Student Service Center

ACADEMIC YEAR 2017-2018

6000 J Street Sacramento, CA 95819
Lassen Hall 1000
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Executive Summary

The Student Service Center (SSC) provides students with a wide range of information and transactions related to enrollment, registration, and financial matters. The Center is often the first point of contact for students entering Lassen Hall and offers many services and referrals to other areas of the Division and University.

As part of tracking our key performance indicators (KPIs), the center measures such things as student traffic, email traffic, and phone volume. There were 29,597 student interactions during fall 2017 compared to 37,836 during spring 2018. Our data showed that students visited the center for financial aid questions, financial aid documents, financial aid holds or registrar questions. If student issues are complex, SSC refer them to specific "home office" that includes Financial Aid, Registrar, Bursar, and Admissions. Most cases were referred due to awards and required documents.

Finally, it is our goal to decrease student wait-time and case referral resolution. From fall 2017 to spring 2018, the median wait-time decreased from 12 minutes to 6 minutes, while the average resolution decreased from five to four days.

This has provided us with a benchmark to measure improved performance going forward. Our goal is always to identify business processes that delay or cause roadblocks for our students and work with the appropriate business partner to identify alternatives.

Mission Statement

Our mission is to provide a welcoming and accessible student service center dedicated to educating, supporting and developing student success by providing accurate, efficient and holistic information to the Sacramento State Community. Students will find a team of dedicated Student Service staff trained to assist them. The team is located on the lobby level of Lassen Hall.

Management & Staffing

During the academic year 2017-2018, our team handled student traffic from the Financial Aid & Scholarship office, assisted the University Registrar and answered questions for the Bursar, Admissions and Academic Advising. Our team consists of the following staff:

Jeffrey Weston – Director
Miesha Williams – Associate Director
Enzo Vernone – Project Manager
Ling Luc - Student Service Center Counselor
Eric Espejo - Student Service Center Counselor
Honey Akintomide - Student Service Center Counselor
Joanna Hedrick - Student Service Center Counselor
Yee Vang - Student Service Center Specialist
Jessica Ildefonso - Student Service Center Specialist
Shelbie Ashby - Student Service Center Specialist
Gwen Adao - Student Service Center Specialist
Jarred De La Cruz - Student Service Center Specialist

Department Outcomes

This academic year, the Vice President of the Division of Student Affairs decided to align department goals with the university's goals, Student Affairs Divisional Goals, and Baccalaureate Learning Outcomes. The structure of this section will include the goals, the strategies to achieve those goals, and the outcomes.

Department Goal 1: Students will utilize the center for accurate, efficient and holistic information during their visit.

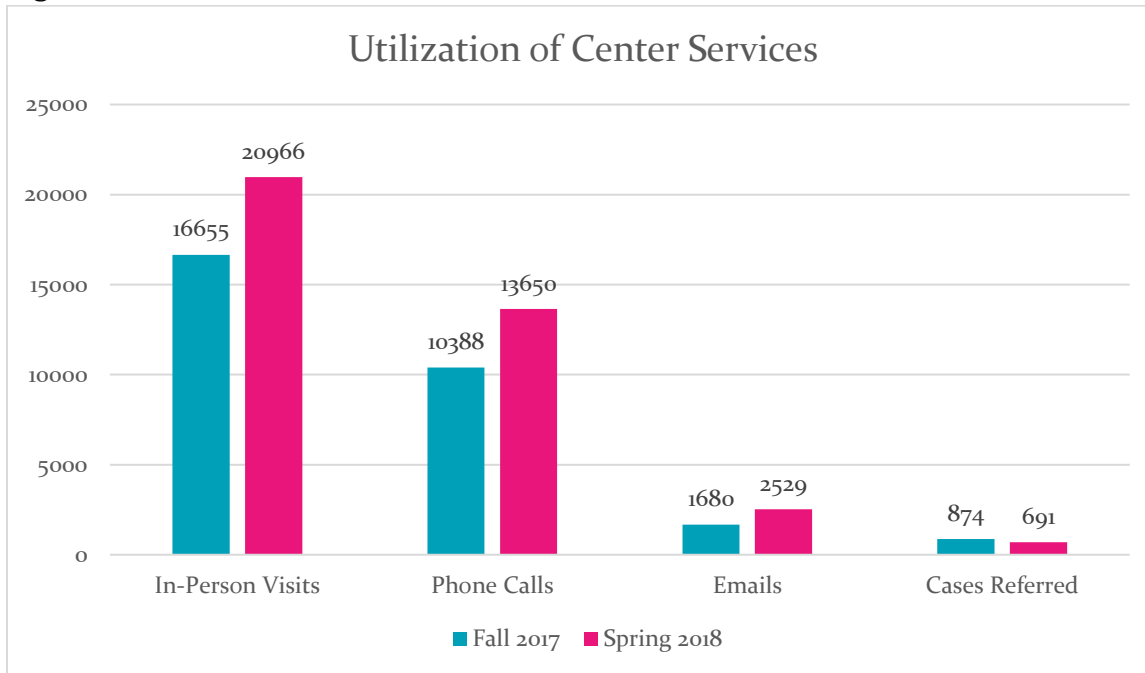**University Strategic Goal:** Excel as a place to learn, work, live, and visit
Student Affairs Divisional Goal: N/A
Baccalaureate Learning Goal: N/A

