One Stop Enrollment Services: An Innovative Student Success Partnership

Dr. Gail Baksh-Jarrett
Sr. Director of Enrollment & Student Financial Services
June 5, 2015
Overview

- Why?
- Goals
- Data-Driven Analysis
- A New Vision
Questions

• Is your department surviving or is it thriving?

• Are you meeting or exceeding student needs or expectations?
2013 Institutional Profile

- Total Credit Enrollment – 19,770
- Attending full-time – 54%
- Receiving Financial Aid – 48%
- Family income <$25,000 – 81.5%
Why a One-Stop?

- Provide optimum services in a central location that is student-friendly, attractive and designed to facilitate student flow
- Eliminate duplication of services
- Reduce in-person traffic
- Improve collaboration among staff from different offices
Sub-Committees

• Space

• Technology

• Process Map Front-line Functions

• Training
Realignment of job functions

- Registration Services
- Student Financial Services
- Educational Planning
- Testing
Enrollment Services “One-Stop” Model
2005

- Educational Planning & Advisement
- Registrar
- Student Financial Services
- Testing
- Admissions
- Student ID
- Bursar
- Student Information Services
# Sample Data - March 2015

<table>
<thead>
<tr>
<th>Referral Area</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generalist</td>
<td>7,255</td>
</tr>
<tr>
<td>Resource Center</td>
<td>1,107</td>
</tr>
<tr>
<td>SFS Payroll - C113</td>
<td>330</td>
</tr>
<tr>
<td>SFS Specialist</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,732</strong></td>
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</table>
Student Affairs

- Change in leadership
- Database
- CUNYFirst
Enrollment Services “One-Stop” Model
2011
# Sample Data
## March 2015

<table>
<thead>
<tr>
<th>REFERRAL AREA</th>
<th>NUMBERS</th>
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</thead>
<tbody>
<tr>
<td>Admissions</td>
<td>1,363</td>
</tr>
<tr>
<td>Advisement Triage Team</td>
<td>1,655</td>
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<tr>
<td>Business &amp; Technology</td>
<td>277</td>
</tr>
<tr>
<td>Generalist</td>
<td>6,799</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>214</td>
</tr>
<tr>
<td>Humanities Department</td>
<td>178</td>
</tr>
<tr>
<td>International Student Services</td>
<td>574</td>
</tr>
<tr>
<td>Math, Engineering &amp; Computer Science</td>
<td>14</td>
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<tr>
<td>Natural Sciences</td>
<td>30</td>
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<tr>
<td>Process &amp; Pick-up Station</td>
<td>473</td>
</tr>
<tr>
<td>Registrar Specialist</td>
<td>27</td>
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<tr>
<td>Resource Center</td>
<td>1,106</td>
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<tr>
<td>SFS Payroll - C113</td>
<td>330</td>
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<tr>
<td>SFS Specialist</td>
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<tr>
<td>Single Stop</td>
<td>284</td>
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<tr>
<td>Special Programs</td>
<td>1,771</td>
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<td><strong>TOTAL</strong></td>
<td><strong>15,132</strong></td>
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</table>
Generalists

- Director (HEA)
- General Manager (1 Hea)
- Team Leaders (2 Part-time)
- Generalists (11 Part-time)
## Generalists

### GENERALIST C-107

<table>
<thead>
<tr>
<th></th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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<tbody>
<tr>
<td>2013</td>
<td>6,278</td>
<td>6,798</td>
<td>4,128</td>
<td>3,506</td>
<td>3,376</td>
<td>4,710</td>
<td>5,585</td>
<td>6,826</td>
<td>4,844</td>
<td>4,253</td>
<td>3,948</td>
<td>3,546</td>
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<td>2014</td>
<td>5,264</td>
<td>6,148</td>
<td>5,416</td>
<td>4,191</td>
<td>5,162</td>
<td>5,348</td>
<td>6,586</td>
<td>8,739</td>
<td>7,810</td>
<td>5,604</td>
<td>3,995</td>
<td>4338</td>
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<tr>
<td></td>
<td>-16%</td>
<td>-10%</td>
<td>31%</td>
<td>20%</td>
<td>53%</td>
<td>14%</td>
<td>18%</td>
<td>28%</td>
<td>61%</td>
<td>32%</td>
<td>1%</td>
<td>22%</td>
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</table>
A New Vision

• Deliver first-class seamless service the first-time and every time

• Improve the quality and efficiency of student services
Enrollment Services
A New Vision

New position: Customer Support Manager

Goal - Improve student satisfaction with services by providing excellent customer service electronically, in-person and in printed materials.
Customer Support Manager

- Identify data and process challenges, and find solutions that best fit the existing environment.
- Identify ways in which technology can leverage the department’s strategies to improve customer service in all financial aid programs.
A New Vision
2015

New positions: Enrollment Coordinators
Goal - increase students’ satisfaction with enrollment services.
• provide comprehensive, quality enrollment services that meet students’ needs
• support the college’s enrollment and retention objectives
One Stop Enrollment Services

In-Progress

- Ongoing Training / Professional Development
- Use technology to its fullest potential e.g., Imaging system and web-based services
- Use data to re-align functions/processes to improve student satisfaction with enrollment services
Federal SAP
Hours of Operation

Monday and Thursday 9:00 a.m. – 7:00 p.m.

Tuesday, and Wednesday 9:00 a.m. – 5:00 p.m.

Friday 9:00 a.m. – 1:00 p.m.
Thank you!

Questions?