

A collage of various photographs from South Texas College, including students in graduation gowns, people at a film festival, students in a computer lab, a golfer, and a large central logo celebrating the 25th Anniversary (1993-2018).

Presented by: South Texas College
November 15th, 2018

Introduction

We wanted more computers for peak registration. Instead, we transformed our entire enrollment services model.

Learning Outcomes

- Link enrollment services process redesign and physical space redesign with institutional SEM strategies and goals
- Identify key stakeholders and institutional departments essential in designing an Enrollment Center
- Integrate the key elements in Enrollment Center design: services, open-concept physical space, process mapping, & cutting edge technologies

Agenda

- **Alignment with Institutional Goals and Strategies**
- **Key Stakeholders and Departments**
- **Key Elements of an Enrollment Center**
- **The New Enrollment Center**
- **Process Mapping**
- **Journey Mapping**
- **Results and Lessons Learned**
- **Summary**
- **Q&A**

Six Strategic Directions

Clear Pathways

Access and Success

High Success Rate

Collective Responsibility

Collaboration

Cost Efficiency

Strategic Flow

6 Strategic Directions



42 Strategic Outcomes



3 Strategic Focus Areas

Strategic Focus Areas



Enrollment



Persistence



Completion

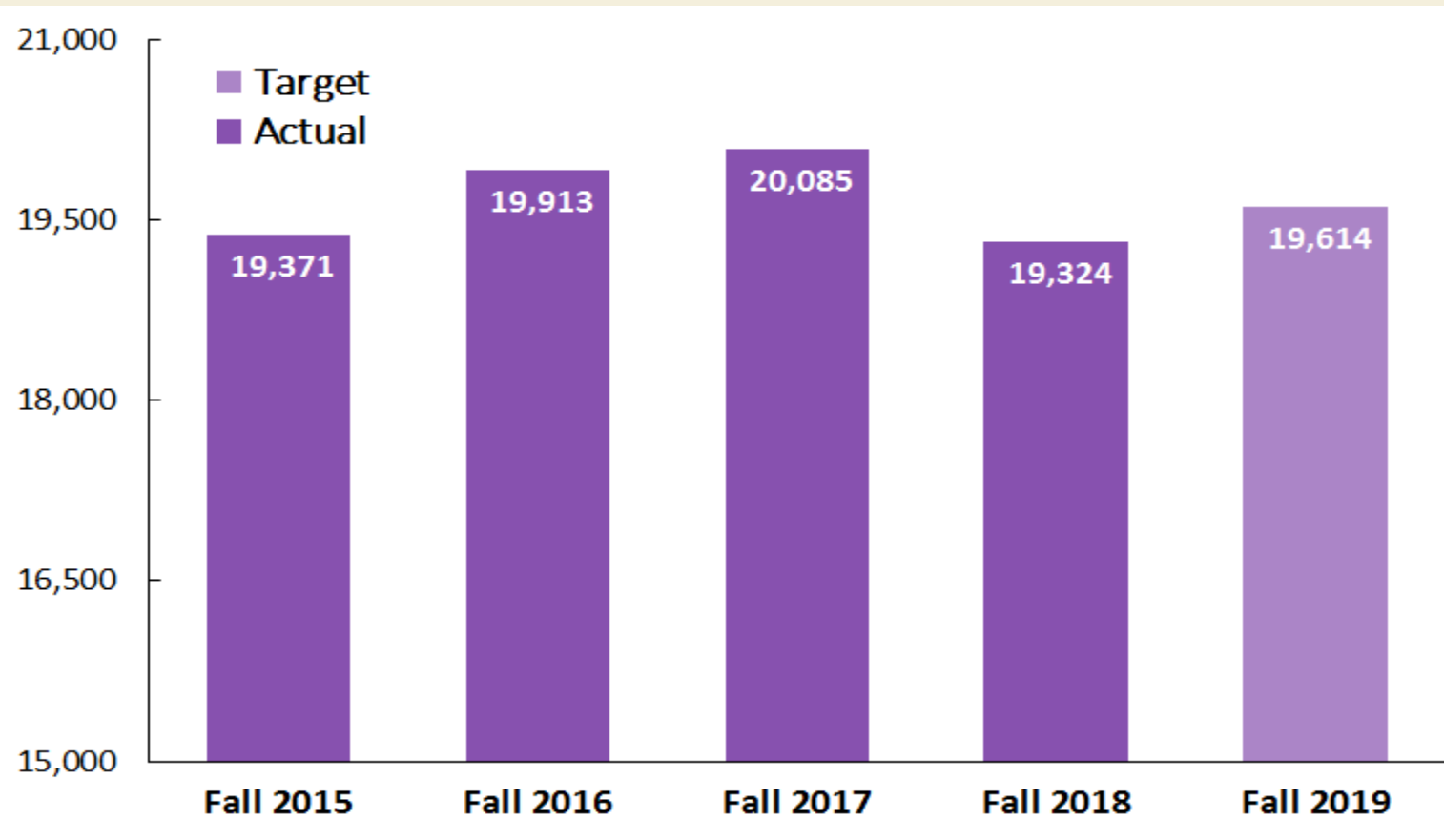


Key Performance Indicators

Traditional Enrollment: Growth in Traditional enrollment.

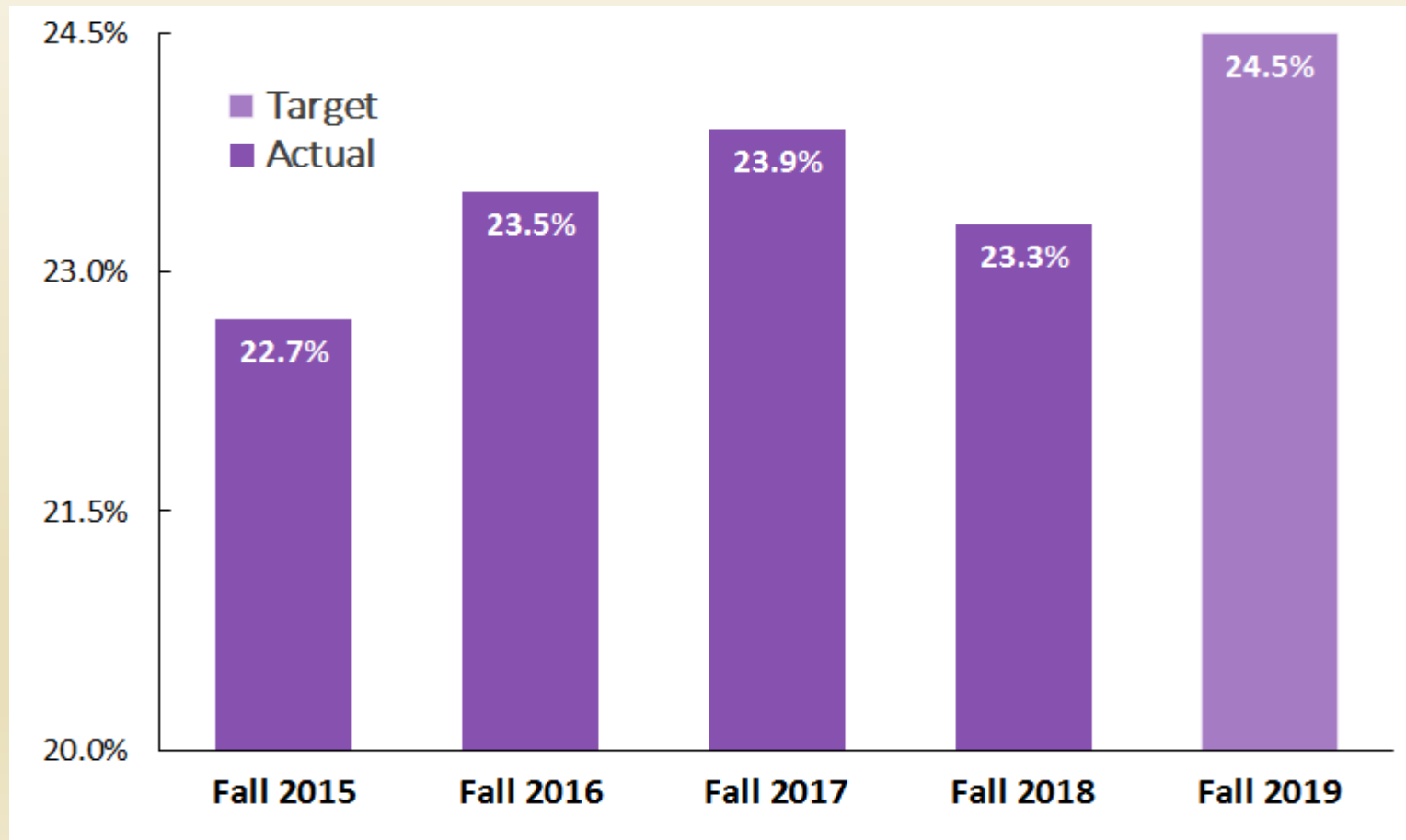
- A. Fall to Fall
- B. Spring to Spring
- C. Summer to Summer

