



CONFERENCE

CUSTOMER SERVICE SKILLS TRAINING: CERTIFICATION FOR HIGHER EDUCATION PROFESSIONALS

October 25 - 27, 2017
Orlando, FL



ai ACADEMIC
IMPRESSIONS



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Providing good customer service to students has become an expectation in today's higher education environment.

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OVERVIEW

Learn how to provide better customer service with this hands-on skills training conference. This conference is designed for both managers and front-line staff working in the areas of enrollment and student services. You will leave with increased confidence in your customer service skills and a heightened ability to handle a wide variety of service scenarios. Through a blend of working time and activities, you will examine:

- Characteristics of good customer service
- Critical service competencies
- How to maintain consistency across service channels
- The conversation cycle and scripting
- Assisting with difficult customers

CERTIFICATION CONFERENCE

Upon successful completion of a written exam at the end of the conference, all participants will receive a certification in customer service excellence that reflects the training and skills they have acquired.

WHO SHOULD ATTEND

This conference has been designed specifically for managers and front-line enrollment & student services professionals working in higher education.

GET YOUR TEAM CERTIFIED WITH A FINAL EXAM

This event culminates in a final, written exam. Upon demonstrating your mastery of the subject matter discussed throughout the conference, you will receive a certificate of completion for your time spent and knowledge gained at this event. Show that your campus is a leader in customer service: get your entire front-line staff certified!

To encourage team participation, when you send 2 staff members, a 3rd can attend for 50% off. If you have more than three staff members who need to be certified, call Sarah Seigle at 720-988-1216 to learn more about additional team discounts.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/customer-service-skills-training-certification-higher-education-professionals



POST-CONFERENCE WORKSHOP: MEASURING AND ASSESSING YOUR CUSTOMER SERVICE CULTURE

This three-hour post-conference workshop has been designed for those who are interested in gaining more knowledge about how to measure and assess the effectiveness of your current customer service efforts and culture on campus. Our expert instructors will expose you to a variety of measurement & assessment tools and techniques that can be used to gauge where your department, unit, or campus is with regards to your level of customer service, and you will be given time during the workshop to begin to formulate and adapt some of these tools to your own context.

LEARNING OUTCOME

After participating in this conference, you will be able to improve your frontline customer service skills in the higher education context.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Program Manager at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.



AGENDA

DAY ONE: THE SERVICE PARADIGM

12:30 - 1:00 p.m.

Registration

1:00 - 1:30 pm

Welcome and Introductions

1:30 - 2:15 p.m.

Defining Service

The conference will open with an interactive presentation on the criteria that defines good vs. bad customer service. You will be exposed to a myriad of examples of both good and bad service as a means of framing the conversation.

2:15 - 2:45 p.m.

Visioning Exercise

This exercise will help you connect the conversation from the previous session on good customer service and root it firmly within your specific higher education service environment. You will be guided through an activity that will prompt you to think about what service currently looks like at your institution, what you would like it to look like, and what is most important to those to whom you currently provide service. You will be asked to share your results with your tables and with the larger group.

2:45 - 3:00 p.m.

Afternoon Break

3:00 - 4:30 p.m.

Service Competencies

This session will provide an in-depth, example-based overview of the various kinds of competencies that are needed to provide high-quality customer service to students in today's higher education environment. Types of competencies to be discussed are physical, emotional, knowledge-based, environmental, and cross-cultural.

4:30 - 5:00 p.m.

Self-Assessment Activity

In this activity, you will be asked to conduct a self-assessment of your own customer service skills based on the service competencies that were just presented.

5:00 - 6:00 p.m.

Networking Reception (included in registration fee)



AGENDA

DAY TWO: FOUNDATIONAL SKILLS FOR HIGH-QUALITY SERVICE

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:25 a.m.

Scripting

Our second day will open with a session focused on the art of scripting as a means of ensuring consistency across service channels. You will be given time at the end of the session to apply what you have learned by writing your own scripts for greetings, closings, and apologies for phone conversations with students.

10:25 - 10:40 a.m.

Morning Break

10:40 - 11:15 a.m.

The Conversation Cycle

In this session, you will build upon your knowledge of scripting to look more holistically at the four key phases of the conversation cycle. You will learn how to help navigate through unclear student requests and questions, and how to avoid using jargon in your interactions with students.

11:15 a.m. - 12:00 p.m.

Practice: Role Playing

This partner-based role-playing activity will give you time to practice and apply the scripting and conversation cycle techniques you acquired throughout the morning.

12:00 - 1:00 p.m.

Lunch (included in registration fee)

1:00 - 2:00 p.m.

Policies and Practices that Impact Service

As we all know, higher education is a place where policies (both formal and informal) proliferate. This session will provide examples of formal policies you need to be aware of that have implications for the way you provide service, and will also challenge you to think about more informal policies or practices that may be creating service barriers.

2:00 - 2:15 p.m.

Afternoon Break

2:15 - 3:30 p.m.

Accounting for Diversity in Higher Ed Customer Service

We will end the day with a thorough and important discussion on accounting for student diversity in the service you provide. You will learn how to adjust your service practices and style based on the specific characteristics of the student you are interacting with at any given time. The importance of cultural sensitivity, awareness, empathy, and listening will be emphasized.

3:30 - 4:00 p.m.

Review and Preparation Time for Final Exam



AGENDA

DAY THREE: “THE TRICKY STUFF”

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 9:15 a.m.

Stress Management in the Frontline Service Environment

Our final day will open with an interactive session in which we will share tips and techniques for managing stress in the higher education frontline service environment. You will gain insights into your stress-handling personality and will think about ways you could improve your own stress management in your day-to-day job.

9:15 - 10:30 a.m.

