

# IMPROVING CUSTOMER SERVICE WITH A ONE-STOP ENROLLMENT MODEL

June 25-27, 2012  
Philadelphia, PA



**“This one-stop planning conference was extremely valuable in helping us anticipate the questions we need to answer, establish a plan for answering them, hear from experienced and knowledgeable experts, and visit an exemplar.”**

– *Chris Manasari, Dean of Student Services,  
Leeward Community College*

**“I really enjoyed our conversations about a one-stop because they also involved talking about student success and first-rate customer service. Bravo!”**

– *Barry Taylor, Director of Undergraduate Admissions,  
Florida International University*

**“Great conference and excellent speakers. Lots of ideas to take back.”**

– *Karen Clearwater, Associate Vice President of Financial Planning,  
University of Lethbridge*

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## OVERVIEW

Institutions that have successfully adopted one-stop models have reported increases in student satisfaction and retention. If you are considering a one-stop model on your campus, you must first carefully consider the academic, registration, and financial service transactions that will need to be blended, as well as your institutional space and resource limitations.

Join us in Philadelphia to explore the various challenges and solutions to building a successful one-stop model to improve student service and support. We will examine the five main components of the planning and implementation process:

- Process redesign
- Physical space considerations
- HR issues – change management and training
- The advantages and applications of technology and virtual applications
- Assessment methods

## LEARNING OUTCOME

Improve student service on your campus using a one-stop service model.

## WHO SHOULD ATTEND

Institutional leaders and practitioners who are considering adopting a one-stop model or are in the process redesign phase of their one-stop implementation will benefit from this event. Institutional teams from enrollment, financial services and financial aid, academic advising, and the registrar's office are encouraged to attend.

## AGENDA

MONDAY, JUNE 25, 2012

- 8:00 – 9:00 a.m.      **Registration and continental breakfast (included in registration)**
- 9:00 – 9:15 a.m.      **Opening comments and faculty introductions**
- 9:15 – 10:30 a.m.      **Why Choose a One-Stop Model?**  
*During this introductory session, faculty will share three differing perspectives on why they decided to implement a one-stop center at their institutions. They will introduce the models they chose and discuss some of the assumptions (both true and false) they made before they began their planning processes. During this session, attendees will be introduced to a draft one-stop planning template and will begin to work on their institutional plan.*
- 10:30 – 10:45 a.m.      **Break**
- 10:45 a.m. – 12:30 p.m.      **Getting Started: Envisioning Change**  
*In order to plan a one-stop center, you will first need to consider process changes to both your operation and your personnel. During this session, faculty will help you understand and facilitate business process redesign. They will also help you understand your current student contact data (walk-ins, appointments, phone calls, etc.) so that you can modify processes and job descriptions for improved customer service.*
- 12:30 – 1:45 p.m.      **Lunch (included in registration)**

Improve student  
service and  
satisfaction  
with a one-stop  
enrollment  
center.

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MONDAY, JUNE 25, 2012 (CONTINUED)

- 1:45 – 3:15 p.m.      **Using Technology to Improve Customer Service**  
*Technology can help you both in building a platform for successful customer service and in assessing the results of your one-stop implementation. During this session, you will review various ways to use technology to meet your service goals. In addition, you will also learn how to bring more of your services online using technology.*
- 3:15 – 3:30 p.m.      **Break**
- 3:30 – 5:00 p.m.      **Human Resources, Part I**  
*Resistance to change can damage or derail a one-stop implementation. Employees and supervisors are often apprehensive about their changing roles and potential move to new physical space. During this session, you will learn techniques for change management and how to manage key messages to staff for maximum support and buy-in.*
- 5:00 – 6:00 p.m.      **Networking reception (included in registration)**
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TUESDAY, JUNE 26, 2012

- 8:30 – 9:00 a.m.      **Continental breakfast (included in registration)**
- 9:00 – 10:30 a.m.      **Human Resources, Part 2: Training**  
*Once your front-line staff are on board, you will need to cross-train them in new processes for optimal efficiency. This session will help you identify learning needs and design a training program that ensures your one-stop center is successful. Topics you will explore include: developing a core curriculum, developing job categories and classifications, implementing the new training plan, and ensuring good customer service.*
- 10:30 – 10:45 a.m.      **Break**
- 10:45 a.m. – 12:15 p.m.      **Physical Space Considerations**  
*What space do you have available? Are you building a new structure or remodeling existing space? How many service areas will you be combining? Will any services be moved online? In this session, faculty will help you answer questions you have about physical space redesign and logistics. After the presentation, you will work on your own unique space redesign project.*
- 12:15 – 1:45 p.m.      **Lunch (included in registration)**
- 1:45 – 5:00 p.m.      **Site Visit: Tour the One-Stop Shop at Widener University**  
*Join us for the tour of the one-stop center at Widener University to see firsthand the implementation of some of the ideas about space and process redesign you reviewed earlier in the conference. In addition to hearing about how Widener transitioned to a one-stop shop from a converted car dealership, you will tour the space and have an opportunity to ask questions of the managers working in the shop.*
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WEDNESDAY, JUNE 27, 2012

- 8:00 – 9:00 a.m.      **Continental breakfast (included in registration)**  
*Ask any questions you have before you get started on your draft plan.*
- 9:00 – 10:15 a.m.      **Crafting Your Plan**  
*This session will help you jump-start the planning process. Faculty will help attendees weave the information learned during the first part of the conference into a practical plan.*
- 10:15 – 10:30 a.m.      **Break**

