



# **Culture of Excellence**

## **Best Practices**

**UHS Student Affairs and Enrollment Services Leadership Conference**

**May 2018**

**UNIVERSITY of HOUSTON**

# Join the Poll

Type in

[srs.campuslabs.com](https://srs.campuslabs.com)

in your search engine.

Connect ID# 13728

# Exceptional Service



- [https://youtu.be/IF1\\_wW\\_z4vE](https://youtu.be/IF1_wW_z4vE)

# Poll Questions

- **How many of you have received customer service like this?**
- **How did that type of Customer Service make you feel?**

# Lackluster Customer Service

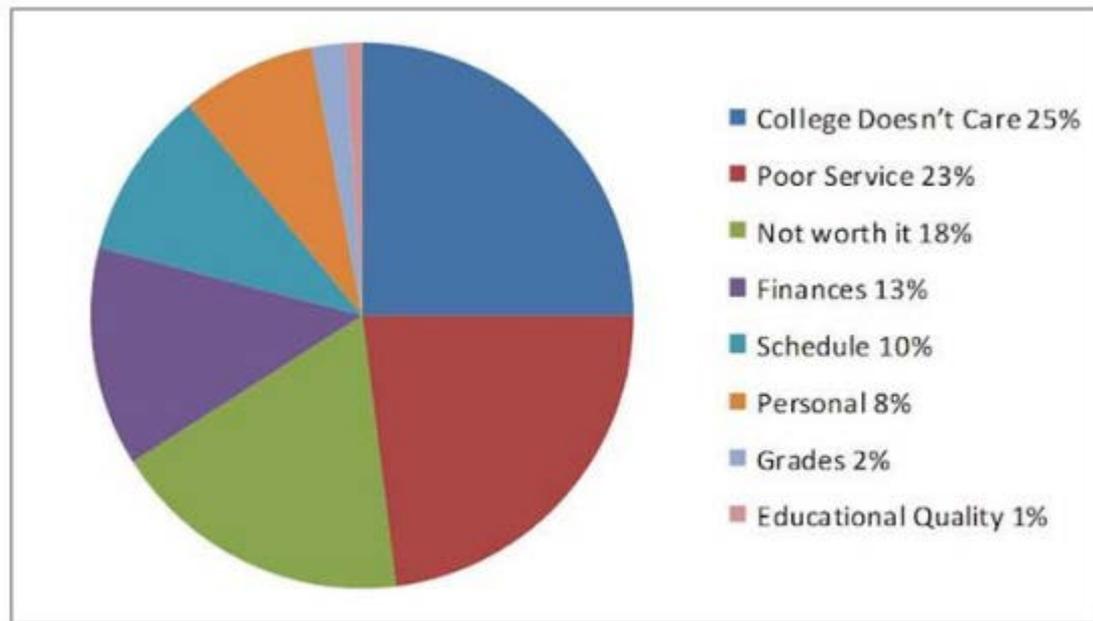


- <https://youtu.be/4T2GmGSNvaM>

# Poll Questions

- **How many of you have received customer service like this?**
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# Top Reasons Why Students Leave College



Source: (Raisman, *Why Students Leave College 2012 Study Results*, 2012)

# Agenda

- What is Culture of Excellence
- The Vision
- UH Customer Service Standard
  - The History
  - The Foundation
  - Points of Excellence
- #gladtobehere Testimony
- The Debrief
- Predicting Trends
- Benefits

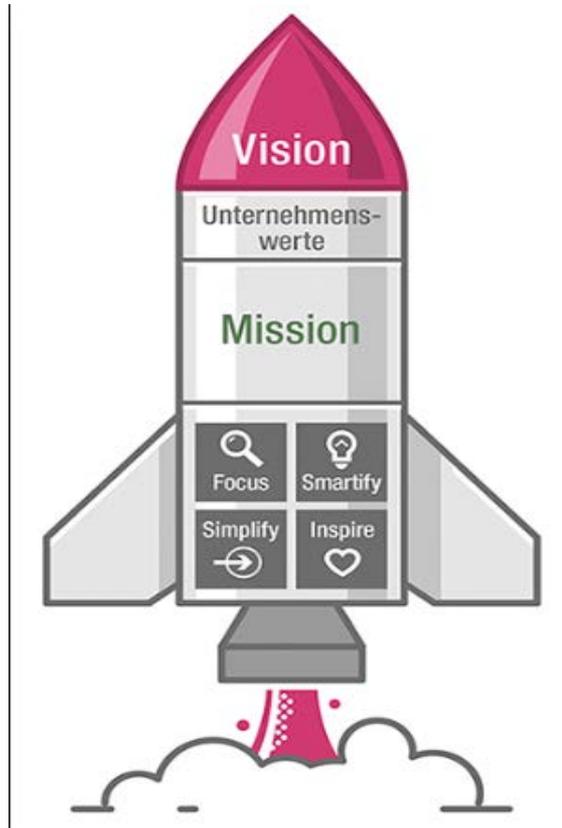
# What is Culture of Excellence



We are what  
we repeatedly do.  
Excellence, then,  
is not an act,  
but a habit.

