

**IMPROVE ADULT
STUDENT SUCCESS
WITH SUPERIOR
CUSTOMER SERVICE**


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IMPRESSIONS



PRESENTER



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LEARNING OUTCOME

After participating...

...you will be able to improve and assess customer service for adult students at your institution.



AGENDA

- Identifying adult students on your campus
- Communication essentials: Accurate and timely information
- Maintaining “high touch” service delivery
- Identifying metrics for success
- Assessing and reporting your customer service efforts





POLL

How would you rate your
current customer service
to adults?

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IDENTIFYING ADULT STUDENTS ON
YOUR CAMPUS

ADULT STUDENT POPULATION

According to Noel-Levitz,
adult students “25 years of age and
older make up nearly 50% of the
U.S. college enrollment”

UNC CHARLOTTE POPULATION

24% of student
population is adult
students



OASES



IDENTIFY STUDENTS

ASSESS YOUR STUDENT POPULATION

Gather a comprehensive overview:

- Who are your students?
- What are their priorities?
- What are their challenges?



IDENTIFY STUDENTS

COLLABORATE WITH CAMPUS PARTNERS

- Institutional Research
- Office of Assessment
- Admissions



IDENTIFY STUDENTS

ADMINISTER STUDENT SATISFACTION SURVEYS

- Different types of students have different needs
- Get a true picture of the satisfaction and priorities of students
- Respond to feedback with improvements



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COMMUNICATION ESSENTIALS: ACCURATE AND TIMELY INFORMATION

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COMMUNICATION ESSENTIALS

TRADITIONAL METHODS OF COMMUNICATION



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COMMUNICATION ESSENTIALS

SOCIAL MEDIA



COMMUNICATION ESSENTIALS

SAMPLE COMMUNICATIONS PLAN

OASES Advising Communication Plan		Fall 2013/ Spring 2014			
Item	Notes	Students - New /Current	Proposed date	Information location	Responsible Party
New Student Information					
Orientation	Invitation and email	N	May 13, June 24, August 5 on going	J: drive - In ASO folder	Kimberly
Readmit Letter/readmit orientation flyer	Letter, email and Orientation flyer	N		J: drive - Readmit folder	Debbie
UCOL 1010 recruitment	Information sent to new ASAP students	N	June - August for fall Nov - Jan. for spring		Instructor of UCOL
Informational event emails	Informational emails about our programs - OASES, AMPs, WOW, workshops, scholarships.	N	Fall - August Spring - January	J: drive - file for informational emails to send to new ASAP and UCOL students	Debbie
Advising emails					
Advisor Introduction Email	Sent to all new ASAP students	N	Fall - August Spring - December	J:drive - sample advising emails	All advisors
Academic Dates - drop/add	last day to add/drop a class	N & C	first week of class	J:drive - sample advising emails	All advisors
Workshop dates	information on workshops offered by OASES	N & C	on going		All advisors
Preparing for Advising	Informational email about importance of	C	Mid- February and Mid- semester break	J:drive - sample advising emails	All advisors
Reminder	Make advising appointment and holds	C		J:drive - sample advising emails	All advisors
Academic Resources - UCAE workshops	links to helpful academic resources	C	Beginning and Mid-Semester	webpage links	All advisors
Chat with an Advisor	link to flyer information	C	various times - two weeks before	J:drive INSIDE OASES	All advisors
email - students - academic dates	last day to withdraw	C		J:drive - sample advising emails	All advisors
Scholarship flyer	OASES scholarship information	C	April	J: drive INSIDE OASES information	All advisors
49er Rebound emails	first contact	select	end and beginning of semester	49er Rebound committee	All advisors
49er Rebound emails	second contact	select	mid-semester	49er Rebound committee	All advisors
Scholarship flyer		N&C	spring, summer and fall	J:drive scholarships	All advisors
Informational /event emails	OASES, AMPs, WOW, Workshops, Scholarships				
Administrative Setup and Communication		Staff Involved	Proposed Date/s	Information location	Responsible Party

COMMUNICATION ESSENTIALS

TARGETED APPROACH

- Adult Student Orientation
- Transition Seminar Courses
- Adult Mentoring Program
- INSIDE OASES Newsletter

