



TRANSFORMING STUDENT SERVICES

ENGAGING STUDENTS A LA “APPLE”

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Presenters



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Outcomes

- ✓ **Traditional Student Service vs. Behavior**
Identify service factors that need to change in response to behavior
- ✓ **Issues discovered when assessing Student Services**
Need to break silos and cross train staff
- ✓ **Physical elements that support Student Services**
From transparency to wayfinding, furniture, equipment and technology
- ✓ **Program and Layout**
Effectiveness leads to better onboarding, retention and completion ...
From Student Service to SUCCESS

Students at Community Colleges in the U.S.



1108

Community
Colleges in
the U.S.¹



6.9M

Students
enrolled in two-
year colleges²



39%

received a credential
from a two- or four-year
college within six years³

(1) Aspen Institute.

(2) National Center for Education Statistics. *Enrollment and Employees in Postsecondary Institutions, Fall 2015 and Fall 2014*. [Web](#).

(3) National Student Clearinghouse Research Center. *Contribution of Two-Year Institutions to Four-Year Completions (Snapshot Report)*. [Web](#).

Student Profile



ONBOARDING



Engage



Assess



Enroll



TRADITIONAL SERVICE MODEL



TRADITIONAL SERVICE MODEL



EXPECTED SERVICE MODEL



Coordinated



Effective



Personalized



Anytime



Convenient



Anywhere

RETAIL SERVICE MODEL | APPLE, LONDON



RETAIL SERVICE MODEL | AT&T, SAN FRANCISCO



KEY CONCEPTS



Integrate



Cross-train