Target: 1.5% increase per year.



Key Performance Indicators

Dual Matriculation: Matriculation of Dual Enrollment Graduating Seniors to STC the Fall Semester following graduation. **Target:** Reach 24.5% in Fall 2019



Redesign Enrollment Services to ensure students complete enrollment process

STRATEGY

3

- **Reduce** process redundancies and align departments (LEAN process, Service-oriented, automation)
- **Establish** “One-window” approach for all in-person and online services
- **Combine** staff resources and staff departments based upon process instead of office divisions
- **Target** key process completion dates and prompts for new & returning students (text, emails)
- **Develop** new, clear, and efficient online application for each student type (Hobson’s Radius)
- **Create** a welcoming campus climate and initiate Orientation and Welcome program
- **Provide** access and training to all Division staff and ensure consistency of service
- **Track** data to monitor timely resolution of student inquiries and issues
- **Create** more open spaces and store-front window offices (Enrollment Centers)
- **Offer** Professional Development for front-line staff in Customer Service best practices
- **Track** all calls, inquiries and issues-- (routing, ticketing agent, workflow, resolution)
- **Review** of policies and procedures that create barriers to enrollment and success (late registration, re-application)
- **Rework** online Student Self-Service functionality and ensure system is intuitive
- **Integrate** DegreeWorks and class registration to ensure students register for courses on degree plan

Who are the stakeholders?



Enrollment Departments

- Admissions and Registrar
- Financial Aid
- Advising
- IT
- Bursar



Key Stakeholders

- Planning and Construction
- Architects
- Board
- President





<https://www.nytimes.com/2012/09/02/us/former-walmart-in-mcallen-is-now-an-airy-public-library.html>

