

# 2016

## California Public Higher Education Collaborative Business Conference



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# Providing Integrated Student Services through a One-Stop Service Model

October 3, 2016

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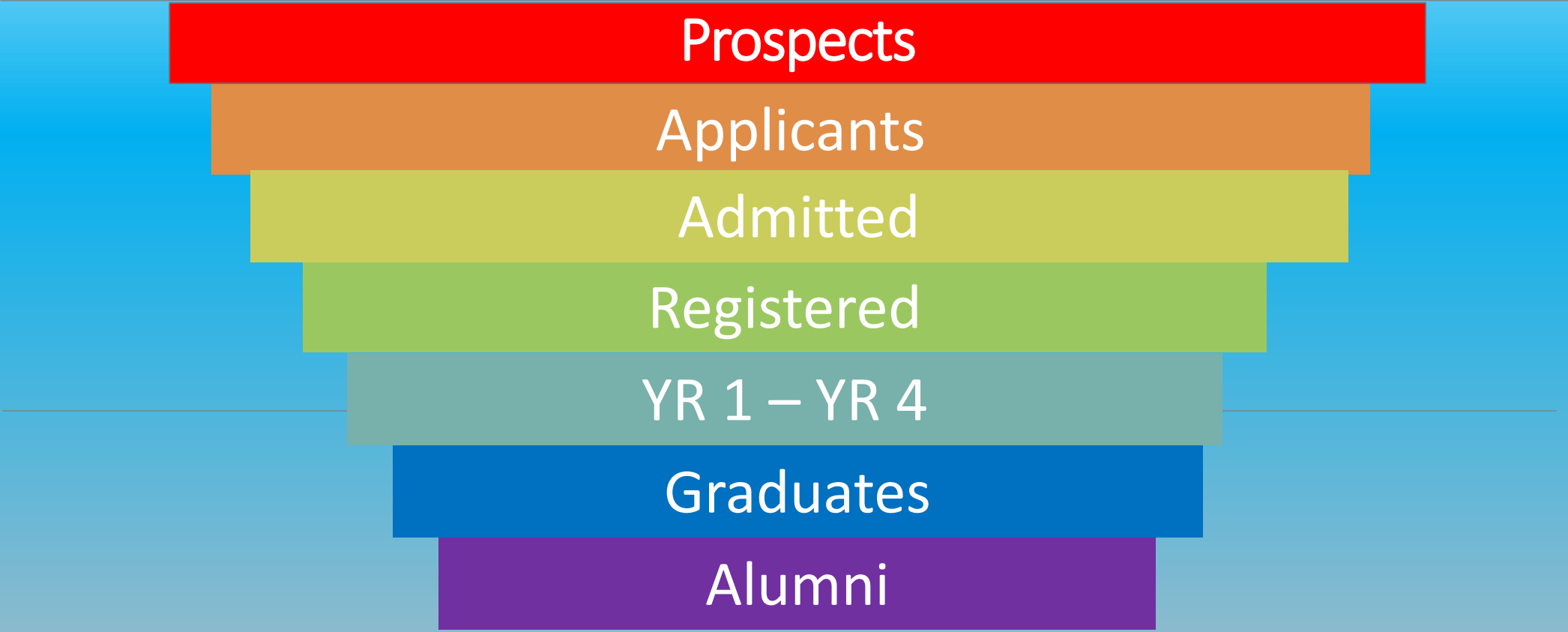
ED MILLS, VICE PRESIDENT  
STUDENT AFFAIRS

ANITA KERMES, DIRECTOR  
FINANCIAL AID, SCHOLARSHIPS & STUDENT  
SERVICE CENTER





# APPLICATION TO GRADUATION





## ON AVERAGE

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We spend an estimated 6 months of our lifetime waiting in line...

