

# Bearkat OneCard

## Development Of Bearkat OneCard Student Employees

### Goal Description:

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

RELATED ITEMS/ELEMENTS-----

#### RELATED ITEM LEVEL 1

### Professional and Personal Development of OneCard Student Employees

#### 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 will continue to use the updated training list developed 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. (*Trainings include but are not limited to: Verbal Judo, Cream Cheese Customer Service, MBTI Career Assessment, Veteran’s Alliance Network, Intro to Excel, Basic Customer Service, Team Building, QPR Training, Job Integrity, Active Shooter, Conflict Resolution, Etiquette Dinner*)

#### Criterion Description:

All Bearkat OneCard student employees will complete the assigned training when provided and will complete additional trainings by the time they leave employment with our office.

#### Findings Description:

*All student employees completed the provided trainings as requested. As a result, professional staff members have recognized student workers are able to work more closely as a team, respect the opinion of their teammates, problem solve independently, take the initiative to communicate pertinent information, provide excellent customer service skills to all office guests, as well as take ownership of their assigned projects. Examples of these observations are documented in our Employee of the Month nominations gathered throughout the assessment period. These nominations include instances of student workers demonstrating some of the acquired skills:*

- *Received September 2016: I want to nominate Mariana for employee of the month. She has struggled in the past with online Id requests but has taken the initiative to do as many requests as she can to help herself to learn the process better.*
- *Received September 2016: I would like to nominate Clarissa for employee of the month. She has always been a hard worker, but recently she has really stepped up and taken on a larger role as a leader. She’s doing a great job training our new employees, coming up with ways to improve our projects, and offering to stay extra hours to make sure everything gets done. She’s been a HUGE asset to our office through all of these major changes!*
- *Received November 2016: I would like to nominate Courtlyne for the employee of the month. She has done a wonderful job coordinating with the ELI Coordinator about what we need in order to process their extended temporary cards. She has had to email the coordinator several times and remains courteous and informative.*
- *Received January 2017: Donyelle did an amazing job during transfer orientation. She has helped every student with a genuine smile and made him or her feel welcome. I always enjoy working with her because her personality and warmth are contagious.*

*In addition, three recently student workers who graduated in summer 2017 provided feedback, in an exit interview, on their job experience while working in the Bearkat OneCard office. See Attached employee exit reviews for specifics provided on training opportunities provided throughout their employment with the OneCard office.*

Attached Files  
[!\[\]\(5a351309c3b87e4420622c1f0e57efc0\_img.jpg\) Std worker exit surveys 2016-2017](#)

#### RELATED ITEM LEVEL 3

### Development of Std Workers

#### Action Description:

We will continue to provide training opportunities for our student workers in an effort to further the development of their soft skills as well as expand their personal growth. This will include the following scheduled trainings: Strengths Going Deeper, FERPA, Giving & Receiving Criticism, Wellness as well as other opportunities available 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 80% prior to August 31, 2017.

RELATED ITEM LEVEL 2

Faculty/Staff Recard Data

KPI Description:

The fall 2016 and spring 2017 Faculty/Staff Recard Data spreadsheets, obtained from Cbord, will be used to identify anyone that does not have an active Bearkat OneCard.

Results Description:

A total of 2376 faculty and staff members were identified as active employees as of 1/1/17.

As of 1/15/17 our data indicated:

January 2017		
No photo on file	44	1.85%
No active OneCard	242	10.19%
Active OneCard	2048	86.20%
Separated from SHSU	42	1.77%
Total	2376	

As a result of our continued efforts in contacting faculty and staff members, utilizing the BlackBoard Connect program as well as personal contact, we were able to increase the number of photos on file (indicates those that have requested a OneCard) as well as decrease the number of faculty and staff members with no active OneCard.

As of 8/15/17 our data indicates:

August 2017		
No photo on file	35	1.47%
No active OneCard	189	7.95%
Active OneCard	1994	83.92%
Separated from SHSU	158	6.65%
Total	2376	

RELATED ITEM LEVEL 3

Faculty/Staff Activation

Action Description:

While progress was made in faculty and staff member OneCard activations and obtainment, the data does not reflect the outcome we had expected as our activation rate dropped; however, card obtainment increased therefore, we will continue to encourage our faculty and staff population to request and activate a Bearkat OneCard.

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 19, 2017 with active Bearkat OneCards. Our goal is to have 80% of incoming freshman arrive on move-in weekend with an active OneCard.

RELATED ITEM LEVEL 2

Orientation Participants Data - Freshman Students

KPI Description:

Throughout the summer, weekly reports run in Cbord (sample report attached) will be used to track orientation student OneCard requests and card activation. An internal spreadsheet (2017 Orientation Participants Data) will be used to collect data tracked throughout the summer 2017 orientation sessions to determine the number of students with active OneCards.

Results Description:

***Draft-** Results indicate 88% of incoming freshman students had an active OneCard prior to move-in date, August 19, 2017.*

RELATED ITEM LEVEL 3

Freshman Orientation Std Activations

Action Description:

*Due to the success of students arriving on campus with active Bearkat OneCard we will continue to track all freshman orientation students and utilize the Blackboard Connect system to encourage obtainment and activation of the OneCard.*

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 90% of respondents will report our student employees as being courteous during their interactions in our office. The survey includes two close ended questions and four open ended questions.

Results Description:

*As of 8/31/17 results indicate that 96.33% of survey participants reported our staff was courteous.*

Attached Files

 [BKO Satisfaction Survey 2016-2017](#)

RELATED ITEM LEVEL 3

2017-2018 Satisfaction Survey

Action Description:

*Continuous training of Bearkat OneCard student workers will take place. Training including, but not limited to, how to provide excellent customer service, Strengths Going Deeper, FERPA refresher, Giving & Receiving Criticism, and Wellness will be provided.*

Update to Previous Cycle's Plan for Continuous Improvement

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

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.

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

Our staff focused heavily on card activation with both freshman students attending orientation as well as our faculty and staff population on campus. Utilization of student, faculty, and staff privileges relies on having an active OneCard and is the reason we work to encourage these populations to obtain and activate their cards. The one population of students we would like to begin targeting is transfer students.

As our staff of student workers is consistently cycling through our office, continued training and refresher trainings will be necessary. Training and personal development is an important component of what we provide and expect from our student workers. We have confirmation, through student worker exit interviews, that the training opportunities provided are beneficial both personally and professionally for these individuals.

### **Plan for continuous improvement**

#### **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 and activation for our transfer and graduate student population will continue into the 2017-2018 assessment period as demographic groups that we will strategically market to.

Training our student employees to serve our campus community is important to the success of the OneCard program. Through feedback from satisfaction surveys and exit interviews of our former student employees, gaps were identified in our current employee professional development materials that could impact our service levels to the University community. Therefore a staff manual was developed to assist in training new workers and for the continued use of our existing student employees. The manual serves as a source for all policies and procedures for all student workers to ensure accuracy and consistency in the service we provide. Additional training will also be implemented to ensure consistency among service levels from our staff members. As a result of this, student employee training will remain as a key goal for the 2017-18 year as we hope that these new training materials will address existing gaps in staff development.