Online Assessment Tracking Database

Sam Houston State University (SHSU) 2014 - 2015

Bearkat OneCard

Goal	Student Satisfaction With Services Provided By The Bearkat OneCard Office 🎤	
	The Bearkat OneCard office will provide services to students regarding the OneCard and its privileges.	
Objective (P)	Student Satisfaction 🔎	
	Surveyed participants will report satisfaction with the OneCard services including quality of service and Bearkat OneCard office staff courteousness.	
KPI Performance Indicator	Bearkat OneCard Survey 🖋 🖉	
	Using an annual customer service satisfaction survey, specifically questions 7 & 8, we will measure satisfaction with the Bearkat OneCard Office. At least 85% of respondents will report satisfaction with the customer service provided by the Bearkat OneCard Office. The survey includes 9 close ended questions and 2 open ended questions.	
Result	Satisfaction With The Bearkat OneCard Service Office 🔗 🔎	
	Our final survey report indicates 92% of survey respondents scored the level of satisfaction with the service our staff provided as very satisfied (71%) or satisfied (21%). The degree of courteousness of our staff received 85% of respondents indicating a very courteous rating.	
Action	Satisfaction With Customer Service Provided 🔎	
	Our goal of obtaining at least 85% satisfaction with the level of service we provided was met. We will continue to provide monthly trainings for our student staff members in an effort to increase the quality of customer service we provide our campus community. We will explore the training options available through Talent Managment for our student staff.	
Goal	Increase Card Issuance And Activation 🔎	
	Increase the number of students (freshman and transfer) and faculty/staff members that request and activate a Bearkat OneCard.	
Objective (P)	Freshman: Increase The Number Of Active Cards Prior To Move-in Date <i>P</i> We will offer a contest as an incentive to Freshman Orientation Students in an effort to increase the number of students arriving on campus by August 23, 2015 with active Bearkat OneCards. Our goal is to have 75% of incoming freshman arrive	
KPI Performance Indicator	on move-in weekend with an active OneCard. Orientation Participants Data - Freshman Stds &	

Throughout the summer weekly reports run in Cbord (sample report attached) will be used to track orientation student OneCard request and card activation. An internal spreadsheet will be used (2015 Orientation Participants Data) to collect data tracked throughout the summer 2015 orientation sessions to determine the number of students with active OneCards.

Result	Incoming Freshman With Active Cards 🛛 🖉 🔎
	As of 8/23 (move-in weekend) our final results
	indicate 91 % of students that attended Freshman
	Orienation had active Beakat OneCards.
	Although we did not have a significant number of
	students participate in the Freshman Orientation social
	media contest we do feel it contributed to the number
	of students arriving on campus with active cards.

Action Continuous Outreach 🔎

Due to the implementation of Blackboard Connect we were able to create standarized phone and email messages to send to all incoming freshman, that had attended orientation, and had not activated a Bearkat OneCard. This was not something we had originally planned to implement for the purpose of achieving this goal; however, the result of implementing this procedure resulted in a very high percentage of students arriving on campus with active OneCards. We will continue to contact the small number of students that have not responded to encourage card activation.

Objective (P) Faculty/Staff: Increase The Number Of Active Bearkat OneCards

> We will work to increase the number of faculty & staff members on campus with an active Black Bearkat OneCard. Our goal is to increase activation of faculty/staff OneCards to 70% prior to August 31, 2015.

KPI Performance Indicator	Faculty/Staff Recard Data &
	The 2014 Faculty/Staff Recard Data spreadsheet, obtained from Cbord, will be used to identifty anyone that does not have an active black Bearkat OneCard.
Result	Faculty / Staff With Active Cards 🛛 🖋 🔎
	The 2014 Faculty/Staff Recard Data spreadsheet was used to identify faculty/staff members OneCard status. Each individual with no active OneCard was emailed and called on numerous occasions in an effort to ensure they received their new OneCard and to encourage activation of the card.
	Of the 2098 active faculty/staff members on the report, 1001 of those individuals did not have an active OneCard. As of 8/31/15, we had 549 activate their OneCard, 26 retired/terminated, and 426 still have no active black Bearkat OneCard. This results in an activation rate of 54% for this target group.

