

# Bearkat OneCard

## Development Of Bearkat OneCard Student Workers

**Goal Description:**

Bearkat OneCard student employees will obtain quality customer service skills and evolve professionally.

RELATED ITEMS/ELEMENTS

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RELATED ITEM LEVEL 1

**Professional And Personal Development Of OneCard Student Workers**

**Learning Objective Description:**

Increase knowledge of the card program policies and procedures, customer service skills, and encourage personal development among our student employees.

RELATED ITEM LEVEL 2

**Student Employee Training Checklist**

**Indicator Description:**

Our office has developed a list of required trainings for student employees to complete during their employment with our office. In addition, required monthly student employee trainings will take place. Professional staff members, in addition to on-campus field experts, will provide the monthly training to all Bearkat OneCard student employees.

Attached Files

 [New Employee training checklist 20170310](#)

**Criterion Description:**

All Bearkat OneCard student employees will complete the assigned training by the time they leave employment with our office.

**Findings Description:**

Throughout the 15-16 fiscal year, Bearkat OneCard student employees participated in a number of required monthly trainings. The following monthly trainings were provided:

September 2015 – Phone Etiquette

October 2015 – Financial Aid 101

November 2015 – Giving and Receiving Criticism

December 2015- team goals

January 2016 – Making phone calls in and outside of the university

February 2016- MBTI personality feedback information

March 2016- email and written communication

April 2016 – FERPA refresher

In addition, two of our student employees graduated in May of 2016 and completed the majority of their training checklist prior to ending employment with our office. Due to availability of training opportunities, these students were unable to complete all training courses.

Attached Files

 [Std employee training checklist - completed 20170310](#)

RELATED ITEM LEVEL 3

**Continuous Training**

**Action Description:**

We will continue to seek training opportunities for our student employees both in-house and through outside resources over the next year. We will encourage our student employees to participate in additional personal development opportunities as they are offered on campus.

Increase Card Issuance And Activation

Goal Description:

Increase the number of students (freshman and transfer) and faculty/staff members that request and activate a Bearkat OneCard.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Faculty/Staff: Increase The Number Of Active Bearkat OneCards

Performance Objective Description:

We will work to increase the number of faculty & staff members on campus with an active Bearkat OneCard. Our goal is to increase activation of faculty/staff OneCards to 70% prior to August 31, 2016.

RELATED ITEM LEVEL 2

Faculty/Staff Recard Data

KPI Description:

The 2015 Faculty/Staff Recard Data spreadsheet, obtained from Cbord, will be used to identify anyone that does not have an active Bearkat OneCard.

Results Description:

As of August 31, 2016 there are:

- 1271 faculty/staff members with an active OneCard
- 192 faculty/staff members that have not yet activated a OneCard
- 31 faculty/staff members that have not yet requested a OneCard

Any faculty/staff member that was terminated between 9/1/15 – 8/31/16 were deleted from the spreadsheet. In addition, no newly employed faculty/staff members were added to the spreadsheet. We are unable to provide a % of activation or more detailed results due to not properly recording the starting number of faculty/staff members on 9/1/15.

RELATED ITEM LEVEL 3

Continue promoting card activation

Action Description:

We will continue to promote activation of the OneCard with our faculty/staff population. Due to the results of the 2015-2016 data, accurate starting numbers will be recorded in an effort to see results of card activation for the 2016-2017 assessment period.

RELATED ITEM LEVEL 1

Freshman: Increase The Number Of Active Cards Prior To Move-in Date

Performance Objective Description:

We will market to all Freshman Orientation Students, using Blackboard Connect (both email and phone calls) in an effort to increase the number of students arriving on campus by August 22, 2015 with active Bearkat OneCards. Our goal is to have 75% of incoming freshman arrive on move-in weekend with an active OneCard.

RELATED ITEM LEVEL 2

Orientation Participants Data - Freshman Stds

KPI Description:

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 (2016 Orientation Participants Data) to collect data tracked throughout the summer 2016 orientation sessions to determine the number of students with active OneCards.

