Student Intake Design Team

Recommendations and Responses

1. **Expand hours of operation** until 8 pm to accommodate the large contingent of prospective students within the Utica-Rome area who are unable to access MVCC within our current hours of operation. It may be appropriate to do this gradually, beginning with two days per week and then extending other days as needs demand.
Action – As of January 2011, the Utica campus Student Service Center Help Desk and Advisement Center matches long standing Rome student service offices: 8:30 am-7:00 pm Monday-Thursday. Student traffic continues to be low after 6:00 pm on both campuses so a determination has been made to provide service consistently until 7:00 but not after that time.

2. **Consider Instant Admission** or **Instant Admit Days** to increase accessibility by making productive use of a prospective student's first visit to MVCC and minimizing initial barriers to enrollment.
Action – We've always had same day admission for anyone with a HS transcript/diploma and a complete application. So efforts have focused on getting the message out to potential students to come prepared with the appropriate documentation.

3. **Implement Document Imaging** to expedite the intake process by making student records immediately accessible to all appropriate faculty and staff.
Action – Document imaging and indexing has been done by the three main student document offices (Admissions, Financial Aid, Registrar) since 2009. In 2011, the College began designing an intake workflow that is currently in the beginning stage of implementation starting with the Admissions Office.

4. Put a **Call Center** into place with a dedicated staff of trained generalists to facilitate communication and assist students with questions on the intake process. By placing waiting calls into a queue we effectively eliminate the cumbersome (and ineffective) task of returning high volumes of voicemail during periods of peak traffic.
Action – Since January 2011, the College has operated a peak enrollment call center for incoming calls and staffed by temporary workers. In addition, the Student Outreach for Success (SOS) calling program was launched in 2011 to reach out to students in a personal way at critical points of the enrollment process and the academic terms. Over 5000 calls were placed in the first six months by the Enrollment Associate, Advisement staff, and student assistants.

5. **Placement testing** should be offered on a **walk in basis** to allow for a newly admitted student to progress through the intake process.
Action – Walk-in placement testing has been implemented through integrating walk-in requests into the existing schedule of testing to take advantage of no-show

appointments. When walk-in traffic is heavy in-between semesters, two IT labs serve as flex space on the Utica Campus, adding up to 36 seats for testing to the 12 already in use in the Placement Testing Center.

6. **Restructure our current Student Service Center to reflect a One-Stop model**. This (ideally) requires:

6a. **Front Line Service Counter** with a dedicated staff of trained generalists to handle the functions that are currently offered at the various office specific windows within the SSC.
    Action – An Enrollment Associate position was filled in 2008. The position has grown to encompass support for students in the self-service area, especially in completing financial aid forms and training and deploying temporary worker and student assistant teams during peak periods. The Enrollment Associate handles the MVCC help button, service between 4:30-7:00 pm, and the SOS enrollment/retention calling program.

6b. **Professional Advisement Center** with a dedicated professional staff giving the newly enrolled students immediate access to academic advisement. The advisement staff could also be trained as generalists in the intake process to allow for assistance requiring sensitive discussion or in-depth assistance. They might also support any future retention efforts.
    Action – Four College Advisors were hired between 2009 and 2011 to focus primarily on first-year and undecided student advising. In addition, academic advising is written into 12 professional staff to handle academic advising during peak enrollment and advising periods. Ten part-time advisors supplement the College Advisors so that both campus Advisement Centers offer 50 hours of walk-in advising 51 weeks per year. When not scheduled for advising appointments or walk in coverage (including re-matriculation and change of major career counseling), advisors make enrollment outreach and support phone calls, support First-Year Experience programming such as orientation and welcome week, and work with students on probation and intervention.

6c. **Adopt a call number system such as Q-Flow** to expedite One-Stop Traffic and avoid crowds at the point of service.
    Action – No such software has been purchased due to the limited level of implementation of the one-stop service center concept. With the implementation of priority registration and the increase in "self-service" functionality since 2008, there are now few points or times when there are crowds at the point of service. Since most activities are conducted by students at computers, additional terminals and teams of student and staff assistants have been added at the main self-service areas to assist students with registration, financial aid forms, and payment during peak periods.

6d. **The One-Stop should have a clear reporting structure** encompassing the call center, placement and advisement that report to a single director. The Director of the One-Stop should also have a clear reporting structure with responsibility to one Vice-President.

Action – The Director of the Student Service Center position that reported to all three Vice Presidents was changed to the Assistant Dean for Enrollment and Advising in 2008 and reports to the Vice President for Student Affairs. However, the goals of a seamless student enrollment experience and a culture of service shared across the entire Student Service Center are ones still in progress.