The Web: Transformation of Student Services

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Overview

Student Support Services Transformation: a work in-progress

Transformation -- What Does It Take?

Challenges

The Future for Student Support Services
Student Support Services

"Old World" -- Silos of Knowledge

- Research
- Academic Program
- Technology

- Stu Life
- Admissions
- F. Aid
- Stu Accnts
- Registrar
Transformation of Student Support Services

Competencies Gained
Across Traditional Boundaries (overlap)

- EM  Enrollment Mngt
- IT  Information Tech
- SS  Student Services
- IM  Instructional Mngt
Higher Education & The Web Presence

Academic Programs & Policies

Marketing & Communication: Admissions & Financial Strategy

Alumni Services

Quality Student Support Services

Exceptional Learning Experience & Quality Faculty Advising

Information Systems

Learning Community
Why Transformation?

Goals for Enrollment Management

- Improve Access to Information
- Optimize Resources
- Improve Services & Quality
- Reduce Vulnerability to Environmental Forces

- Stabilize Finances: Revenue Streams
- Link Academic Programs and Enrollment Management
- Evaluate Strategies and Tactics
- Stabilize Enrollments
Transforming Higher Education
to an Information Age

**Information Age:**

- Self-service & Integrated Services (one-stop)
- Electronic Data Transfer
- Electronic Publications
- Teleconferencing
- Proactive monitoring & intervention
- Individualized Assistance
- Computerized Training & Certifications

**Changes from Industrial Age**

- Less employee-service dependency
- Less computer data input
- Fewer separate services
- Fewer printed publications
- Less Travel
- Less group approach
Swift, Friendly, Interactive and Personal Services

System--Quick Response and Customer Friendly

Faculty / Staff--Accurate Information

Access -- On Demand

Privacy Protected
What Does it Take?

Commitment to a well developed plan supported by the community
The Process

- Commitment from leadership
- Review of policies and processes
Policies and Procedures Review

- Student Privacy Rights (FERPA)
- Lavish and On-going Communication
- Registration Process
- Academic Departments with New Responsibilities
The Process

• Commitment from leadership
• Review of policies and processes
• Technical support -- centrally and in department
• Support and involvement from faculty leadership
• Campus “Readiness” -- students and faculty
Fall 1998 New Undergraduates

Information Technology:

• 58% own a PC
  – (higher percentage among transfer students)
• 72% operate with Windows
• 64% can access the Web from home

• How do you plan to meet the majority of your computer needs at SPU?
  – 59% Bring my own computer
  – 23% Use SPU’s computer facilities
  – 15% Use one at home
The Process

• Commitment from leadership
• Review of policies and processes
• Technical support -- centrally and in department
• Support and involvement from faculty leadership
• Campus “Readiness” -- students and faculty
  • Education
  • Communication
  • Philosophy
Service Philosophy:
Becoming High Tech & High Touch
How Are Operations Different

* Registration related functions performed by students, faculty, staff. Registration -- eliminate one FTE

* No physical lines

* Technical questions increased

* Expanded responsibility by academic departments

* Access when needed by students and faculty
# What Are the Benefits for Web Services?

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
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<tbody>
<tr>
<td>Student’s sense of control</td>
<td>over their academic progress</td>
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<td>Immediate Feedback</td>
<td>Convenient / timely access to critical academic planning</td>
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<td>Cost-effective resource management -- cost containment / affordability</td>
<td>Skill development</td>
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<td>Advising beyond the routine--developmental advising</td>
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What Are the Costs?
Demands an On-going Investment in Human Resources

Changing environment becomes a constant factor

More Education?
“I can remember when all we needed was someone who could carve and someone who could sew.”
CHALLENGES

Keeping pace with increased demands and expectations.