Flexible Setting



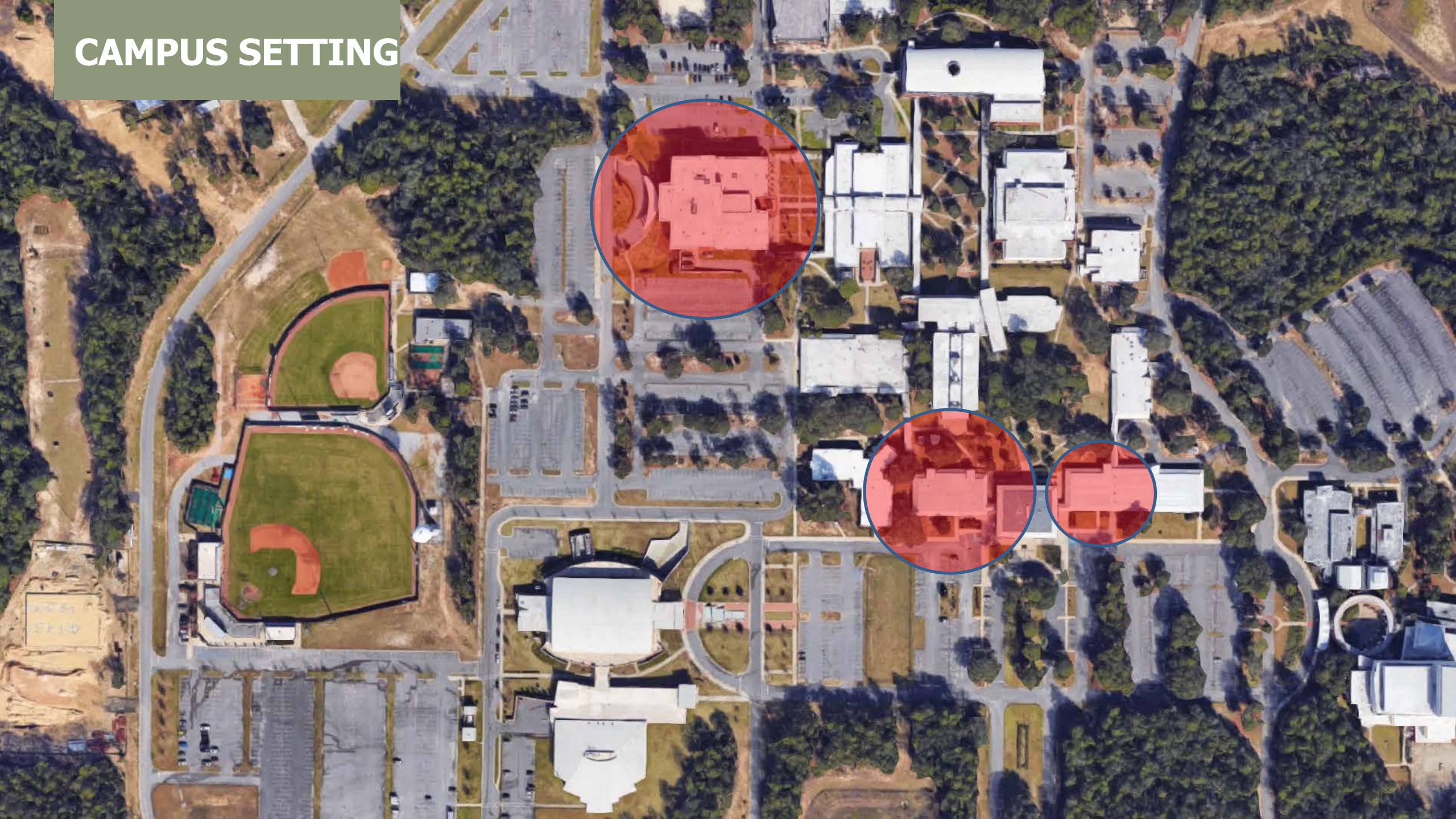
Open

CASE STUDY

NORTHWEST
FLORIDA
STATE COLLEGE



CAMPUS SETTING

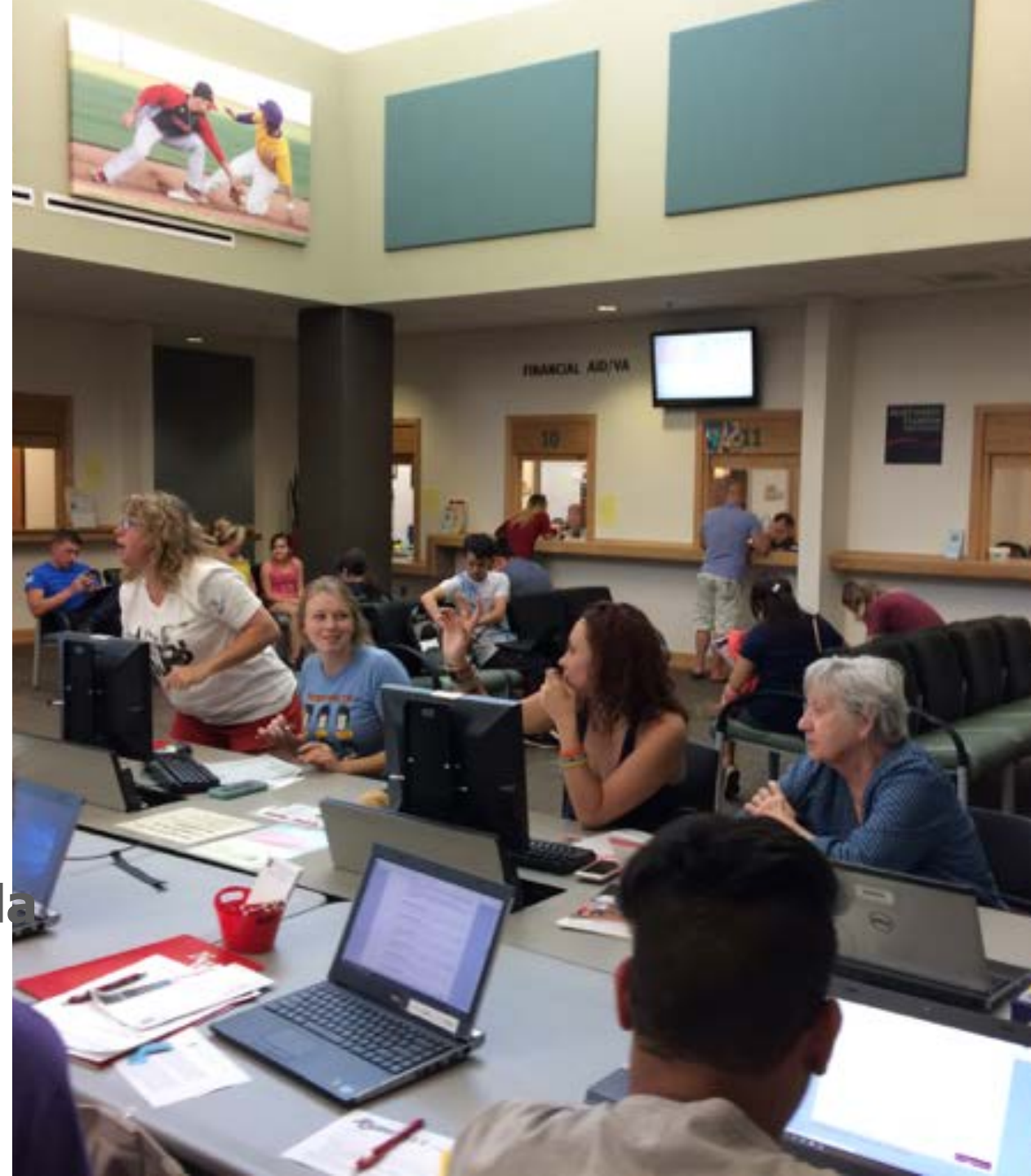


CAMPUS SETTING

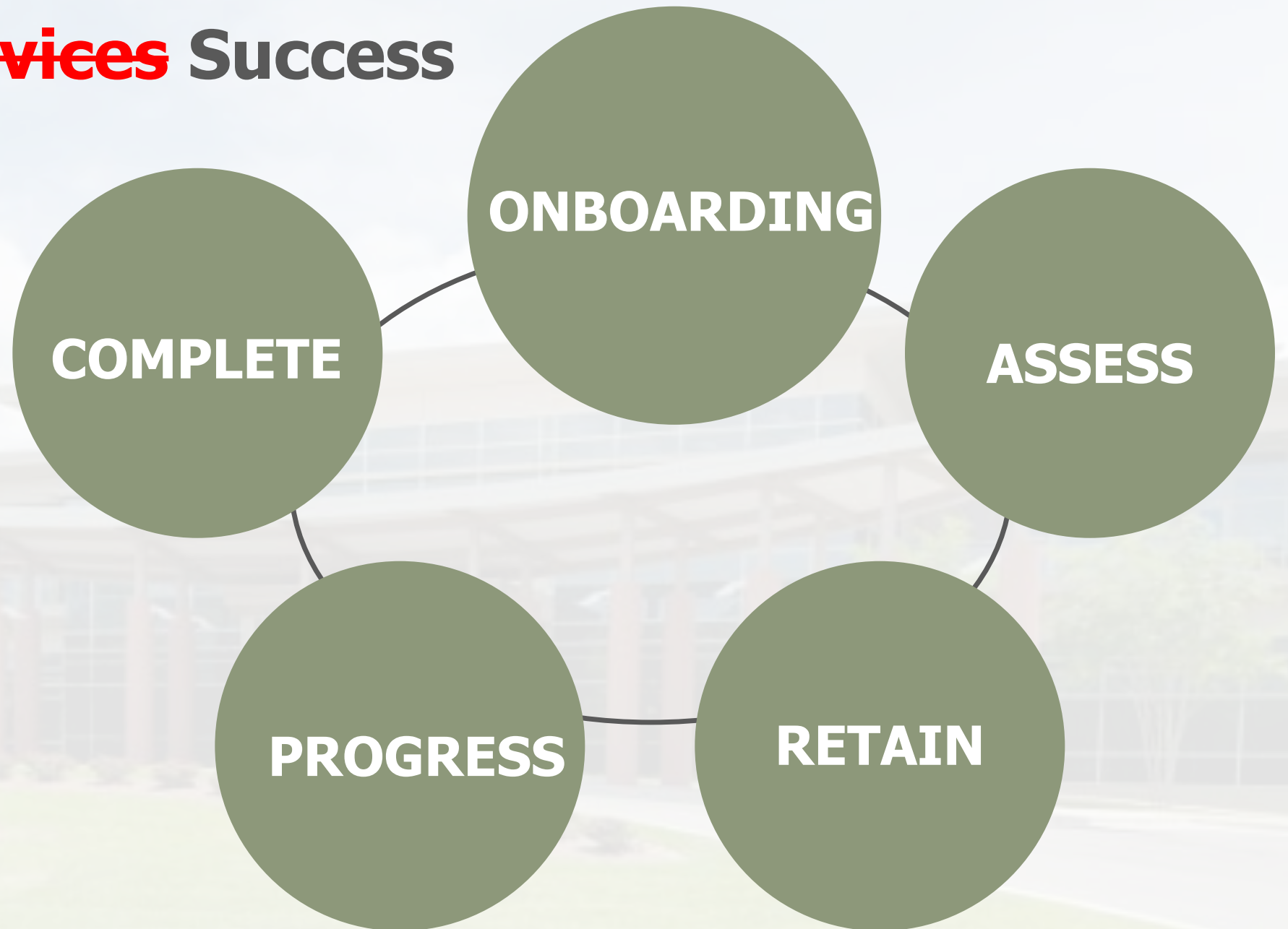


Student Profile

- ✓ **28 Average, 70% Part Time**
- ✓ **#1 In Florida for Military at 20% Enrollment**
- ✓ **Total Annual Enrollment over 10,000 + / 800 People**
- ✓ **\$332 million in Regional Economic Impact**
- ✓ **#1 Public High School in Florida**



Student **Services** Success



ONBOARDING Disfunction

- ✓ **Silos**
- ✓ **Organized by Department**
- ✓ **Technological Barriers**
- ✓ **Physical Barriers**
- ✓ **Lacked Appropriate Academic credentials**
- ✓ **Lots of managers, few leaders**
- ✓ **Poor Customer Service**