*Aristotle*

# The Vision



# UH Customer Service Standard



# The History

- The Division of Student Affairs and Enrollment Services (DSAES) Assessment committee engaged the division in a conversation on customer service, specifically around the elements necessary to create a division-wide expectation of customer service in the 2015-2016 academic year.
- In the summer of 2016, the committee summarized those conversations into themes that set in motion the standard for each unit to follow.
- The standard was unveiled at the “[State of the Division](#)” meetings in October of 2016.

The Division of Student Affairs and Enrollment Services staff engage customers with an ethic of care in a manner that demonstrates courtesy, attentiveness, active listening, proactive problem-solving, and patience while executing the functions of their job. It is expected that staff across the division possess cultural sensitivity and awareness of our diverse customers.



# The Foundations

# Ethic of Care

Utilizing an **ethic of care** means that staff listen fully and **react quickly** to issues and concerns, **anticipate** peoples' needs, give **accurate information**, and **ensure people feel heard, valued, and cared about**, even when sharing difficult information.

# Cultural Sensitivity & Awareness

Cultural Sensitivity : ability to **appropriately adjust behaviors** as needed

Respectfully attend to **differences in values, belief systems, and experiences.**

Cultural awareness: understanding that **culture has the ability to influence and inform our experiences, perspectives, and world view.**



EXCELLENCE

# Points of Excellence

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# Courtesy

- Afford politeness to every individual
- Be respectful, considerate, and friendly
- Be mindful of nonverbal behaviors tone of voice and body language.
- Use preferred name in conversation
- Follow up in a timely manner
- Use gender appropriate language

# Attentiveness

- Concentrate **full attention** on the current person
- One individual at a time
- Begin approached
  - **maintaining eye contact**
  - **open body language.**
- Be mindful of **needs and respond personably**
- Environment **free of distractions or noise**
- If attention must be diverted give, an explanation

# Active Listening

- Active listening is the act of **consciously hearing** and attempting to **understand** the meaning of words spoken by another person with the goal to **improve understanding**.
- It may involve **non-verbal gestures** (e.g. eye contact, nodding of head) that indicate where attention is directed, as well as the listener **giving feedback** in the form of a paraphrased interpretation of what the hearer thinks the speaker has said.
- Similarly, active listening can include **taking notes, responding to verbal cues and following-up with what the individual has said**.

# Proactive Problem-Solving

- Used to **identify, diagnose, and resolve** and/or then **prevent** situations
- **Data** may be used to **detect, prevent, and manage actions.**
- Provide **comprehensive service**
- Address the questions being asked, and **foreseeable or related questions.**

# Patience

- Take the time to listen or respond carefully with good understanding
- Unbiased attitude and not expressing anger or annoyance.
- Ensure the individual feels heard and understood
- Keep a polite, respectful attitude
- Remain calm and unaffected to ensure you hear their concerns and assist them appropriately.

#gladtobehere Testimony



# The Debrief

# Predicting Trends

WELCOME CENTER

Axis Title  
7000  
6000  
5000  
4000  
3000  
2000  
1000

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2009	5390	3735	4066	3839	4068	3793	3886	5453	3071	2325	2897	2319
2010	5026	2738	2798	3025	3401	3092	3436	5012	2934	2055	2563	2275
2011	5106	2634	2282	2888	3536	2843	2998	5391	2623	1860	3019	2976
2012	5528	2751	2165	3042	3704	1666	4155	5778	2508	2516	2823	2401
2013	5182	2442	2725	3016	3814	3412	3910	5233	2520	2404	2087	2081
2014	4571	2346	2747	2757	3377	3515	3590	5764	2809	2147	1842	2136
2015	4341	2287	2015	2513	2824	3471	3586	5198	2384	1934	1682	2086
2016	4256	2379	2055	2059	3024	3208	2828	4749	2200	1803	1575	1746
2017	3653	1676	1641	1513	2288	2135	2025	2626	1586	1324	1162	1193
2018	2468	1279	1171									

# Predicting Trends

## Student Trends: Top 2 reasons for visiting OUR

### Jan-18

#### Requested Date Visit:

From 01-JAN-2018 to 31-JAN-2018

Total Students Served in Official Transcripts, Request & Pickup (PS) Service:

304

Total Students Served in Veteran Services, Drop off Paperwork Service:

263

### Feb-18

#### Requested Date Visit:

From 01-FEB-2018 to 28-FEB-2018

Total Students Served in Official Transcripts, Request & Pickup (PS) Service:

206

Total Students Served in VOE, Manual (Will not accept VOE/Clearing House) Service:

106

### Mar-18

#### Requested Date Visit:

From 01-MAR-2018 to 31-MAR-2018

Total Students Served in Official Transcripts, Request & Pickup (PS) Service:

230

Total Students Served in Residency Reclassification, Inquiry Service:

60

# Benefits (Student)

- Student Experience
  - School Spirit
  - Recruitment
  - Donations



# Student Comments

“You should keep treating all with great courtesy which you are doing very well. Nobody should go out from the campus without answered questions.”

“No... you guys provided me with phenomenal, professional & friendly service!”

# Benefits (Staff)

- Staff Satisfaction
  - Confidence
  - Accountability
  - Quality of Work





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