Delivering “No” and Other Bad News

As much as we might like to always deliver good news to our students, sometimes the answer is just not what they want to hear. This session will teach you how to properly say “no” and deliver bad news by providing tips and techniques for managing emotions and expectations, and maintaining control over the situation. At the end of the session, you will be given time to role-play with a partner and practice the techniques you learned.

10:30 - 10:45 a.m.

Morning Break

10:45 a.m. - 12:00 p.m.

Assisting With Difficult Customers

Our final instructional session will focus on navigating the occasional difficult and potentially volatile situations in which you may find yourself when interacting with students. We will discuss practices for ensuring safety, security, escalating the situation and asking for help, and adhering to your service standards.

12:00 - 1:00 p.m.

Final Exam and Conference Close

In order to receive your service excellence certification, you must successfully complete a written exam that will help you solidify and demonstrate everything you have learned. You will have a full hour to complete this exam, but it should only take about thirty minutes.

1:00 - 2:00 p.m.

Lunch for Post-Conference Workshop Attendees (included in workshop registration fee)

2:00 - 5:00 p.m.

Post-Conference Workshop: Measuring and Assessing Your Customer Service Culture

This three-hour post-conference workshop has been designed for those who are interested in gaining more knowledge on measuring and assessing the effectiveness of your current customer service efforts and culture on campus. Our expert instructors will expose you to a variety of measurement and assessment tools and techniques that can be used to gauge where your department, unit, or campus is with regards to your level of customer service, and you will be given time during the workshop to begin to formulate and adapt some of these tools to your own context.



INSTRUCTORS

Heath Boice-Pardee, Associate Vice President for Student Affairs, Rochester Institute of Technology

Dr. Heath Boice-Pardee has worked as an administrator in higher education for nearly twenty-five years in a variety of administrative and teaching roles. Heath is currently the Associate Vice President for Student Affairs, and has served as Interim Senior Vice President for Student Affairs, at Rochester Institute of Technology. Additionally, he is an Instructor in the College of Applied Science and Technology at RIT and has developed a higher education administration Master's concentration focusing on service leadership, customer service, and the student experience. This is a one of a kind program in the world.

Additionally, Heath holds an appointment as an associate faculty member with the School for Advanced Studies at the University of Phoenix and was chosen as one of three faculty members to serve on an academic program council to develop a PhD in higher education program. Most recently, Heath has been awarded a prestigious research fellowship from the Center for Leadership Studies and Educational Research on the topic, Identifying Value in Higher Education: A Practitioner's Perspective.

Emily Richardson, Dean of the Hayworth School of Graduate & Continuing Studies, Queens University of Charlotte

Since July 2014, Emily Richardson has been responsible for the adult learning population in both online and seated modalities, as well as summer school. Prior to this position, she was the associate vice president for Boundless Learning at Stetson University for two years. She began her education career at Widener University where she spent twenty-one years, initially teaching in the School of Hospitality Management. She also served as dean of the University College, a home for non-traditional students, prior to her departure.

Richardson started her career in the hotel management industry, where she spent time in multiple positions throughout the United States and worked for companies such as Hyatt Hotels, Harvey House Hotels and RockResorts. Her emphasis during most of her hospitality career was on training for customer service employees.

Since 2002, Richardson has been a member of the University Professional and Continuing Education Association, has served on the board, as regional and cabinet chair, and currently is working on the network for small and specialized institutions.

Eileen Soisson, Executive Director of Training, Development and Service Excellence, Coastal Carolina University

Since July 2011, Eileen Soisson has been leading Coastal Carolina University's service excellence initiative, Feel the Teal®, created to enhance the university's culture and become more service-oriented and focused on student success. Soisson designed the service excellence program into eight training modules and oversees all operations within the initiative. She teaches university employees and others how to deliver better service within higher education. This past year, she led 262 customer service trainings for Coastal Carolina University employees, student workers, affiliate groups and other university stakeholders. She also oversees the Feel the Teal® Steering Committee and Feel the Teal® Leadership Team at Coastal Carolina University.

Eileen began her career in the hospitality industry and worked with the American Hospitality Academy for more than 10 years before starting her own business, The Meeting Institute, in 2004, which provides various training and development programs in the areas of leadership and customer service within the private sector. Her clients included the U.S. Army, Audi of America, the Myrtle Beach Area Chamber of Commerce Leadership Grand Strand Program, National Recreation Parks Association, and others.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

October 25 - 27, 2017 :: Orlando, FL

HOTEL:

Wyndham Orlando International Drive
8001 International Drive
Orlando, FL 32819

To reserve your room, please call 407.351.2420. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$164 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of October 24, 25, and 26, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to September 29, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

ADDITIONAL INFORMATION:

Surrounded by the city's top attractions, from its most popular theme parks, to celebrated local restaurants, shops and outlets, the hotel is central everything Orlando offers. The hotel offers easy access to the airport, highways and convention center.

TRANSPORTATION:

From the Orlando International Airport (MCO) to the Rosen Shingle Creek: SuperShuttle: Fare is approximately \$18 one-way. Advanced reservations are required. Visit SuperShuttle's website or call 800-258-3826 to make your reservation.

→ Lyft: Fare is approximately \$25 one-way. Rates will vary.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

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

Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
Conference + Post-Conference Workshop	Conference only	Post-Conference Workshop only	Get \$100 OFF With Qualifying AI Pro Memberships
\$1,595	\$1,295	\$395	Learn More
			\$100 OFF

EARLY BIRD PRICING

Postmarked on or before October 6, 2017. For registrations postmarked after October 6, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

City | State/Province | Zip/Postal Code | Country

Telephone | Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

Empty space for dietary or accessibility needs.

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

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express 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



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

- DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.
- WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.
- DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: _____

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.