

# The Student Onboarding and Engagement Experience at Superion College

**Strategic Enrollment Management  
Findings and Recommendations**

May 10, 2021

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S & S Consulting



## Agenda

• Presenting Problem

- Concerns about how the student onboarding experience process was affecting enrollment & registration.

• Analysis and Observations

- Entice students to choose Superion College as their first choice by identifying barriers and inconsistencies students and staff have shared.
- Some staff still wanting to use same antiquated processes to fix new identified problems.
- Prevention of not adopting/blocking/hiding new practices from Leadership.

• Strategic Recommendations

- Improve the student experience and streamline onboarding close to pre-2010 enrollment statistics.
- Combination of best-practices from research results and recommend short and long-term solutions.

# Project Scope and Summary

To improve the student service experience and streamline onboarding processes and remove barriers to increase overall enrollments. Superion College is asking for a *multi-phased, multi-year* solution that will review and recommend solutions and best practices in:

- 1- Student experience research
- 2- Deep Departmental Dives
- 3- Communications and Technology
- 4- Performance accountability

## Responsibilities of S&S Consulting and Superion College

### S&S

**1-** In-depth phased written findings and recommendations that will cover areas within each unit of Strategic Enrollment Management (SEM) in *phase one*: Admissions, Financial Aid, Registrar Office and Transfer Services.

**2-** Conduct and document all focus groups and deep-dives (employee and students), secret student shopper, technology & communications review, and accountability assessments.

### Superion College

**1-** Allow access to important data and related documentation, training materials currently being used among staff and shared with students.

**2-** Share with staff and students on focus groups and deep-dives.

# Project Status Discovery & Review

## Current Status

- Mid-phase I-Engaging w/students & staff
- Discovery of unit processes & materials
- Deployed of some research tactics for multiple points of view:
- Secret Student Shopper (ongoing w/ 4 students so far and recruiting additional)
  - Types included: a)non-traditional student, b) first-time system student, transfer student and second-degree student (still ongoing)

## Phase I

### Continued research

- Deep Dives meetings /w staff
- Call Center content review

### Technology & Communication

- Intro communication short-term plan

### Short-term solution suggestion

- Mock-practice registration event (Summer 2021?)
- Focus group(s)

## Phase II

- Performance, accountability, strategic goal planning , and transparency enhancements for unit & staff
- Review and recommend mapping of workflow of student onboarding process
- Technology & Communication final review
- Discussion of option for continuation into phase III

## Tool Inventory

- SSS exercise
- Various classifications of students
- Focus groups (upcoming)
- Deep Dive meetings with staff (next semester)
- Call Center Inventory logs (next semester)

# Deliverables

- S&S will deliver the following to each Unit Director booklet with:
  - Outcomes of all sample documents used to collect data (i.e., questions, techniques and research methods).
  - Recommendations and findings from phase 1 (end of 1<sup>st</sup> semester fall or spring only) that would include:
    - ✓ Survey and focus groups questions
    - ✓ Mapping of workflow of student onboarding process
  - Conducting a mock-practice registration event to determine delays and barrios
  - Share strategic goals and performance enhancements & transparency for each unit/staff with understanding their contributions.
  - Introduce communication plan for the SEM division and for each unit for comprehensive responsibilities for each area.

# Findings And Recommendations

## Mid Phase I Categories

- I. Process
- II. Communications
- III. Technology
- IV. Accountability .