THE IDEAL STAFF



Multi-tasked



Generalist

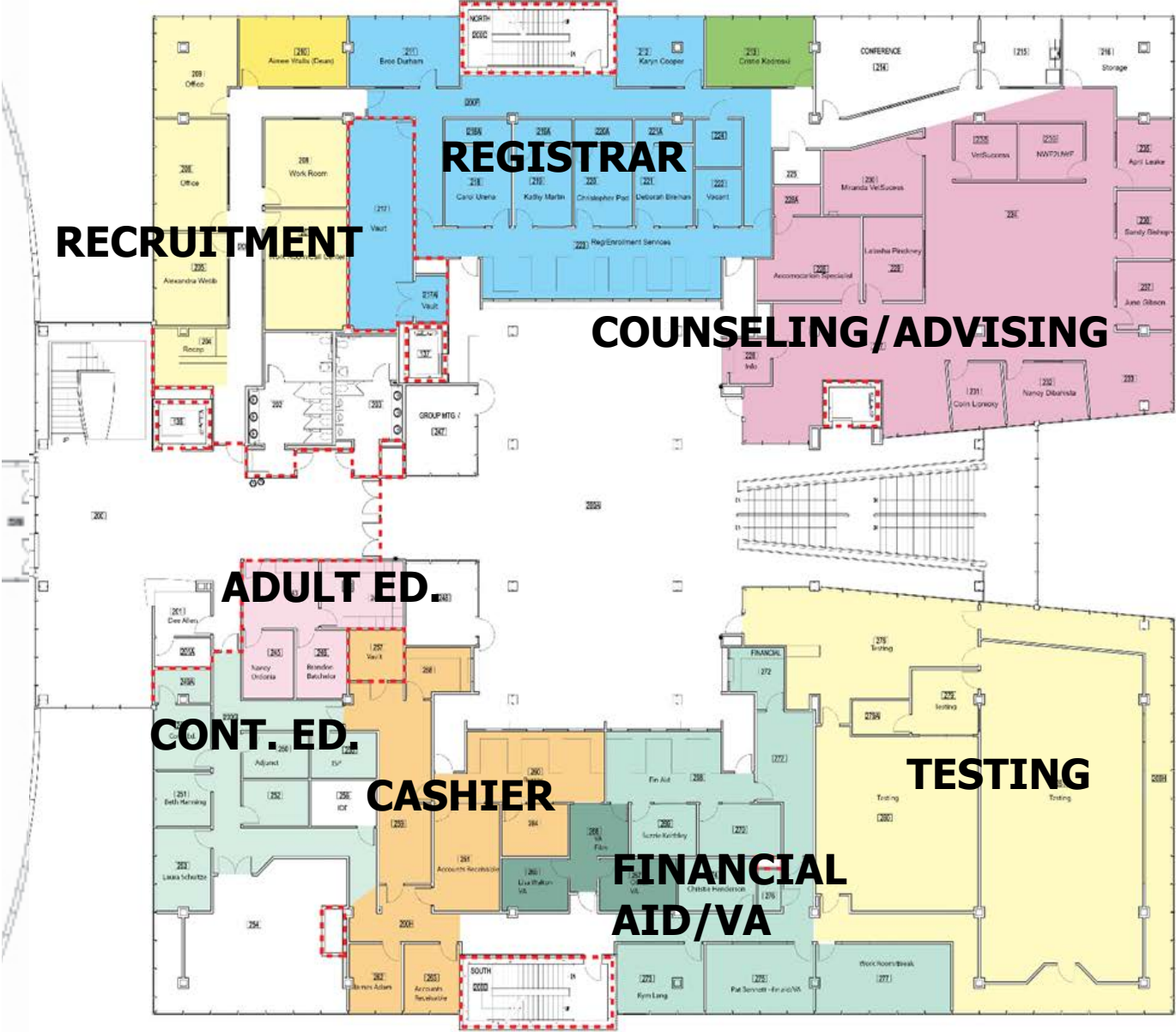


Highly Engaged



**Navigators
vs. Advisors**

The Existing Space