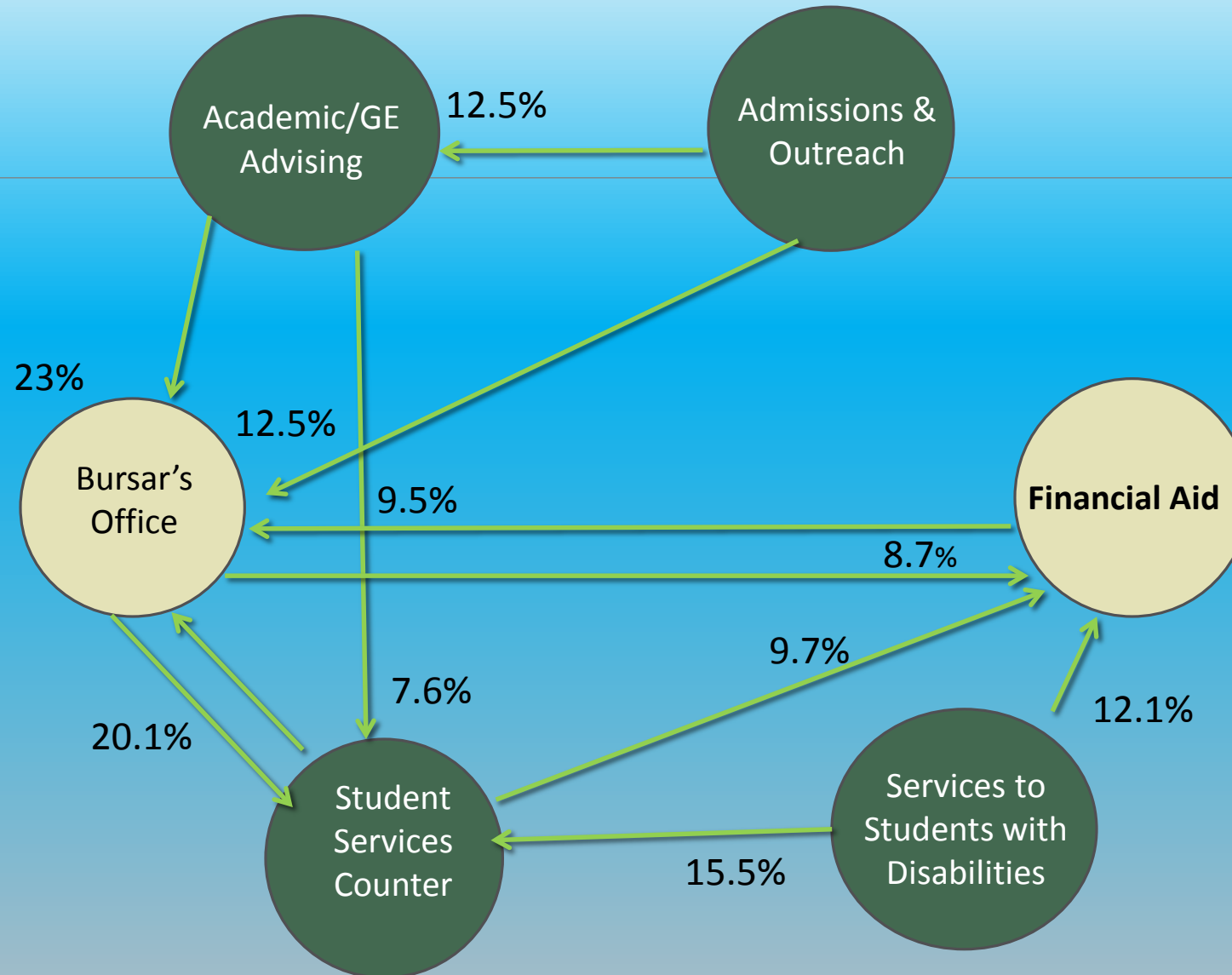
Americans spend 37 billion hours each year in line, and 43 days on hold with “automated” customer service line

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[reference.com](http://reference.com)



# How can we do better?





## “ONE-STOP”: WHERE DID WE START?

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Majority of student services located in Lassen Hall

Students have to stand in individual lines, based on need for services

How can we begin to integrate services and eliminate the need for multiple lines?

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## “ONE-STOP” SERVICE OBJECTIVES

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Streamline process flow between and among offices

Logically bundle services that eliminates duplication and redundancy

Create teams to deliver the services

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# “ONE-STOP SERVICE”: GUIDING PRINCIPLES

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Anticipate student needs

Provide innovative, administrative and system solutions

Provide services that are efficient and of high quality

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# INTENTIONAL PROCESS: CROSS-FUNCTIONAL WORKGROUP

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Culture shift from “process focus” to “student’s first”

Commitment to shift service model from  
department-centric to student-centric

Home offices go through process mapping and evaluate workflow

Identify redundancies - eliminate silos – enhance collaboration

Cross-train staff

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# INTENTIONAL PROCESS: SERVICE OBJECTIVES

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Improve student services by minimizing need to visit multiple offices to conduct University business

Understand how a decision in one office may unknowingly impact student in another area

Increase student retention and success by active outreach to targeted student populations

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# OUR MOTTO IS... STUDENT'S FIRST

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Staff trained to possess a broad knowledge base

Available resources to navigate on behalf of student

Where can we eliminate duplication of efforts?