# I. Process Findings & Recommendations

## Findings:

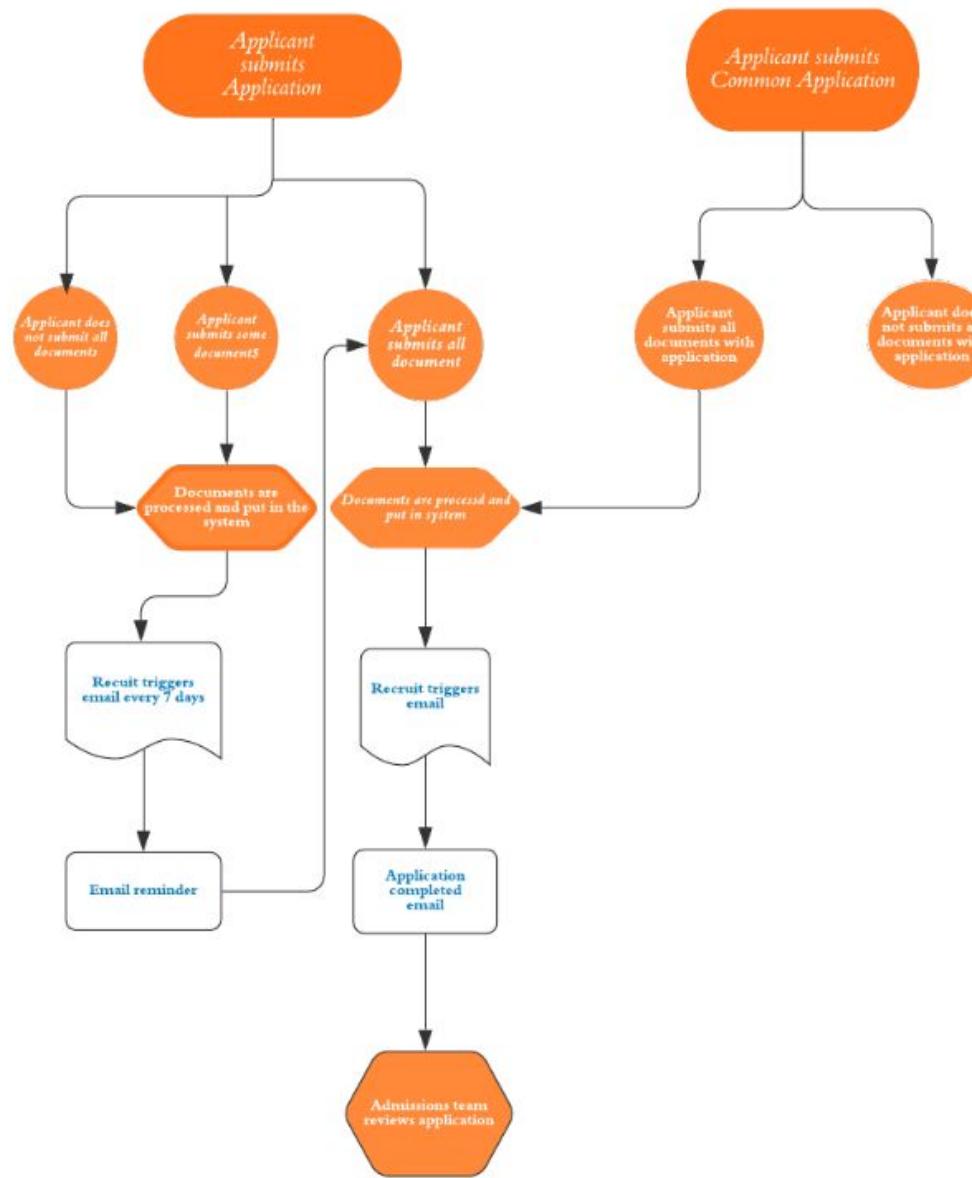
- Uniformed Staff on other departmental processes
- Unclear steps by other departments within division on what information to give to students.
- Students expressing finding, locating understanding step process for submitting documentation.
- Student responsibility to be admitted
- Students given antiquated information
- Financial Aid is the most challenging department
- Transfer Students do not feel included in process.

