



ONLINE ONE-STOP: IMPROVING EFFICIENCY AND QUALITY OF SERVICE

Tuesday, October 27, 2015 :: 1:00 - 2:30 p.m. EDT

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Enhance customer service with an online one-stop center
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OVERVIEW

This event will teach you how to create an efficient web-based one-stop shop for enrollment services using technology to increase speed and efficiency. You will learn how Thomas Edison State College was able to build an award-winning online one-stop center from scratch using phone, email, and an online database while simultaneously ensuring that students didn't feel disconnected from the institution.

HIGHLIGHTED: LEARNER SUPPORT CENTER (LSC)

Throughout our webcast, we will be focusing on the award-winning work of Thomas Edison State College. Want to learn more about their online one-stop center? [View this video.](#)

VISIT EVENT PAGE

<http://www.academicimpressions.com/webcast/online-one-stop-improving-efficiency-and-quality-service-october-2015>



WHO SHOULD ATTEND

Institutional leaders and practitioners who are considering adopting an online one-stop model for enrollment services or are in the redesign phase of their one-stop implementation will benefit from this event. Institutional teams are encouraged to attend from:

- Enrollment
- Financial services, bursar, student accounts, and financial aid
- Registrar's office
- Student services
- Campus technology

LEARNING OUTCOME

After participating in this online training, you will be able to plan to create an online one-stop support model more effectively using improved staffing and one-to-one technology.

CONTACT US FOR MORE INFORMATION

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



AGENDA

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➔ **Pre-Implementation Phase**

- Overview of Thomas Edison State College
- Model prior to the one-stop center
- Making the case—why implement a one-stop?

➔ **Implementation: Key Elements for Success**

- Technological tools
- Personnel structure
- Staff development and training
- Team building
- Triage model
- Student feedback

➔ **Measuring Success**

- Key performance indicators
- Student satisfaction surveys
- Staff coaching and continuous improvement



INSTRUCTORS

Anna Krum, Senior Student Affairs Specialist, Learner Support Center, Thomas Edison State College

Anna Krum has spent the last twenty-one years working in higher education at Thomas Edison State College. In her current position, Krum supports Thomas Edison State College students with daily phone and email contact, answering questions and resolving student issues. Additionally, Krum provides support and assistance to the LSC team members and provides leadership as needed. Prior to joining the Learner Support Center (LSC), Krum was a program assistant in the Office of the Registrar, where she coordinated the college's four graduations and annual commencement ceremony.

Anna has attended several customer service training conferences, most recently attending a Disney Institute conference to gain knowledge and tools to continue to improve on customer service at the College. In addition, Krum received the Thomas Edison State College "Brightest Light" award in July 2008, and again in November 2014. The college's Brightest Light award recognizes and honors staff contribution and performance that consistently exceeds the duties of the position, while helping to brighten the environment of coworkers.

Prior to her tenure at the college, Krum worked for the NJ Department of Higher Education and the NJ Department of Transportation.

Juliette Punchello, Director of Enrollment Operations and Strategy, Thomas Edison State College

After 13 years serving students at Thomas Edison State College, Juliette Punchello was selected to drive the creation of a new Learner Support Center (LSC) at Thomas Edison State College in 2013. This virtual interface department serves over 20,000 enrolled students who complete their studies at a distance through options such as online courses. This department currently engages with students to assist them in successfully managing the administrative functions associated with earning a college degree related to finances, academics and operational concerns. The team of 12 student affairs specialists responds to a monthly average of 10,000 phone calls and 250 email questions within established benchmarks.

In 2014, Punchello was asked to move to a new role as the Director of Enrollment Operations and Strategy. At that time, the Learner Support Center's Associate Director Gillian Wyckoff was promoted to Director. Punchello is currently responsible for leading the development, coordination and implementation of the interface strategy for prospective to enrolled students; collecting, reporting, and analyzing enrollment funnel metrics and measurement; and managing key strategic operational projects.

Punchello holds a Master of Science in Educational Instruction from Drexel University, a Master of Arts in Communications from LaSalle University and a Bachelor of Science in Communications from Drexel University.



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PRICING & REGISTRATION (CIRCLE ONE)

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EARLY BIRD PRICING

Postmarked on or before October 20, 2015. After October 20, 2015, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

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