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# IMPLEMENTATION PHASES

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## PH 1

Budget approval for proposal

Reconfiguration of Lassen Hall existing office space

Development and Approval of “one stop”  
Organization & Staffing Model

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# IMPLEMENTATION PHASES

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## PH 2

Construction

Recruit and Train Staff

Communication Plan with Home Offices

Marketing and Communication Plan

Service Level Agreements with Home Offices

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# IMPLEMENTATION PHASES

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## PH 3 “Go Live”

Mid-Spring 2017

Customer Response Management

Case Management approach to service

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# CONSISTENCY

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Student will experience same interaction regardless of where they go for service:

In-person

Web

Phone

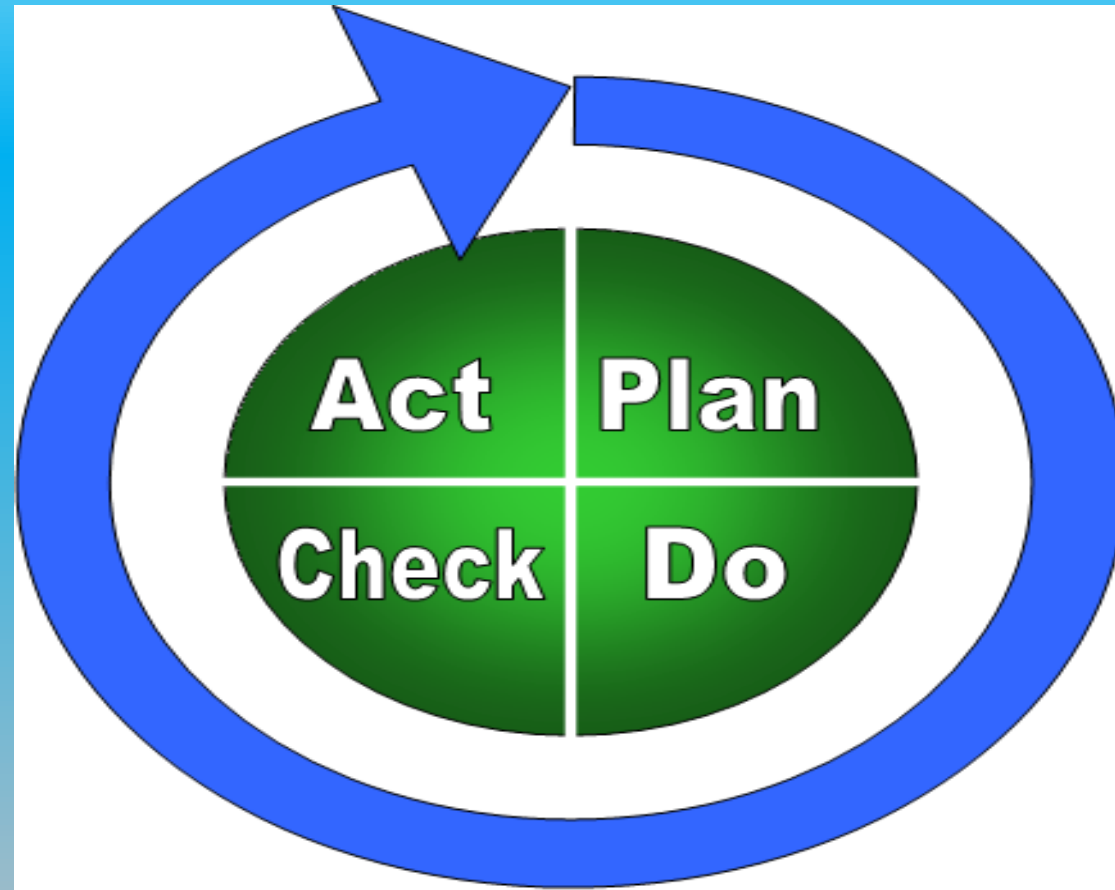
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# CONTINUOUS FEEDBACK LOOP

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# “ONE STOP” STUDENT SERVICE CENTER

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Thank You!

Anita Kermes, Director

Ed Mills, Vice President, Student Affairs

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