COMMUNICATION ESSENTIALS

ADULT STUDENT ORIENTATION

- Introduction to UNC Charlotte
- Topics include:
 - Finances/Scholarships
 - Campus Resources
 - Study Tips/Time Management
- Response to common adult student concerns

COMMUNICATION ESSENTIALS

TRANSITION SEMINAR COURSE

- 3-hour credit course
- Acclimates students to UNC Charlotte
- Provides additional support for academic and career planning
- Connect students to staff and campus resources



COMMUNICATION ESSENTIALS

ADULT MENTORING PROGRAM for STUDENTS



AMPS



COMMUNICATION ESSENTIALS

INSIDE OASES NEWSLETTER

INSIDE OASES
Office of Adult Students and Evening Services
May 2014

Exam Snacks
We appreciate all your hard work this semester to be successful nontraditional students! Please stop by for a snack before or after your exams, May 5-8, 8:00am-6:30pm, Barnard 106.

Scholarship Opportunities
Now is the time to gather information needed for scholarship packets! The [OASES](#) and [Carol Douglas Scholarship](#) applications are now open. The deadline to submit your application packet is June 5.

Handy Summer Resource Guide
Check out our [summer tip sheet](#) for office hours and contact information for resource and advising offices on campus.

Learn More About Your Target Career
Meet [Jessica Camarero](#), your career development expert! Let Jessica guide you in learning about the qualifications needed for your career and developing a resume that sells your previous experiences.

OFFICE OF ADULT STUDENTS AND EVENING SERVICES
106 Barnard Building | 704-687-5104 | oases@uncg.edu

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**OFFICE OF
ADULT
STUDENTS
and
EVENING
SERVICES**

You can FIND YOUR OASES in
Room 106, Barnard Building.

**Upcoming Events &
Reminders:**

May 5-8:
Exam Snacks 8:00am-6:30pm
Barnard 106

May 14:
Payment due date-session I
summer school


May 19:
First day of class-session I
summer school


May 26:
Memorial day (no classes)


COMMUNICATION ESSENTIALS

STRATEGIES FOR COMMUNICATING WITH ADULT LEARNERS

- Student outreach
 - Chat with an Advisor
- Campus outreach
 - Explore, WOW
- Influence policy
 - SSWG, AAIT, Advising Redesign Team

 QUESTIONS



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MAINTAINING “HIGH TOUCH” SERVICE
DELIVERY

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“HIGH TOUCH” SERVICE

TAKE A PROACTIVE APPROACH

- Student-centered concierge approach
- Anticipate questions or concerns
- Implement social and educational programming to meet anticipated needs
- Use technology to address needs

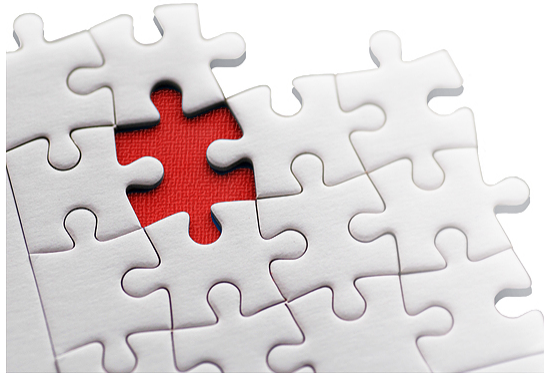
“HIGH TOUCH” SERVICE

ONE-STOP CUSTOMER SERVICE



“HIGH TOUCH” SERVICE

PIECES OF THE PUZZLE



“Let us help you
put together the
pieces of the
puzzle!”



“HIGH TOUCH” SERVICE

STUDENT ENGAGEMENT ACTIVITIES

- Co-curricular programs
- Mentor Program (AMPs)
- Honor Societies
- Week Of Welcome (WOW)



“HIGH TOUCH” SERVICE



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“HIGH TOUCH” SERVICE

CONCEIRGE APPROACH MODEL

49er Finish Program



49erfinish.uncc.edu

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IDENTIFYING METRICS FOR SUCCESS

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METRICS FOR SUCCESS

5-YEAR STRATEGIC PLAN

1. University Plan
2. Academic Affairs
3. Enrollment Management



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METRICS FOR SUCCESS

OASES GOALS & OBJECTIVES

- OASES 5-Year Strategic Plan
- Create sustainable program goals and objectives

METRICS FOR SUCCESS

METHODS


- Institutional surveys
- Individual & group surveys
- Focus groups
- Student mentor feedback
- Informal student feedback

METRICS FOR SUCCESS

OASES STUDENT LEARNING OUTCOMES FOR ADVISING

Students will demonstrate they know.....

