

# **Student Central**

Student Central

## 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, General and Basic Studies, Financial Aid, Scholarships, Registrar's Office, and Veterans Affairs.

## 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

2016-2017:

Surveys will be created in spring 2018.

2017-2018:

A draft survey has been created, with a tentative go-live of August 1, 2018. Data will be gathered in 2018-2019, and benchmarks will be set with the 2018-2019 report.

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

2016-2017:

Surveys will be created in spring 2018.

2017-2018:

A draft survey has been created, with a tentative go-live of August 1, 2018. In order to capture the population to survey and to improve service, a process was implemented in April 2018 to enter case notes on every student interaction into Banner on RHACOMM (attached).

The planned survey process will send an email with the survey link at the end of each week to anyone who interacted with Student Central in person, over the phone, or via email during that week. The survey process will be driven by the category codes of SCE (Student Central email), SCP (Student Central phone), or SCV (Student Central visitor) from the case notes on RHACOMM.

Data will be gathered in 2018-2019, and benchmarks will be set with the 2018-2019 report.

[Case Notes for Student Interactions](#) [PDF 294 KB 4/5/19]

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

### 1 Assessment and Benchmark

2016-2017:

Data will be gathered and benchmarks set in 2017-2018. Benchmarks will focus on wait times for each type of interaction: phone and face-to-face.

#### 1.1 Data

Average Wait Time

Month	2017-2018	
	Walk-in Visitors	Callers
August	9.59 minutes	-
September	6.03 minutes	-
October	5.73 minutes	-
November	5.90 minutes	-
December	5.38 minutes	-
January	8.12 minutes	1.92 minutes
February	3.62 minutes	1.60 minutes
March	4.21 minutes	1.47 minutes
April	7.20 minutes	1.52 minutes
May	5.34 minutes	1.30 minutes
Average	6.47 minutes	1.60 minutes

Note: The check-in system for visitors was implemented on August 9, 2017, while the Cisco phone system was implemented on January 2, 2018. The average wait time for callers only includes calls answered, not those abandoned.

[Student Central Phone Stats 2018 Spring](#) [PDF 271 KB 4/5/19]

[Student Central Visitor Wait Times 2017 Fall thru 2018 Spring](#) [PDF 263 KB 4/5/19]

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

2017-2018:

Data will be collected for at least another year before setting benchmarks. Ideally, Student Central should operate fully staffed for a period of time before benchmarks are set.

With the move to Chozen Hall, Student Central became an operational unit, providing services to students face-to-face, over the phone, and via email. Since July 2017, it has operated without a manager to oversee the daily operations of the unit, and since February 2018, it has operated with three, rather than four, Student Central Specialists; however, a search is currently underway to fill the fourth Student Central Specialist position. Three Tier two student employees assist in the call center, while four Tier one student employees work in the reception area, greeting visitors and ensuring they use the check-in system. During peak times and staffing shortages, staff members from other offices within Chozen Hall have assisted in Student Central and the phone queue to help meet the demands of student traffic.

From analyzing the student check-in system data, it is clear that walk-in traffic peaks between 10:00 a.m. and 2:00 p.m. and that Fridays are the least busy days. Given this, early mornings and late afternoons tend to be the best times to conduct trainings with the Student Central staff and student employees. Additionally, the data shows that financial aid is the main reason students visit Student Central. Because of this, it is imperative that Student Central staff and Tier two student employees continually update their knowledge and financial aid processes and regulations change. At present, a Student Central staff member attends weekly financial aid staff meetings and shares information with her colleagues. Further consideration will be given to the walk-in visitor wait time calculations. Since General and Basic Studies and Community Services and Outreach are co-located rather than fully served by Student Central, I think removing their information from the check-in system wait time statistics may result in a more accurate wait time calculation for Student Central.

The Cisco phone system, which was implemented in January 2018, provides information that was not previously available such as the number of calls received, answered, and abandoned. Of most concern are calls being abandoned; however, there is no way to determine the reason for the abandonment – are callers in the queue too long, have they realized they called the wrong number, did they hang up as soon as they were placed in the queue, etc.? While the average wait time reported in the data is not excessive, it does not include abandoned calls, so it does not paint a complete picture. Further research into the reporting capabilities of the phone system will be conducted to get a truer picture of what is going on.

Training of staff and student workers, an informative and easy-to-navigate website, and clear and timely communications are all necessary to improve services to students – and ultimately reduce wait times. Additionally, the construction of a knowledge base for internal as well as public use can have a positive impact on service and knowledge transfer. With the University’s roll-out of Office 365, SharePoint will be considered for use as a knowledge base. These are the primary items that will be focused on in 2018-2019 and the next few years.

**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**

2016-2017:

Data will be gathered and benchmarks set in 2017-2018. Benchmarks will focus on the number of phone and face-to-face interactions.

**1.1 Data**

Walk-in Visitors

Month	2017-2018	
	Total Count	Daily Average

June	-	-
July	-	-
August	3,430	245.00
September	1,990	99.50
October	3,313	157.76
November	1,497	78.79
December	796	75.81
January	2,997	157.74
February	1,276	75.06
March	2,775	132.14
April	1,918	95.90
May	1,655	75.23
Total	21,647	117.97

#### Callers

Month	2017-2018				
	Calls Presented	Calls Answered	Calls Abandoned	% Handled	Daily Average Answered
January	5,074	4,127	946	81.34%	217.21
February	2,509	2,146	361	85.53%	126.24
March	2,764	2,395	369	86.65%	114.05
April	3,105	2,617	488	84.28%	130.85
May	3,745	3,267	478	87.24%	148.50
Total	17,197	14,552	2642	84.62%	146.99

[Student Central Phone Stats 2018 Spring](#) [PDF 271 KB 4/5/19]

[Student Central Visitor Stats 2017 Fall](#) [PDF 361 KB 4/5/19]

[Student Central Visitor Stats 2017 Fall thru 2018 Spring](#) [PDF 335 KB 4/5/19]

[Student Central Visitor Stats 2018 Spring](#) [PDF 358 KB 4/5/19]

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

2017-2018:

Data will be collected for at least another year before setting benchmarks to decrease the number of student interactions. Ideally, assurances that students are being adequately served and Student Central operating fully staffed should occur before benchmarks are set.

As stated in Performance Objective 2, Student Central has operated without a manager to oversee the daily operations of the unit since July 2017, and since February 2018, it has operated with three, rather than four, Student Central Specialists. Student employees assist in the call center and reception area while staff members from other offices within Chozen Hall assist during peak times or staff shortages.

Again, as stated in Performance Objective 2, the Cisco phone system provides information that was not previously available, such as the number of calls received, answered, and abandoned. Of most concern are calls being abandoned; however, at present, there is no way to determine the reason for the call abandonment. Further research into the reporting capabilities of the phone system will be conducted to get a truer picture of what is going on.

Training of staff and student workers, an informative and easy-to-navigate website, and clear and timely communications are all necessary to improve services to students – and ultimately reduce wait times. Additionally, the

construction of a knowledge based for internal as well as public use can have a positive impact on service and knowledge transfer. With the University's roll-out of Office 365, SharePoint will be considered for use as such a knowledge base. These are the primary items that will be focused on in 2018-2019 and the next few years.