Standard of Achievement: Collect baseline data on center's utilization

During fall 2017, the Student Services Center (SSC) had 29,597 student interactions, and 37,836 during spring 2018.

Figure 1

Utilization of Center Services

Category	Fall 2017	Spring 2018
In-Person Visits	16655	20966
Phone Calls	10388	13650
Emails	1680	2529
Cases Referred	874	691

Source: 1) EAB from 8/28/17 to 12/31/17 - Fall 2017 Data Student Service Center Infographics, and 2) EAB from 1/22/18 to 5/18/18 - Spring 2018 Data Student Service Center Infographics.

Department Goal 2: SSC will track the top trends for students utilizing the center.

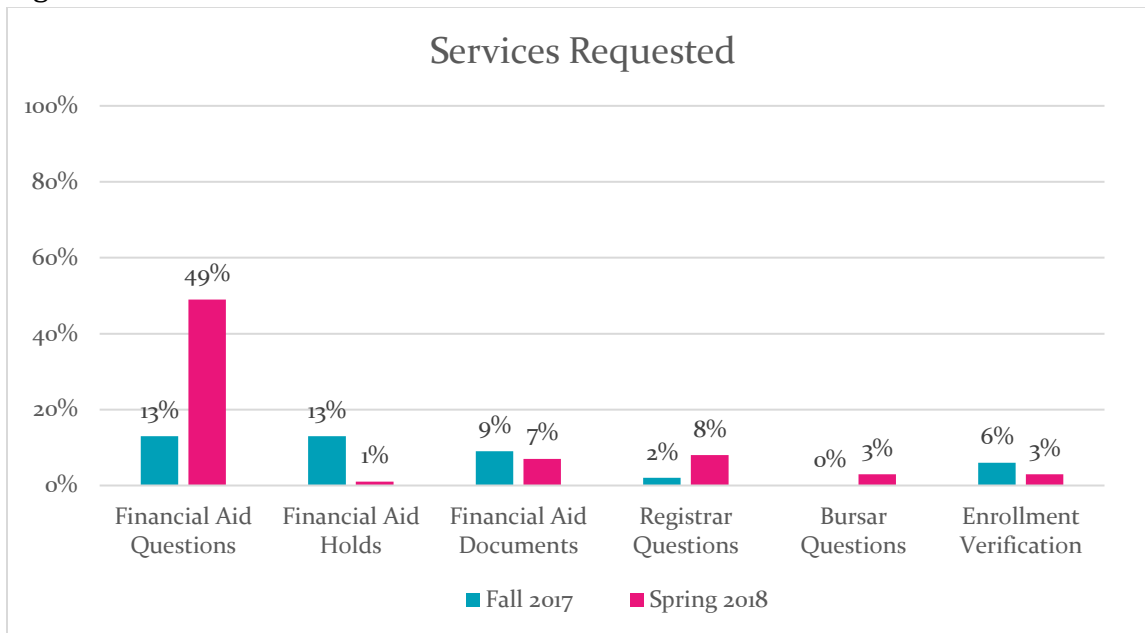**University Strategic Goal:** Excel as a place to learn, work, live, and visit
Student Affairs Divisional Goal: N/A
Baccalaureate Learning Goal: N/A

Standard of Achievement: Collect baseline data on trends on services requested

Students visit the SSC for different reason. Figure 2 shows that majority of students visit SSC because they have financial aid questions.
Figure 2

Source: 1) EAB from 8/28/17 to 12/31/17 – Fall 2017 Service Total Report and 2) EAB from 1/22/18 to 5/18/18 - Spring 2018 Service Total Report.