- Academic and administrative policies and procedures
- Campus resources and support services to accommodate their needs and promote academic success
- Degree requirements required for intended program of study


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METRICS FOR SUCCESS

OASES STUDENT LEARNING OUTCOMES FOR ADVISING

Students will demonstrate they can.....

- Create specific realistic academic and career goals based on evaluation of personal interests, abilities, and values
- Develop an academic plan that leads to the timely completion of their degree and/or educational goals
- Utilize resources to evaluate their progress toward degree completion
- Think critically and use independent decision-making skills to accept responsibility for academic decisions

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METRICS FOR SUCCESS

SURVEY EXAMPLE FOR ADVISING

1. Please indicate your agreement with the following statements.


As a result of the advising services I received.....	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am informed about academic and administrative policies and procedures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am knowledgeable about campus resources and services that promote academic success.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the degree requirements that lead to timely completion of my intended program of study.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have created realistic academic and career goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am encouraged to develop independent decision-making skills in regards to accepting responsibility for academic decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more confident in my future at UNC Charlotte.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please indicate your agreement with the following statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am satisfied with the overall quality of advising I received.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am given the time I need during my academic advising appointment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My advisor is concerned about my overall development as a student.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find academic advising appointments to be a positive experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


METRICS FOR SUCCESS

SURVEY EXAMPLE FOR PROGRAM



Welcome Home 49er to OASES

Evaluation



On a scale of 1-5 where 1 = Strongly Agree; 2 = Agree; 3 = Neutral; 4 = Disagree; 5 = Strongly Disagree, please rate your response to the following questions.

- ____ 1. I found OASES staff and volunteers to be friendly and inviting.
- ____ 2. I found the OASES office space welcoming.
- ____ 3. I plan to attend future OASES events if my schedule permits.
- ____ 4. All of my questions were answered.
5. What events and services would you like OASES to offer in the future?
6. I would like an academic advisor to contact me to answer questions and/or provide more information on services.

Name: _____ Email or Phone #: _____

METRICS FOR SUCCESS

SURVEY EXAMPLE FOR 49er FINISH PROGRAM

Questions 3 - 7

Please indicate your level of agreement with the following statements:

	Strongly agree	Moderately agree	Neither agree nor disagree	Moderately disagree	Strongly disagree	Not applicable
	5	4	3	2	1	
My OASES advisor was helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My major advisor was helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt supported by the university through the 49er Finish Program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The 49er Finish Program was instrumental to me in completing my degree.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The 49er Finish Program helped me achieve my academic goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



QUESTIONS



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ASSESSING AND REPORTING YOUR CUSTOMER SERVICE EFFORTS

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ASSESSING & REPORTING

ASSESSMENT

Use a systemic process including:

- Formative assessment
 - Use to develop new programs and services
- Summative assessment
 - Use to monitor student learning outcomes



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ASSESSING & REPORTING

RESULTS FOR 2013-2014

- Advised 1,474 students
- Awarded \$87,880 in scholarships
- 614 49er Finish Program graduates
- 85 attendees for Adult Student Orientation
- 68 student participants in Adult Mentoring Program
- 41 new members inducted into Alpha Sigma Lambda Honor Society
- 47 new members inducted into Pinnacle Honor Society



ASSESSING & REPORTING

REPORTING

Results are used for reporting in:

- Annual Report
- Budget requests
- Planning



ASSESSING & REPORTING

PROGRAM INTERVENTION

- Take action
- Utilize assessment for process and program improvements
- Evolve OASES goals and objectives

ASSESSING & REPORTING

DEMONSTRATING VALUE TO INSTITUTION & UNC SYSTEM

- Use student feedback and student stories for marketing
- Use valid statistical feedback from surveys
- Report feedback to campus partners





TAKEAWAYS

- Know what a model student services office looks like
- Use an effective student-centered concierge approach
- Conduct assessment to modify and improve approach
- Approach can be emulated, even with limited budget



QUESTIONS



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EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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