



The Pathway To Success



We're For Strategic Planning

Goal One:

Increase Enrollment and Student Success

Initiative: 4 **Initiative Name:** Create Sycamore Express One Stop Centers

Introduction

The initiative team, comprised of leadership from six core service offices -- Admissions, Bursar Operations, Financial Aid, Registration and Records, Residential Life, and the College of Graduate and Professional Studies -- has defined "One-Stop" from the student experience perspective, given their growing utilization of e-functionality, rather than from the physical elements. This virtual approach takes full advantage of on-line capabilities, making it as convenient as possible for students to access a myriad of services and information from locations most convenient to them -- on-campus, at home, or at the local coffee shop with internet access. While a virtual One-Stop Center has been the primary focus, it has been complimented by the establishment of physical One-Stop locations within the core service offices, which have recently had Sycamore Express payment kiosks added as well. The Sycamore Express website continues to have widespread acceptance, with a cumulative undergraduate site visit count exceeding 1.3 million since its May 2010 launch.

Purpose

It is believed that students will be more successful if the information and services they need can be readily available whenever they need them. As part of this initiative, both students and employees have been empowered to do more on their own. Students have been given self-service tools to find answers and conduct business with relative ease, while employees have been empowered to provide exceptional quality service, supported by technology and on-going training. Students are able to focus on their academic endeavors without the level of administrative concerns they once encountered, which should help them realize their educational goals. This should not only increase retention and graduation rates, but their improved satisfaction should also result in the sharing with others of the educational opportunities available at ISU, which should have a positive impact on recruiting. The one-stop website is also used by prospective students in their college search process.

Methods

1. Identify core service offices
2. Establish champion team
3. Identify/develop and offer training
4. Develop virtual Sycamore Express websites
5. Establish physical Sycamore Express customer service one-stop sites
6. Enhance the availability of e-services
7. Continually market available services
8. Perform assessment and analysis, followed by appropriate action



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Discussion

The development of our virtual One-Stop Center, the Sycamore Express website, has seen phenomenal success since its launch. In FY 2011, the total number of visits exceeded 139,000. In comparison, FY 2012 recorded in excess of 380,000 visits - a 173% increase. FY 2013 was the first period in which GR visits were tallied separately for an entire 12 month period, thus resulting in a more refined UG site visit count. The FY 2013 UG count was comparable to FY 2012, but a significant growth seems to be emerging for FY 2014. Early indicators would suggest that FY 2014 counts will far exceed those of previous fiscal years. Data comparisons of unique visitor counts, as with website visit counts, will also be more appropriately determined once FY 2014 data is available.

In addition to the creation of the website, many new e-services have been developed and implemented -- electronic check (ACH) continues to generate substantial savings. Savings for FY 2013 approximates \$120,000 and is almost equivalent to savings in FY 2011 and FY 2012 combined. It is anticipated FY 2014 will conclude with even greater savings than recognized in FY 2013. FY 2013 parking permit sales have increased by 71% over FY 2012, however, these sales fell short of the aggressive benchmark that had been set. On-line parking permit sales will most likely increase in the future, as both enrollment and on-campus housing continue to grow. On-line transcript sales continue to rise, posting a 64% increase in FY 2013 over FY 2012. In FY 2014, the number of on-line transcripts will most likely remain at the high level witnessed in FY 2013. Other e-functionality is working well.

A pop-up survey is in place on the Sycamore Express website, which currently indicates a satisfaction rate of approximately 85.9% for undergraduates and 84.5% for graduates. Originally, this survey was set to allow answers only once, however, it is now reset at critical junctures within the semester allowing returning visitors additional opportunity for comment. Complimented by survey feedback, the site is constantly under review and enhanced to better serve our customers.

Summary

Successes noted above have resulted, in part, from marketing campaigns that have included the heavy use of publications, electronic media, and participation in a variety of events and programming. It is believed however, that the underlying foundation that supports the success seen by the Sycamore Express initiative, is the focus that was emphasized from the beginning on the need for personal accountability and the delivery of quality service by all employees. Various approaches have been utilized to deliver this message ranging from the Disney Institute, to in-house developed functional training, to motivational speakers and publications. Assessment and analysis of the various components of the initiative are also viewed as reoccurring priorities. All of the above are on-going, inclusive of appropriate responsive action based on surveys and analysis, and will serve to ensure the continued success of this initiative.

Initiative Chair(s) and Contact Information

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