Key Elements of Enrollment Center

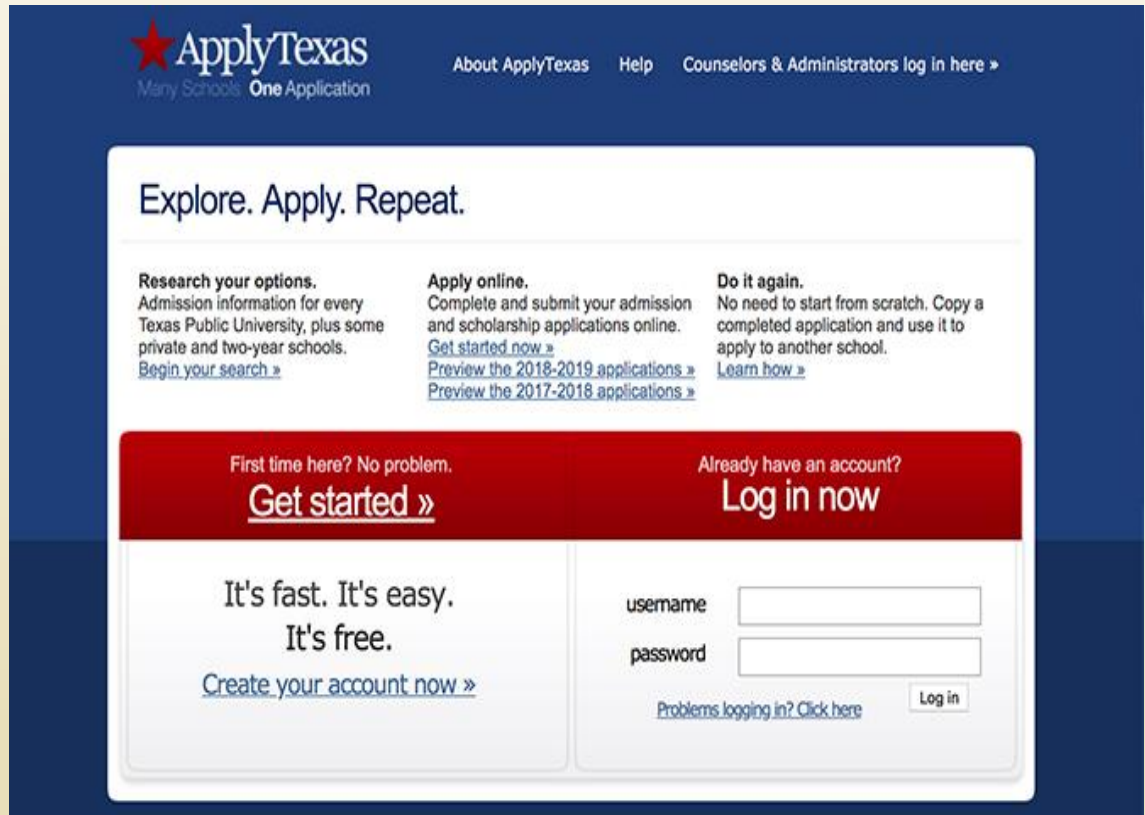
- Front-facing Enrollment Services for true One-Stop experience
- Functional Space Design with Open Concept
- Warm and Welcoming Environment
- Transparent Storefront Glass
- Cutting Edge Technology

Identify Key Services

- Activity – List the top 5 services you would want in your Enrollment Center.
- Share your results

Our Key Services

- Application
- Transcripts
- Graduation
- Registration
- Testing
- Student ID



The screenshot shows the ApplyTexas website interface. At the top, the logo "ApplyTexas" is displayed with the tagline "Many Schools. One Application." To the right of the logo are links for "About ApplyTexas", "Help", and "Counselors & Administrators log in here »". Below the header, the main content area has a dark blue background. A white box in the center contains the text "Explore. Apply. Repeat." followed by three columns of information:

- Research your options.** Admission information for every Texas Public University, plus some private and two-year schools. [Begin your search »](#)
- Apply online.** Complete and submit your admission and scholarship applications online. [Get started now »](#)
[Preview the 2018-2019 applications »](#)
[Preview the 2017-2018 applications »](#)
- Do it again.** No need to start from scratch. Copy a completed application and use it to apply to another school. [Learn how »](#)

Below this section is a red banner with two options:

- First time here? No problem.** [Get started »](#)
- Already have an account?** [Log in now](#)

At the bottom, there are two white boxes. The left box contains the text "It's fast. It's easy. It's free." and a link [Create your account now »](#). The right box contains a login form with fields for "username" and "password", a "Log in" button, and a link [Problems logging in? Click here](#).

Expanded Key Services

- College email activation
- Starfish profile
- DegreeWorks self-advisement tool
- Faculty Advisors
- Mandatory Advisement
- Fast-track events for high school seniors



Permanent Arena Registration





Lines and Shutters





Copyright 2004 by Randy Glasbergen.
www.glasbergen.com



“I want you to find a bold and innovative way to do everything exactly the same way it’s been done for 25 years.”

Open Space and Storefronts



STC PECAN CAMPUS - BUILDING "K" RENOVATIONS - McAllen, Texas
DESIGN DEVELOPMENT PACKAGE

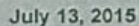


PRELIMINARY
DRAWINGS
NOT FOR CONSTRUCTION
APPROVAL, PERMITTING,
OR CONTRACTING

COVER SHEET
21 NOVEMBER 2015
BUILDING "K" RENOVATIONS
STC PECAN CAMPUS
SOUTH TEXAS COLLEGE
2000 UNIVERSITY BLVD., MCALLEN, TEXAS 78501