Results Description:

Our findings indicate 93% of incoming freshman students, that attended orientation, had an active OneCard as of campus move-in date on August 23, 2016. This is a 2% increase of card activations over the 2014-2015 assessment period.

4% of students that attended freshman orientation were not enrolled in classes as of the 12<sup>th</sup> class day. This leaves 3% of incoming freshman without an active Bearkat OneCard.

RELATED ITEM LEVEL 3

Continue using Blackboard Connect

Action Description:

Due to the percentage of students with active OneCards as of campus move-in date, our office will continue to use the Blackboard Connect tool (email and phone calls) to reach students about the importance of having an active OneCard prior to coming to campus.

For the next assessment cycle, we will identify details of the population of students with no active OneCard as of move-in date (commuters, no residual aid received, not enrolled, etc.)

Student Satisfaction With level of Courteousness Provided By The Bearkat OneCard

Office Goal Description:

The Bearkat OneCard office will provide courteous service to campus patrons when delivering OneCard information.

RELATED ITEMS/ELEMENTS-----

RELATED ITEM LEVEL 1

Student Satisfaction

Performance Objective Description:

Surveyed participants will report the Bearkat OneCard student employees were courteous when delivering information about the OneCard as well as general campus information.

RELATED ITEM LEVEL 2

Bearkat OneCard Survey

KPI Description:

Using an annual Customer Service Satisfaction Survey, specifically question 4, we will measure courteousness of the Bearkat OneCard Office student employees. At least 85% of respondents will report our student employees as being courteous during their interactions in our office. The survey includes 2 close ended questions and 4 open ended questions.

Results Description:

The 2015-2016 annual Bearkat OneCard Customer Service Satisfaction Survey, specifically question 4, indicates 97% of surveyed respondents felt the Bearkat OneCard staff was courteousness during their interactions with our office.

The majority of the 3% of respondents that stated our staff was not courteous indicated either their request was made online and therefore did not interact with our staff to have the ability to gauge the level of courteousness. There were 3 respondents, out of 1,697 total respondents, that stated our staff did not provide courteous service.

RELATED ITEM LEVEL 3

Continuous training of Bearkat OneCard Staff

Action Description:

Bearkat OneCard Office student employees far exceeded the goal to provide courteous service to campus patrons. We will continue to provide monthly trainings for our student employees. Trainings will include relevant topics provided by internal professional staff members as well as guest speakers from across campus.

We will also continue to encourage our student employees to attend any opportunity to further their professional development (goal #3) as we feel it will provide our students with additional tools to aid them with providing courteous service to our campus community.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

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.

**Update of Progress to the Previous Cycle's PCI:**

We provided training opportunities to our student employees throughout the fall and spring semester, in addition to setting an office culture of “gain more knowledge.” Through the individual Student Employee Training Checklist, as well as any training opportunities provided throughout the semester from various departments/divisions, our student employees are encouraged to participate. An overwhelming majority of the OneCard surveyed respondents indicated our student employees provided courteous service when assisting their Bearkat OneCard needs. The training opportunities provided, benefit our student employees in gaining transferrable skills, but also results in providing courteous customer service to our office guests.

Our staff was able to increase card activation for incoming freshman and the faculty/staff populations. Time did not allow for the tracking of the transfer student population even with the hiring of new staff. The transfer student activation project was put on hold and will be assessed at a later time.

**Increase Card Activation and Student Employee's Skillset****Closing Summary:**

Student card obtainment and activation will continue to be the focus of future OneCard office goals. We believe that without an active OneCard the majority of students are unable to have a successful campus experience. Card obtainment/activation for our faculty/staff population will also continue into the 2016-2017 assessment period.

Training our student employees to serve our campus community is important to the success of the OneCard program; however, training our student employees also allows our student employees to develop professionally making them attractive to future employers. Because the results of trainings are both beneficial to our office and the individual, we will continue to seek training opportunities for our student employees.