EXISTING SPACE



EXISTING SPACE

FINANCIAL AID/VA



10

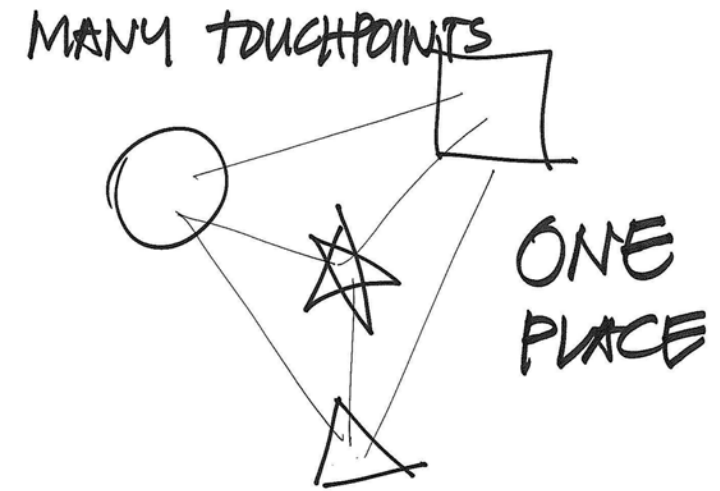
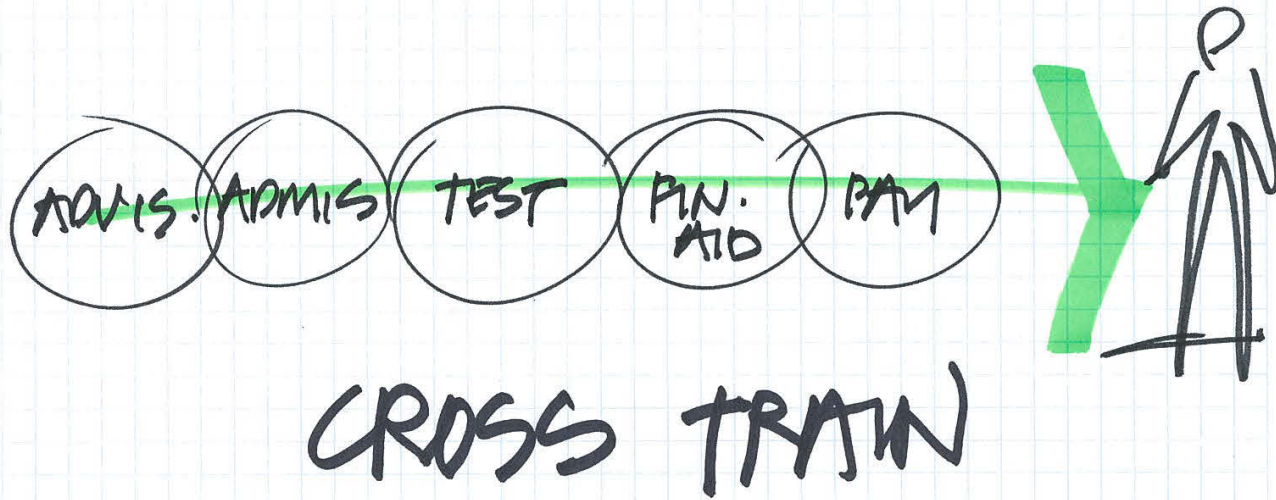