## Recommendations:

- a. Registration day and roadmap
- b. Centralized location for documents
- c. Develop centralize communication hub where will all official documentation comes from. No more 'overwhelming' students with information
- d. Mapping students' steps

# Admissions Process Map (current)

Superion College Admissions Flowchart



## II. Communications Findings & Recommendations

### Findings:

- A lot of information with no clear direction
- Conflicting information
- No proactive communications
- No clear ‘what’s next’ or moving forwarding email
- Students unclear of difference between Financial Aid & Bursar departments.

### Recommendations:

- a. Establish division communication plan
- b. SEM social media account
- c. Follow-up communication plan that specifically defines next steps
- d. Department specific communication that outlines to-dos and next steps

Sample Email from prospective student:  
**Over one month** since decision was completed.

Student Services Center <[Student-Services-Center](#)>: Mar 15 03:07PM -0400

Team,

Prospective student called because she received an access orientation letter but had no idea she had been accepted. She spoke with Ms. [REDACTED] and was told to check her email and after locating ...[more](#)

Jac [REDACTED] <[jac \[REDACTED\]@ \[REDACTED\]](#)>: Mar 15 03:14PM -0400

Hello,

This student's admit decision was updated on 02/13/18. I will remind Ms. [REDACTED] of where to locate this information.

Thanks,

Jac [REDACTED]

On Fri, Mar 15, 2018 at 3:07 PM Student Services ...[more](#)

Student Services Center <[Student-Services-Center](#)>: Mar 15 03:07PM -0400

Team,

Prospective student called because she received an access orientation letter but had no idea she had been accepted. She spoke with Ms. [REDACTED] and was told to check her email and after locating ...[more](#)

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Thanks,

### III. Technology Findings & Recommendations

#### Findings:

- A. Challenges are deeply rooted in technology support, integrations, information sharing with multiple units in SEM.
- B. Departments acquire separate technology platforms that is not used across the division
- C. Lack of information and instruction and uses for students and staff

#### Recommendations:

- a. Implement a centralized communication system for all departments to link updates and processes
- b. Centralize all student and staff information in a accessible database by designated units with the division
- c. Initiate a point or reward system for accurate onboarding

## II. Accountability Findings & Recommendations

### Findings:

- A. No clear and consistent method to share information, measure performance goals, successes, and goals for staff.
- B. Inability to ensure staff is operating efficiently with no clear set of goals and priorities
- C. Some staff resists changes due to not believing in a new process or prioritizing or accepting new tasks.

### Recommendations:

- a. Update or acquire tracking applicants through an application process
- b. Establish division wide performance goals
- c. Create a SEM dashboard on division version internal website for employees to access and view the status of department statuses for all staff to view.
- d. Exit interview/form process for student experience and continue to contact students for status updates.

# Next steps



## Continue

Continue with planning with focus groups with new Spring 2021 students at the end of semester and secret student shopper into Fall 2021.



## Determine

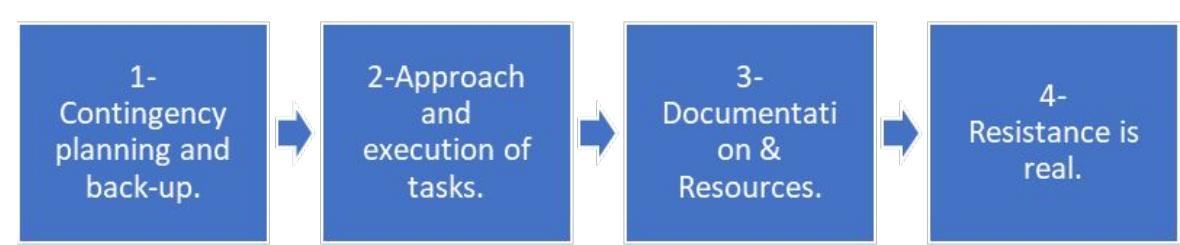
Determine accountability assessments with unit staff as annual performance reviews wrap-up.



## Recommend

Recommence exploration in technology processing and improvement.

# Lessons Learned



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Thank You



Q&A