



Student Central

#6 Plan cycle - 6
Plan cycle 2021/2022
7/1/21 - 6/30/22

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

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.

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.

1.1.1 Analysis of Data and Plan for Continuous Improvement

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.

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.

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 4 minutes and an average wait time for callers of less than 2.5 minutes.

Prior to 2021-2022, the benchmark was to achieve an average walk-in wait time of less than 4.5 minutes and to reduce average wait times for callers from 2.5 to 2.0 minutes.

1.1 Data

Average Wait Time (in minutes):

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

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 (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
Average	4.5	2.57

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
Average	5.37	1.40

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

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).

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.

[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	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

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
Total	13,835	65

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

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	2,642	84.62%	146.99

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
Total	63,893	56,344	7,546	88	146

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
Total	38,405	32,488	6,266	84.23	109

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:

2021-2022				

Month	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

[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 2017 Fall](#) [PDF 312 KB 3/5/20]

[Student Central Visitor Stats 2017 Fall](#) [PDF 318 KB 3/5/20]

[Student Central Visitor Stats 2018 Spring](#) [PDF 317 KB 3/5/20]

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

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.

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.