1458
COVER

Teaching House
 Simpson
 Gates
 ARCHITECTS



SOUTH TEXAS
COLLEGE

Cutting Edge Technology

- Virtual Desktop Infrastructure (VDI)
- Queuing software system with app
- Online full-service student portal
- DegreeWorks
- Testing Reservation
- Student ID

JagNet Portal









Home - southtexascolleg X

Secure | https://jagnet.southtexascollege.edu











SOUTH TEXAS COLLEGE

- Home
- Employee
- Faculty
- Supervisor
- Events Calendar

Faculty Apps

 Blackboard	 Degreeworks	 Argos	 Banner	 Starfish	 JagPride
 Grade Submission	 Acknowledge Faculty Handbook				

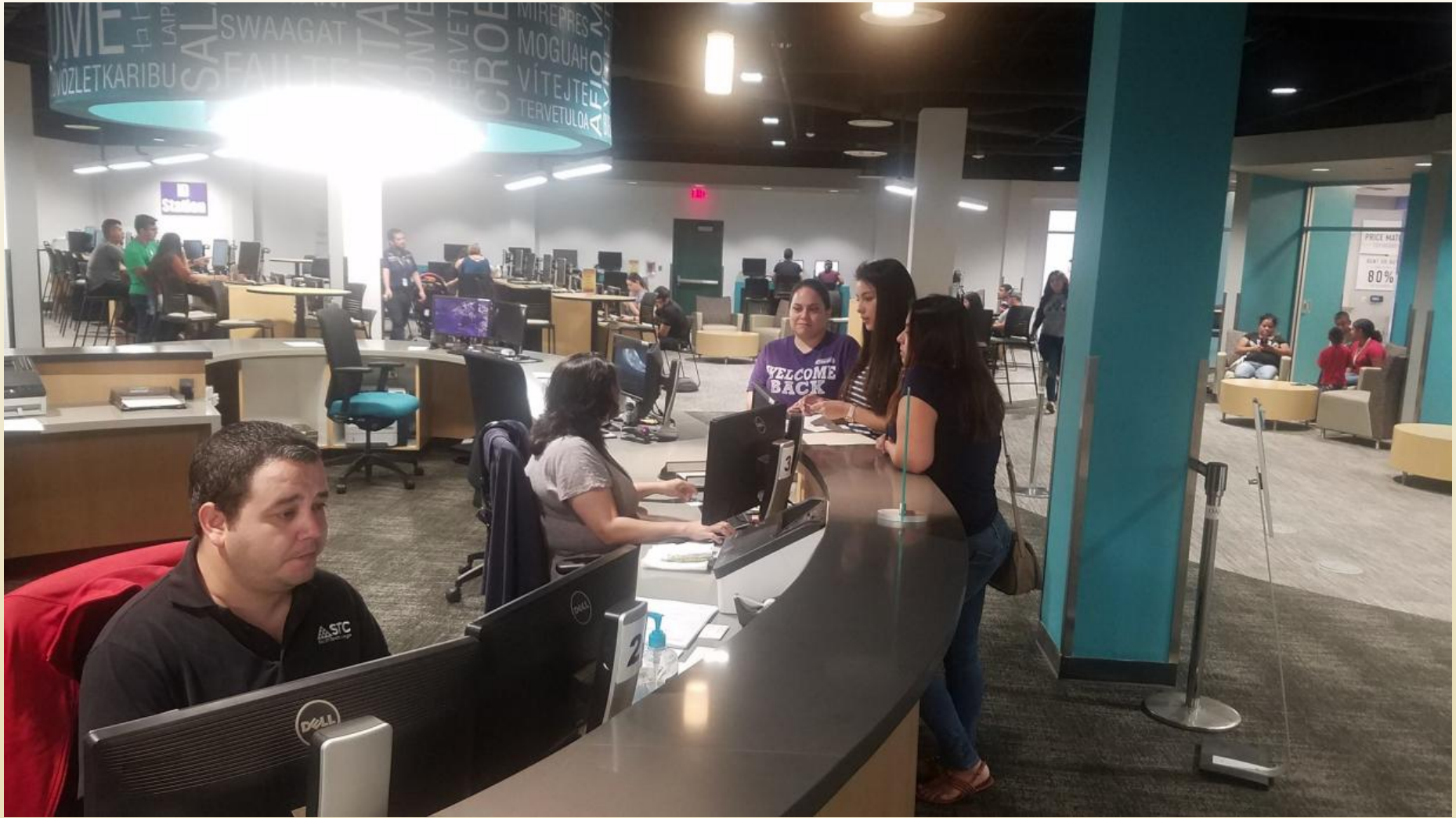
Employee Apps

 Pay Stub	 Leave Balance	 HR Forms	 Business Office Forms	 Technology Requests	 Tax Forms