Action	Continuous Outreach - Fac/Staff We will continue to contact faculty/staff members with no active OneCard in an effort to encourage activation. We will		
	also offer to visit the person in their office to assist with OneCard activation.		
Objective (P)	Transfer: Increase The Number Of Active Bearkat OneCards 🎤		
	We will work to increase the activation of black Bearkat OneCards for our transfer student population.		
KPI Performance Indicator	Orientation Participants Data - Transfer Students 🖋		
	Due to limited staff and time constraints of current staff we were unable to actively target this population of students to encourage activation. The limited amount of work on this objective was completed through the Transfer orientation. We had a total of 268 students attend Transfer Orientation (TWC & Main campus) and as of 8/31/15 there were 201 of those students with activate cards. This is an activation rate of 75% for those attending the Transfer Orientations.		
Action	Incomplete Goal - Transfer Student Population Due to limited staff and time constraints of current staff, we were unable to actively target this population of students to encourage activation. While the activation rate of those attending the Transfer Orienation events was acceptable, the activation rate for overall transfer students could have been higher had we had the resources available to work with this population of students. We will carry this objective forward in an effort to target this particular population.		
Goal	Development Of Bearkat OneCard Student Workers 🔎		
	For our student workers to obtain quality customer service skill and evolve professionally.		
Objective (L)	Professional And Personal Development Of OneCard Student Workers 🔎		
	Increase knowledge of the card program policies and procedures, customer service skills, and encourage personal development among our student workers.		
Indicator	Student Worker Training Checklist 🛛 🖉 🔎		
	Our office has developed a list of required trainings for our student workers to complete during their employement with our office in addition to the in-house trainings that will be provided through our monthly scheduled staff trainings.		
Criterion	Complete Assigned Training 🞤		
	All Bearkat OneCard student workers will complete the assigned training by August 31, 2015 if they have been employed with the office for a minimum of 6 months by the end of the assessment period.		

Finding	 Completed Training P Throughout the 14-15 fiscal year our students participated in a number of trainings. The following are examples of the trainings provided: -HigherOne OneAccount specific training provided by OneCard office staff members -Basic OneCard best practices including office policies and procedures presented by OneCard office staff members -Teamwork presented by OneCard office staff members -Team goals (a collaborative opportunity for our students to establish the goals for the student worker team) Perceptions & Conflict Resolution training presented by Student Legal Services -Strengths Quest Staff Development presented by the Center for Leadership -Strengths Quest going deeper presented by two student staff members with SELI experience (Student Employee Leadership Institute) Several student workers provided feedback after participating in various training events throughout the year. Their feedback indicated what they learned by participating in the trainings. A Student Worker Training Summary can be found in the attached
	participating in the trainings. A Student Worker Training Summary can be found in the attached documents which lists each individual student's feedback.
We stude	tinuous Training will continue to seek training opportunities for our ent workers both in-house and through outside means the next year. We will encourage our student workers

participate in additional personal development

opportunities as they are offered on campus. We will also hold a time for discussion with the student workers to identify types of trainings they would like to receive as

Previous Cycle's "Plan for Continuous Improvement"

to

Providing excellent customer service to all Bearkat OneCard Office guests is our ultimate goal. In an effort to provide excellent customer service our student staff must receive adequate training for individual development as well as team growth. The amount of hours students are now allowed to work (28 hrs/week) will provide increased opportunities for us to provide specific customer service trainings throughout the 2014-2015 assessment period. We will work with the Center for Leadership and Services on a Strengths Quest going deeper session in an effort to learn more about each member of our team and determine how we can best utilize everyone's strengths to the benefit of our office guests. In addition, we will require our student staff members to participate in courses offered through Human Resources Talent Management System.

employees of the OneCard office.

All incoming freshman are required to live on campus and to have a meal plan. An active Bearkat OneCard is required for both residence hall and meal plan access. Our office will continue to monitor the activation of cards for all incoming freshman throughout the summer of 2015 in an effort to prepare students for campus access when they arrive in late August. We will also promote freshman card activation with some type of incentive that has not yet been determined.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

Due to the increased number of hours our students are now allowed to work (28/week) we were able held monthly staff meetings as well as monthly trainings in an effort to help develop our student workers into a team as well as contribute to their individual development. We created training sessions and also used Talent Management to further these areas for our student workers. We even allowed a few of our lead student workers to create and present some of the trainings sessions. This provided an opportunity for them to learn to develop training and present the material to their peers.

The Bearkat OneCard office created a contest encouraging incoming freshman orienation students to follow our office on social media (Facebook, Instagram, or Twitter) and tag us in an SHSU spirit photo to enter into a drawing for one of three prizes. One of the requirements to participate in the contest was to have an active Bearkat OneCard. While there was not a large number of qualified entries received, we report an increase in our social media followings. The increase in our followers will provide an opportunity for us to reach more students when posting important card, refund, and event tracking reminders on our social media platforms.

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

For the past several years our office has continued to stress the importance to our student workers of providing quality customer service to all office guests (students, faculty, staff, and parents). Using the newly designed customer service feedback survey (attached) we will continue to monitor the level of customer service provided by our office. Based on survey results we will gear our monthly student worker trainings to address any areas of concern.

We will continue to target all non-active cardholders (freshman, transfer, faculty/staff) using Blackboard Connect throughout the year. While the freshman orientation students are always a target group we devote office resources to, we will also increase our efforts to encourage card activation of the transfer student population. Using a report provided by Undergraduate Admissions we are able to identify this specific population of student. The Bearkat OneCard office has recently hired new student workers so staffing resources to work these specific projects should not be as much of a concern in the coming year.

Attachments

1. 2015-2016 BKO Survey Outline