

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, 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.

2018-2019 Note:

The survey has not been developed and benchmarks have not been established within the 2018-2019 reporting period.

Comments

Posted on 4/5/19 at 11:37 AM by Alex Eykelbosch

Please attach survey.

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.

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.

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.

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.

[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.

The goal for 2019-2020 reporting year will be to maintain average wait times for walk-in visitors at 4.5 minutes or less and to reduce average wait times for callers from 2.5 to 2.0 minutes.

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.

Average Wait Time

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

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

[Student Central Phone Stats 2018-2019](#) [PDF 121 KB 8/27/19]

[Student Central Visitor Stats 2018-2019](#) [XLSX 17 KB 8/27/19]

[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.

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).

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

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
Total	24,686	100

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

Callers

Month	2018-2019				
	Calls Presented	Calls Answered	Calls Abandoned	% Handled	Daily Average Answered
June	3509	3183	326	90.5	159
July	4451	3932	519	86.9	187
August	6792	6174	615	89.6	268
September	2592	2348	244	86.4	123
October	2526	2343	183	91.3	101
November	25595	22435	3,160	86.7	101
December	2054	1708	346	81.8	131
January	5769	4763	1,006	80.1	226
February	2063	1921	142	91.2	96
March	2031	1758	273	87.7	97
April	3030	2631	399	87.1	131
May	3481	3148	333	89	143
Total	63893	56344	7,546	88	146

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

[Student Central Phone Stats 2018-2019](#) [PDF 121 KB 8/26/19]

[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]

[Student Central Visitor Stats 2018-2019](#) [XLSX 17 KB 8/26/19]

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 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 such a knowledge base. These are the primary items that will be focused on in 2018-2019 and the next few years.

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.