 Parking	 Data Requests	 Acknowledge Employee Handbook	 TimeClock Plus		

Ribbon Cutting Ceremony













“No Barriers for Students”

“This embodies what South Texas College is all about, no barriers for students,” said
STC President Dr. Shirley A. Reed.

“Everything is open and collaborative.
Students will be here in a comfortable
environment, and will have the chance to
register early and get their services done
on time”

<https://news.southtexascollege.edu/?p=11560>

Promotional Videos

<https://www.youtube.com/watch?v=GlkgAJ90BxQ>

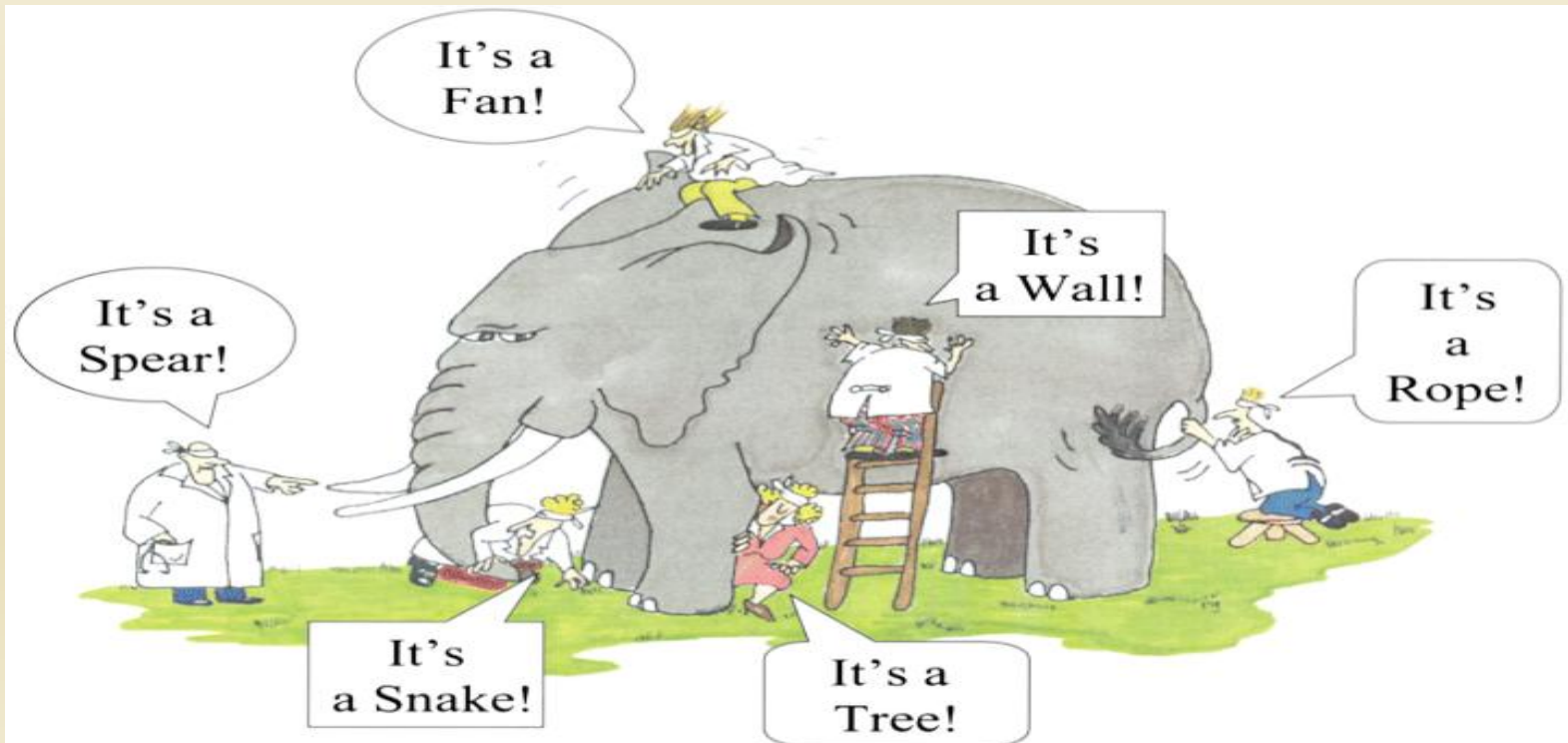
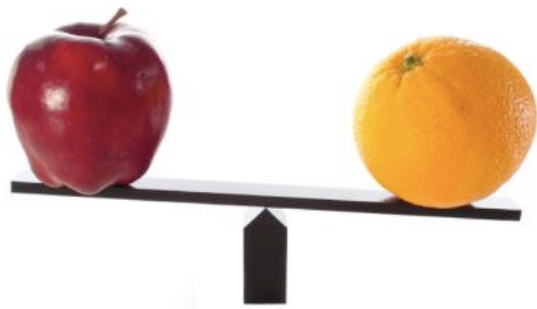
https://www.youtube.com/watch?v=bvBHdc6Cy_s