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WEDNESDAY, JUNE 27, 2012 (CONTINUED)

10:30 a.m. – 12:15 p.m. **Assessing Quality and Return on Investment**

*Once you have decided to implement a one-stop center, you need to develop valid measures to assess success and determine the return on investment to institutional leaders. It's likely you'll be asked to measure both quantitative and qualitative outcomes during the life cycle of your new operation to demonstrate both fiscal and customer service outcomes. During this session, you will learn techniques for assessing progress and using key performance indicators around expenditures, staff time, facility use, and student satisfaction.*

## INSTRUCTORS

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**Dennis Day, Vice President of Student Services, Johnson County Community College**

With more than 30 years of higher education experience and having visited more than 50 campuses in the U.S. and Europe, Dennis has developed an in-depth knowledge of divergent enrollment systems. While at Johnson Community College, he has worked to create service delivery systems designed to maximize the method of delivery, provide information directly to students, and use the latest technology. Throughout his time at JCC, Dennis has provided leadership for a new student development model, implementation of Web-based products, and construction of the new student center containing the

“Success Center,” a model one-stop center visited by more than 70 colleges and universities.



**Larry Lesick, Associate Vice President for Enrollment Management, Widener University**

Since beginning his career in higher education administration in 1982, Larry has served in a variety of roles, including director of admissions, dean of admissions and financial aid, and vice president for enrollment management and strategic planning. He has written articles and made presentations on a variety of topics in financial aid, admissions, business process redesign, and customer service in higher education.



**Rick Weems, Assistant Vice President for Enrollment Services, Southern Oregon University**

A 30-year higher education veteran, Rick has served as a director of financial aid and an enrollment manager at several Pacific Northwest institutions, including Warner Pacific College, the University of Alaska Anchorage, and Southern Oregon University. Drawing upon his experiences as a seasoned administrator, he has presented on retention, financial aid, and developing student-friendly enrollment services at numerous state, regional, and national conferences. Rick also has chaired the National Association of Student Financial Aid Administrators' Training and Best Practices Committee. Rick has been successful in using one-stop

concepts to improve service to students, stop student run-around, and increase student satisfaction.

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## HOTEL RESERVATIONS

The Inn at Penn, A Hilton Hotel  
3600 Sansom Street., Philadelphia, PA,

To reserve your room, please call 215.222.0200 during business hours. Please indicate that you are with Academic Impressions, to receive the group rate. The rate is \$189 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of June 24, 25 and 26, 2012. Reservations must be made by June 4, 2012. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Since the cut-off date of June 4 has passed, the group rate is no longer available at the Inn at Penn. The Inn at Penn and the city of Philadelphia have been in high demand over these dates, so availability at this hotel and surrounding hotels is limited and can change quickly. Please let us know if we can assist with lodging suggestions.

The Inn at Penn, A Hilton Hotel is located in the University City District of Philadelphia. With its funky vibe and unique spirit, University City is one of Philadelphia's most vibrant and diverse neighborhoods. Located on the west side of downtown Philadelphia, the area is a hotbed of education, science, medicine, and research. This dynamic, close-knit community is home to college students, artists, and families who coexist amid world-class universities, dining, nightlife, and cultural offerings.



## TRAVEL INFORMATION AND DIRECTIONS TO THE INN AT PENN, A HILTON HOTEL FROM PHILADELPHIA INTERNATIONAL AIRPORT

Distance from hotel: 8 mi.

Drive time: 12 min.

Directions: Getting to and from the airport

Taxi: typical minimum charge is USD 20.00\*

Bus service: typical minimum charge is USD 2.00\*

Commercial shuttle: typical minimum charge is USD 10.00\*

SEPTA subway/rail: typical minimum charge is USD 2.00\*

SEPTA Regional Rail Airport Line connects all airport terminals with 30th Street Station. One-way (cash-only) fare is \$7.00 or One-Day Independence Pass, good for one day of unlimited travel, is \$11.00. Travel time: 20 minutes.

\*estimated costs



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## REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Monday, breakfast and lunch on Tuesday, breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before June 15, 2012

Improving Customer Service with a One-Stop Enrollment Model conference \_\_\_\_\_ \$1195 USD  
(For registrations postmarked after June 15, 2012 an additional \$100 fee per registrant applies)

Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) \_\_\_\_\_

## CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Name Preferred for Badge \_\_\_\_\_

Job Title \_\_\_\_\_ Institution/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_

Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_

Emergency Contact Name \_\_\_\_\_ Emergency Contact Phone (day) \_\_\_\_\_

(In case of emergency, we will contact this person on your behalf) (evening) \_\_\_\_\_

## FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

- Sign me up for **HEI: Daily Pulse** – impactful news, trends, and practices, sent daily
- Sign me up for **HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays
- Sign me up for **HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

### CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx)

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Billing Zip Code/Postal Code \_\_\_\_\_

Security Code (last 3 digits on the back of Visa and MC or

4 digits on front of AmEx) \_\_\_\_\_

### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s)  
Check # \_\_\_\_\_

Please invoice me  
Purchase Order # \_\_\_\_\_  
(PO# not required to receive invoice)

## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by March 30, 2012. A \$100 processing fee will be assessed. After March 30, 2012 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.