Department Goal 3: SSC will track the common referrals made to "home office."

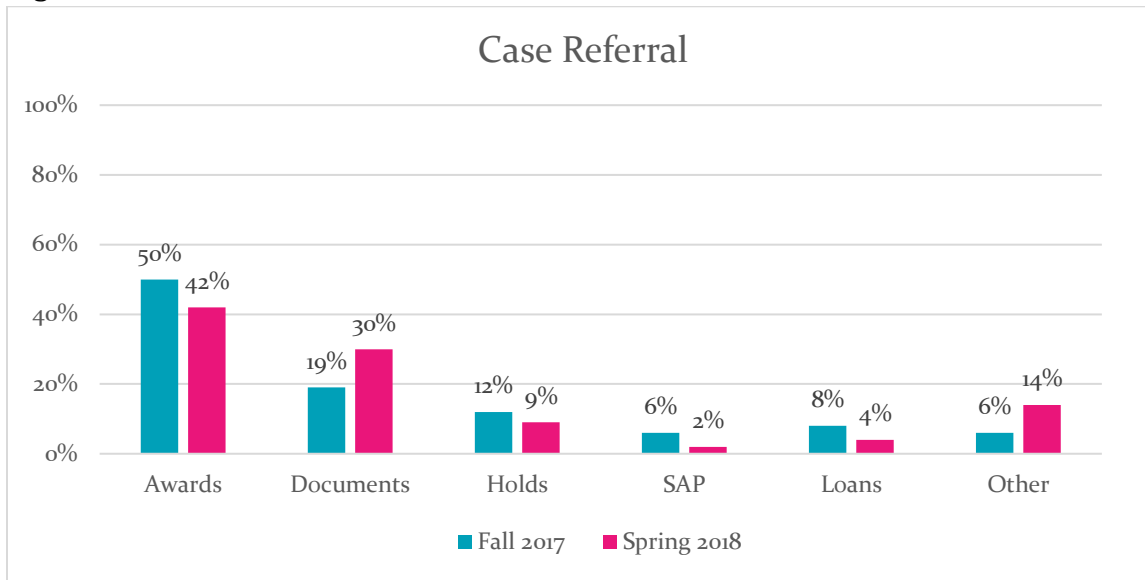**University Strategic Goal:** Excel as a place to learn, work, live, and visit
Student Affairs Divisional Goal: N/A
Baccalaureate Learning Goal: N/A

Standard of Achievement: Collect baseline data on common reasons for referral

For complex situations, SSC refers students to different "home offices" within the university including Financial Aid, Registrar, Bursar, and Admissions. There were 874 referrals during fall 2017 and 691 referrals during spring 2018. Below is the breakdown of reasons for referral.

Figure 3

Source: 1) EAB from 8/28/17 to 12/31/17 - Fall 2017 Data Student Service Center Infographics, and 2) EAB from 1/22/18 to 5/18/18 - Spring 2018 Data Student Service Center Infographics.

Department Goal 4: SSC will resolve cases in a timely manner and decrease lobby wait-times.

University Strategic Goal: Excel as a place to learn, work, live, and visit
Student Affairs Divisional Goal: N/A
Baccalaureate Learning Goal: N/A

Standard of Achievement: Collect baseline data on case resolution and lobby wait-times

Table 1

	Fall 2017	Spring 2018
Median center wait-time	12 minutes	6 minutes
Average case referral resolution time	5 days	4 days

Appendix A

Department Goals	What will be the standard of performance?	Department Outcomes
1. Students will utilize the center for accurate, efficient and holistic information during their visit.	Collect baseline data on center's utilization	Fall 2017: 29,597 student interactions Spring 2018: 37,836 student interactions
2. SSC will track the top trends for students utilizing the center.	Collect baseline data on trends on services requested	Fall 2017: Financial Aid Questions; Financial Aid Holds and Financial Aid Documents Spring 2008: Financial Aid Questions; Registrar Questions and Financial Aid Documents
3. SSC will track the common referrals made to "home office."	Collect baseline data on common reasons for referral	Fall 2017: 50% Awards Spring 2018: 42% Awards
4. SSC will resolve cases in a timely manner and decrease lobby wait-times.	Collect baseline data on case resolution and lobby wait-times	Decrease in center visit wait-time and case referral resolution from fall 2017 to spring 2018