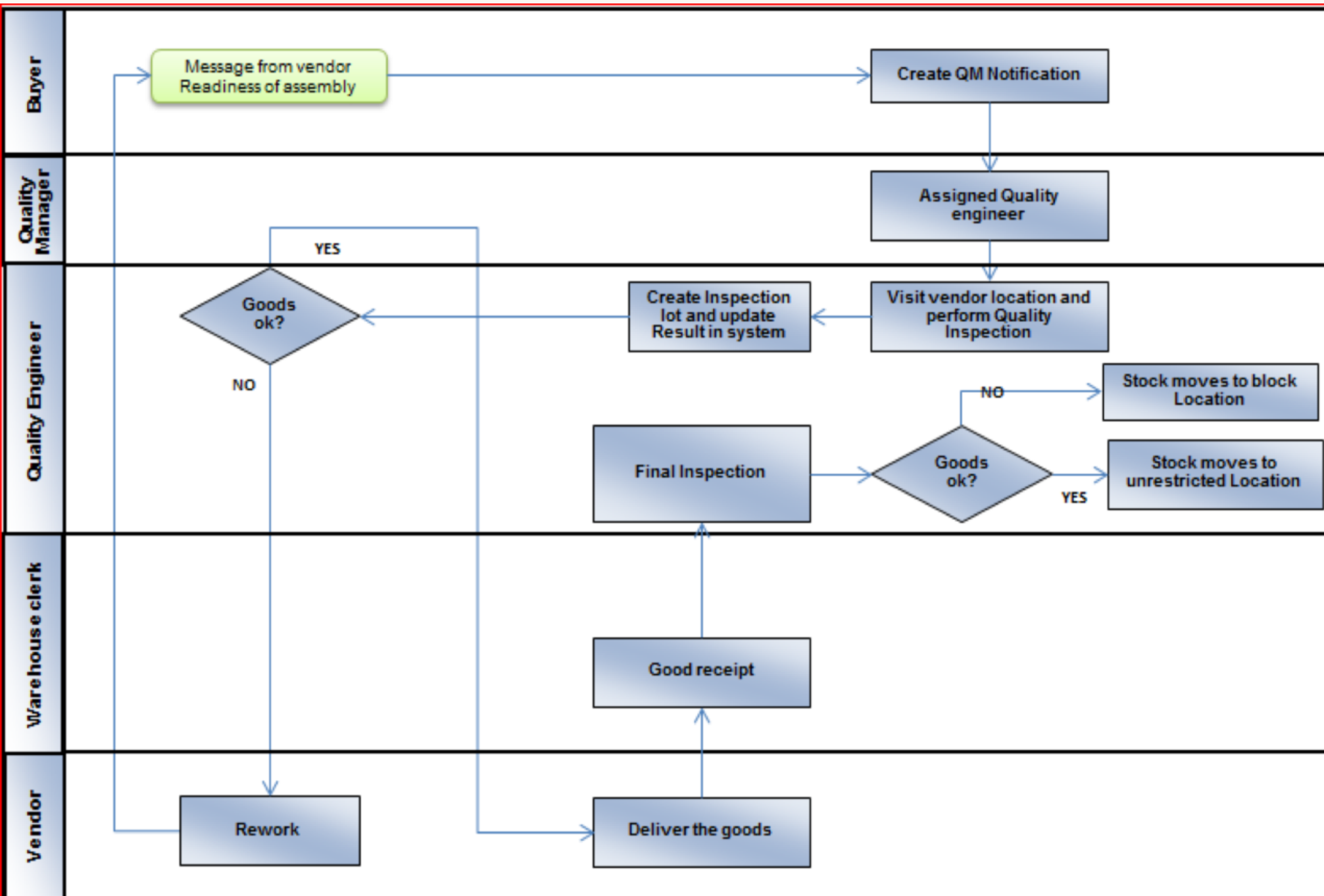
Journey Mapping

“A customer journey map is a visual representation of every experience your customers have with you. It helps to tell the story of a customer's experience with your brand from original engagement and into hopefully a long-term relationship.”

(<https://www.salesforce.com/uk/blog/2016/03/customer-journey-mapping-explained.html>)

<https://www.youtube.com/watch?v=mSxpVRo3BLg>





Key Goals

Student Empathy Goals

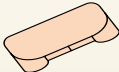
- Welcome to Use/Visit
- Feel Comfortable
- Feel Staff are Approachable
- Communication: Peer to Peer
- Accomplished (Tasks, Next Steps, Scheduled)

Enrollment Center Goals

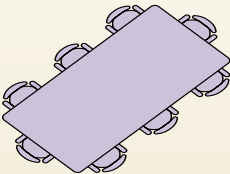
- Completion (Adm. Process)
- Small (Wait & Lines)
- Use On Site Computers
- Service
- Teaching Students (how to register, use Degree Works, plan schedule)

North Entrance

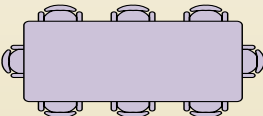
Greeter
(Screen Students)



May I Help You?



May I Help You?



Students
Complete
Enrollment
Process via
Computers

Manage
by
Walking
Around

Student Receives Help
Enrollment Process Completion Verified

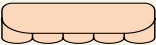
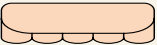
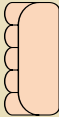
A blue t-shirt with the text "How may I help you?" printed on it in white.