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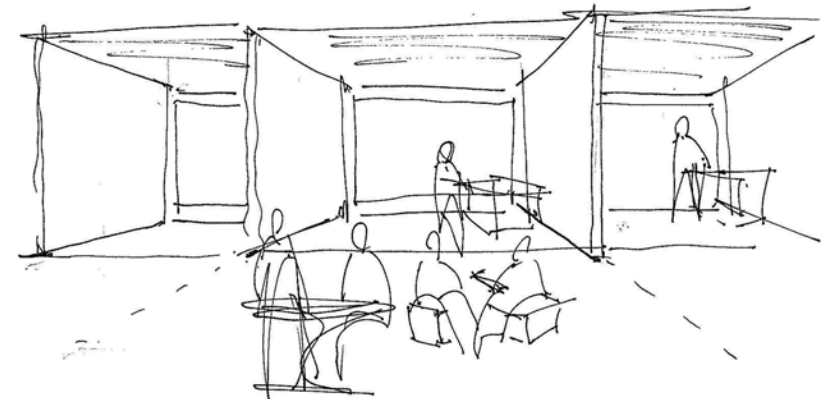


NORTHWEST
FLORIDA
STATE COLLEGE

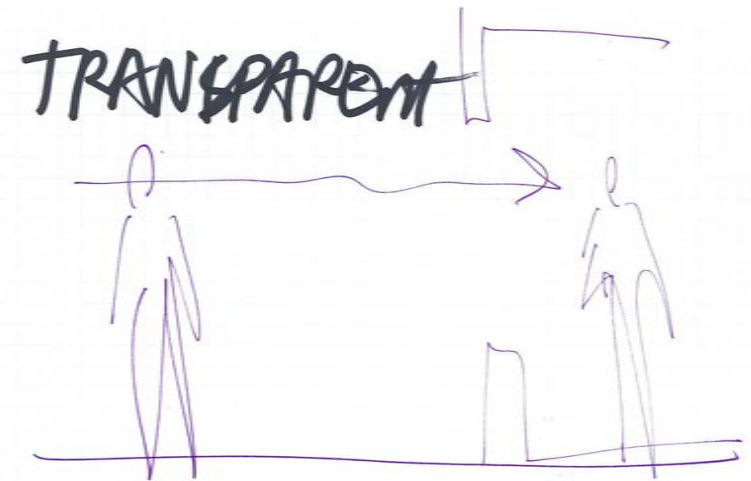
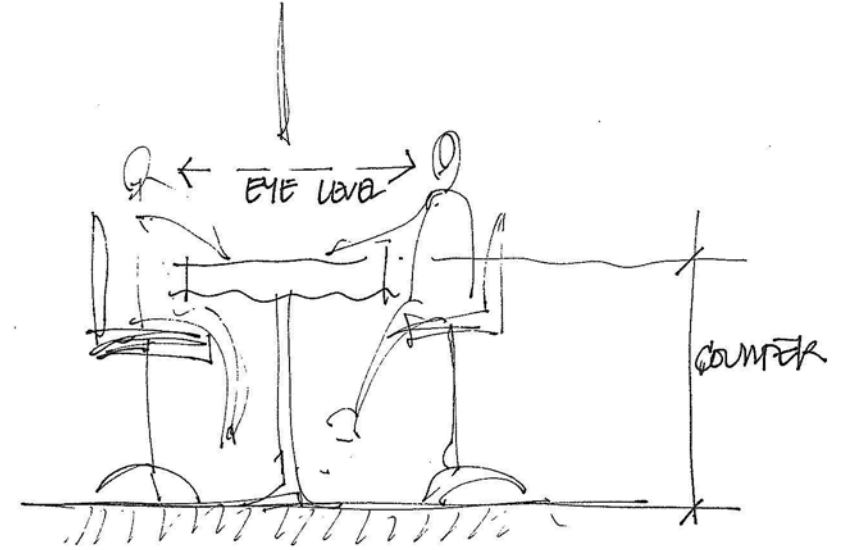
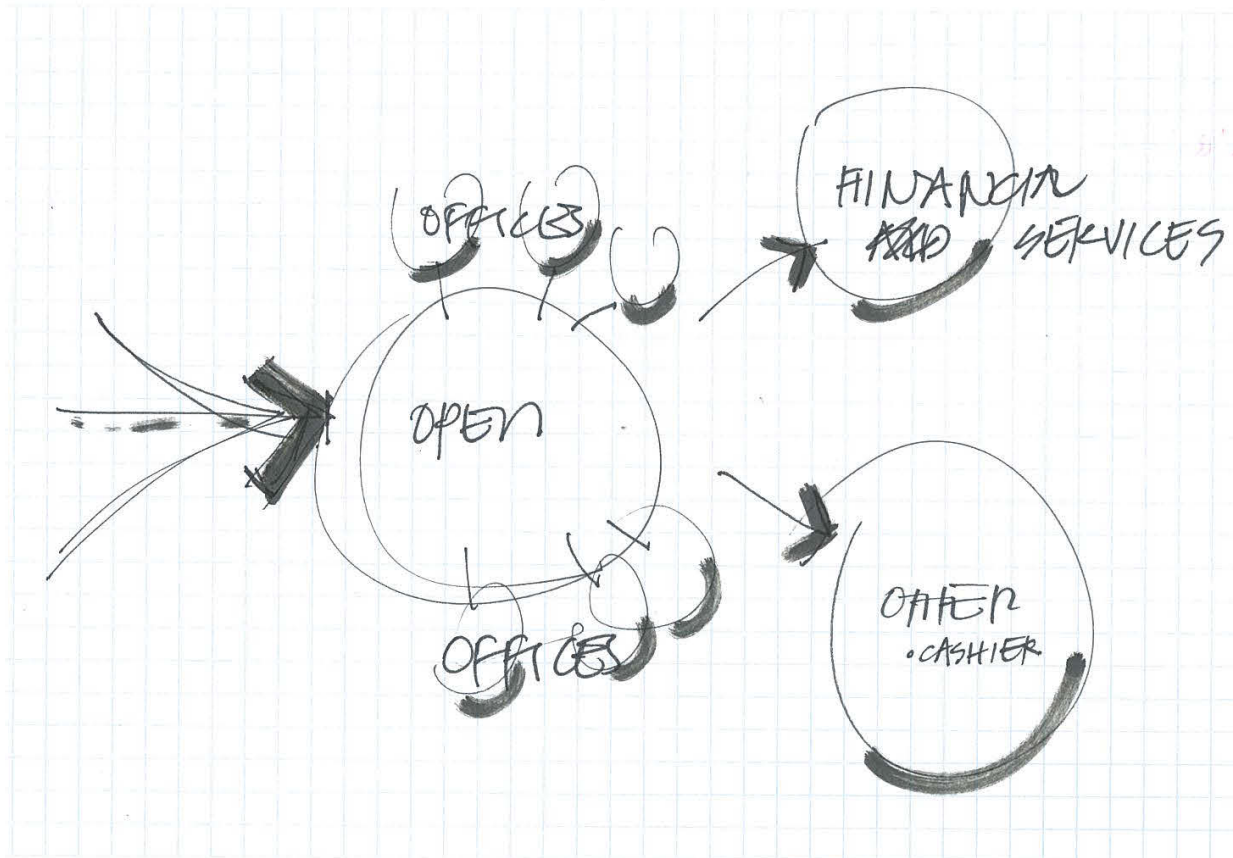
THE CONCEPTS — What COULD it be?



