Breaking Through Walls and Silos: Building a New Enrollment Center

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 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
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<th>Strategy 3</th>
<th>Redesign Enrollment Services to ensure students complete enrollment process</th>
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<td><strong>Reduce</strong> process redundancies and align departments (LEAN process, Service-oriented, automation)</td>
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<td><strong>Establish</strong> “One-window” approach for all in-person and online services</td>
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<td><strong>Combine</strong> staff resources and staff departments based upon process instead of office divisions</td>
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<td><strong>Target</strong> key process completion dates and prompts for new &amp; returning students (text, emails)</td>
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<td><strong>Develop</strong> new, clear, and efficient online application for each student type (Hobson’s Radius)</td>
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<td><strong>Create</strong> a welcoming campus climate and initiate Orientation and Welcome program</td>
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<td><strong>Provide</strong> access and training to all Division staff and ensure consistency of service</td>
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<td><strong>Track</strong> data to monitor timely resolution of student inquiries and issues</td>
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<td><strong>Create</strong> more open spaces and store-front window offices (Enrollment Centers)</td>
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<td><strong>Offer</strong> Professional Development for front-line staff in Customer Service best practices</td>
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<td><strong>Track</strong> all calls, inquiries and issues-- (routing, ticketing agent, workflow, resolution)</td>
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<td><strong>Review</strong> of policies and procedures that create barriers to enrollment and success (late registration, re-application)</td>
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<td><strong>Rework</strong> online Student Self-Service functionality and ensure system is intuitive</td>
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<td><strong>Integrate</strong> DegreeWorks and class registration to ensure students register for courses on degree plan</td>
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Who are the stakeholders?
Enrollment Departments

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

- Planning and Construction
- Architects
- Board
- President
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
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
“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
Open Space and Storefronts
Cutting Edge Technology

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

Manage by Walking Around

Students Sign In

Here

Greeter (Screen Students)

How may I help you?

Manage by Walking Around

ID Station

South Entrance

Students Complete Enrollment Process via Computers

Students Complete Enrollment Process via Computers
I can BEE EMPATHETIC by showing others I understand and relate to their feelings.

SET GOALS

1.  
2.  
3.  

SHARE

Time for REVIEW
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!

Matthew Hebbard
South Texas College
mshebbar@southtexascollege.edu