Greeter
(Screen Students)

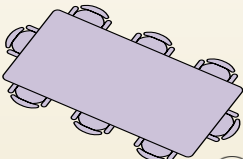
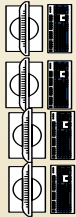


South Entrance

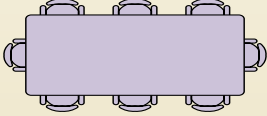
ID Station



Manage
by
Walking
Around



May I Help You?

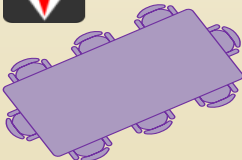


May I Help You?

Students
Sign In
Here



Students
Complete
Enrollment
Process via
Computers





I can BEE EMPATHETIC

by showing others I
understand and relate
to their feelings.

1.

2.

3.

SET GOALS



Results and Lessons Learned

- Start with process mapping
- Include Journey Mapping
- Identify technology to support future state
- Secure Executive buy-in early
- Student Feedback

Results and Lessons Learned

- Continuous Improvement
- Prepare and Train Staff for Change in Service Model
- Direct Participation in Design Process
- Compare with External Business Models (banks, cellphone stores, coffee shops)

Summary

- Link to Institutional Strategic Goals
- Identify Key Stakeholders and Departments
- Integrate the key elements (services, modern open-concept, store front glass, cutting edge technologies, warm and welcoming environment)
- Use Process Mapping and Journey Mapping for Excellent Student Experience

Questions?



Thank You!

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