



Society for College and University Planning

presents the book

Innovation in Student Services

Planning for Models Blending High Touch/High Tech

Edited by Darlene Burnett and Diana Oblinger

The strategic role of student services in improving retention and overall student satisfaction makes it critical to colleges and universities. Deciding on the right student service model typically involves process redesign that is attuned to the culture and traditions of an institution. A key feature of the new model is a customer service approach based on thorough knowledge of and sensitivity to the needs of the student. Each tailored institutional model is a blend of high touch with high tech. At all times, the hallmark is quality interaction with students and total follow-through.

This new publication, a follow-up to the popular *Planning for Student Services: Best Practices for the 21st Century*, introduces the topic of Web portals and call centers needed to support Web services. It also describes the lessons learned from one-stop centers, which are causing facilities to be redesigned and new service career paths to be defined. Services have become a strategic issue for institutions, and Web strategies—driven by Web services—have become critical as well. Authors, who are among IBM best practice partners, present case studies of their institutions by describing their experiences in these areas. They also show how they have been successful in integrating technology into their student services projects, redesigning their processes, implementing change, and extending their brand.

The following are among the many institutions contributing insight and expertise:

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Also available the accompanying video:

Innovation in Planning for Student Services *Models that Blend High Touch with High Tech*

Filmed live on April 18, 2002 and broadcast via the PBS Adult Learning Service, this two hour program highlights best practices in student services. Panelists include James Black, Darlene Burnett, Kristine Dillon, Robert Kvavik, and Brian Mueller, with Diana Oblinger as the moderator. This video enhances the book and highlights the changes that higher education is going through including real life examples and solutions.



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