daily Average Answered
June	1851	1675	170	90.69	83.75
July	2681	2445	236	90.17	111.14
August	4219	3148	1067	71.34	143.09
September	1332	1186	145	87.61	59.30

October	1283	1166	117	91.18	50.7
November	1048	930	123	89.94	48.95
December	1044	848	196	80.92	56.53
January	2897	1817	1080	57.66	82.59
February	1268	1088	169	84.73	51.81
March	986	847	139	86.59	40.33
April	1655	1330	325	79.63	60.45
May	1745	1419	240	81	61.7
Total	22,009	17,899	4,007	82.62	70.9

[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

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.

2024-2025:

We saw a rise in the number of students in 2024-2025, I believe this was due to a growth in enrollment. Student Central has two full time employees, we were not able to replace the specialist that resigned in September 2024. Since a recent upper management change, other offices within Enrollment Management have had to jump in and assist with phones and visitor traffic. This has led to more precise assistance with issues. We are hopeful to get more forms electronically in Dynamic Forms and that this will keep paper down and a straighter line to the needed office.