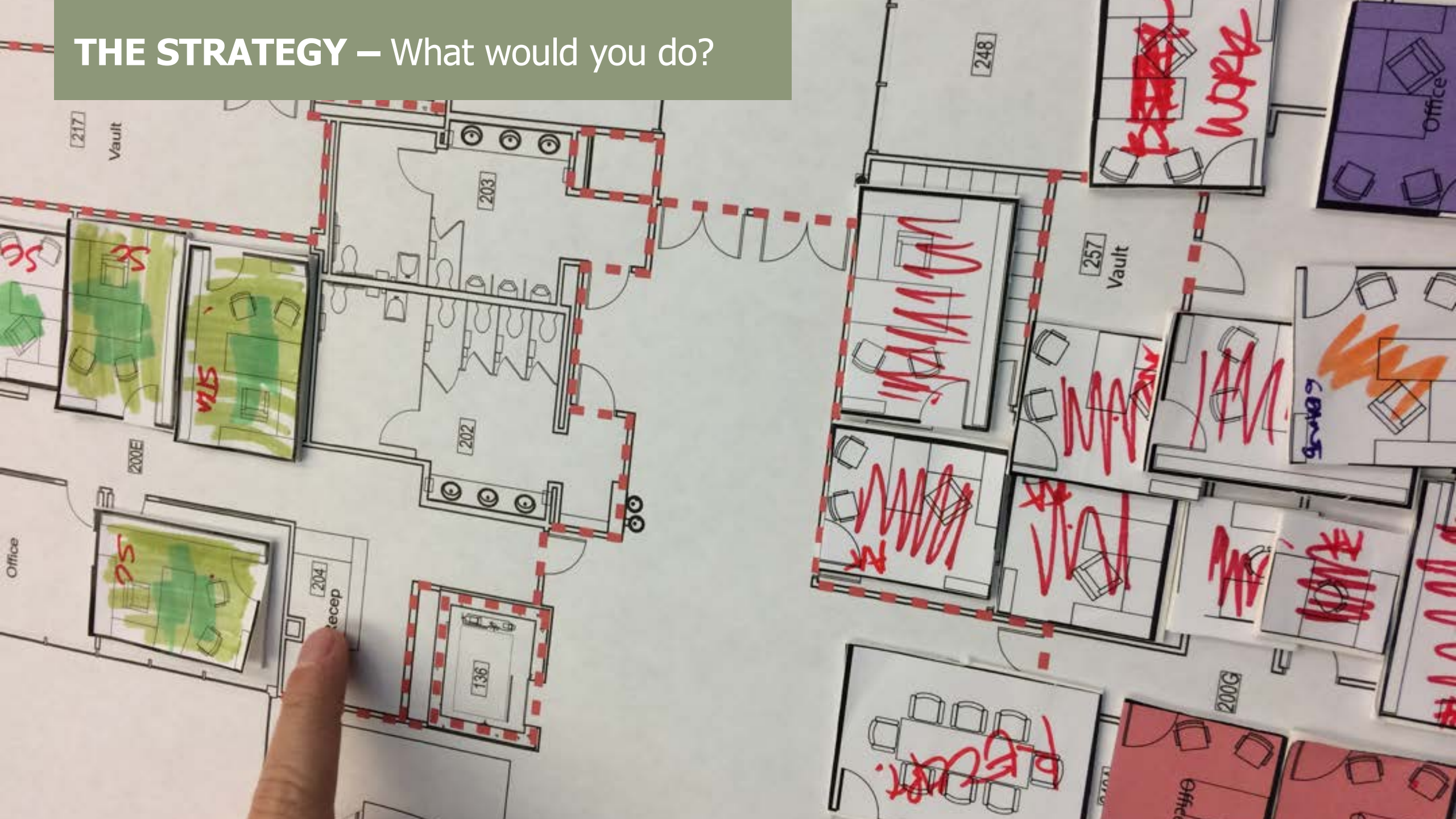
OPEN VIEWS



THE CONCEPTS – What COULD it be?



THE STRATEGY – What would you do?



The Ideal Space

- ✓ **Open Views**
- ✓ **Transparent**
- ✓ **Variety in Seating**
- ✓ **Seamless / Blended**
the “one stop shop”
- ✓ **Infotainment**



Re-Organizational Strategy

From Student “Service” to “Success” = “Completion”

BEFORE

26

Departments

107

People

TWO Locations

AFTER

ONE Delivery system with Functions

ONE location

From “Departments” to “Functions”

- Student Success Navigators
- Student Access
- Live Chat Online
- Brought in Others: Senior Level Administration

The Space Design Strategy

Show photos



Before and After: Entrance



Before and After: Megatron Wall



Before and After: Main Lobby – to campus



Before and After: Main Lobby – from campus



Before and After: Service “counter”



After: Service flexibility



Before and After | Offices Space



After | Offices Space



OBSERVATIONS & LESSONS LEARNED



**Administrative
Organization**



Culture



Personnel



Facilities

POST OCCUPANCY COMMENTS



Visitors



Students



Personnel



Others



Questions / Answers