TRANSFORMING
STUDENT SERVICES

ENGAGING STUDENTS A LA “APPLE”

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Presenters

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Outcomes

- **Traditional Student Service vs. Behavior**
  Identify service factors that need to change in response to behavior

- **Issues discovered when assessing Student Services**
  Need to break silos and cross train staff

- **Physical elements that support Student Services**
  From transparency to wayfinding, furniture, equipment and technology

- **Program and Layout**
  Effectiveness leads to better onboarding, retention and completion ...
  From Student Service to SUCCESS
Students at Community Colleges in the U.S.

1108 Community Colleges in the U.S.\(^1\)

6.9M Students enrolled in two-year colleges\(^2\)

39% received a credential from a two- or four-year college within six years\(^3\)

(1) Aspen Institute.

(2) National Center for Education Statistics. Enrollment and Employees in Postsecondary Institutions, Fall 2015 and Fall 2014. Web.

Student Profile

- DIVERSE ROOTS
- DIVERSE SKILLS
- TECH SAVVY
- SHORT ATTENTION
ONBOARDING

- Engage
- Assess
- Enroll
TRADITIONAL SERVICE MODEL
EXPECTED SERVICE MODEL

- Coordinated
- Personalized
- Convenient
- Effective
- Anytime
- Anywhere
KEY CONCEPTS

- Integrate
- Flexible Setting
- Cross-train
- Open
CAMPUS SETTING
Student Profile

- 28 Average, 70% Part Time
- #1 In Florida for Military at 20% Enrollment
- Total Annual Enrollment over 10,000 + / 800 People
- $332 million in Regional Economic Impact
- #1 Public High School in Florida
ONBOARDING Disfunction

- Silos
- Organized by Department
- Technological Barriers
- Physical Barriers
- Lacked Appropriate Academic credentials
- Lots of managers, few leaders
- Poor Customer Service
The Existing Space
THE CONCEPTS – What COULD it be?

CROSS TRAIN

MANY TOUCHPOINTS
ONE PLACE

OPEN VIEWS
THE CONCEPTS – What COULD it be?

- OPEN
- OFFICES
- OFFICES
- FINANCIAL AND SERVICES
- OTHER: CASHIER
- TRANSPARENT
- COUNTER

Eye level
THE STRATEGY – What would you do?
The Ideal Space

- Open Views
- Transparent
- Variety in Seating
- Seamless / Blended
  the “one stop shop”
- Infotainment
Re-Organizational Strategy
From Student “Service” to “Success” = “Completion”

BEFORE

26 Departments

107 People

TWO Locations

AFTER

ONE Delivery system with Functions

ONE location

From “Departments” to “Functions”
- Student Success Navigators
- Student Access
- Live Chat Online
- Brought in Others: Senior Level Administration
The Space Design Strategy
Before and After: Entrance
Before and After: Megatron Wall
Before and After: Main Lobby – to campus
Before and After: Main Lobby – from campus
Before and After: Service “counter”
After: Service flexibility
Before and After | Offices Space
Questions / Answers