

**Macon State College**  
**Customer Service Improvement Project Accomplishments**  
**2010-2011**

Inspired by the knowledge that Macon State College was chosen to receive the *Gold Award for Customer Service Institution of the Year for 2010*, the College community re-doubled its campaign to be Faster, Friendlier, and Easier in 2011. This nomination for Customer Service Institution of the Year is based on four major projects as detailed in our FY2010/2011 CSIP Annual Report.

First, **a trained team applied the Lean/Six Sigma DMAIC, SIPOC, and process-mapping methodology to a Faculty Hiring Process.** Specifically, the existing faculty hiring system was rife with duplication of effort and lacked standardized procedures. This hindered the timely processing of faculty applications and hiring paperwork. As a result of its work, the team recommended a system whereby local, state, and federal regulations are met while reducing duplications and ensuring compliance with all deadlines. Once the recommended processes are implemented, local policies and procedures will be updated to reflect the new steps taken to hire full-time and part-time faculty at Macon State College. The Office of Academic Affairs and the Human Resources department will periodically check to insure compliance with the new published policies.

Second, the rationale for our risk management and mitigation project is as follows: There is no campus-wide training system related to safety and accident prevention for Macon State employees. Although appropriate policies and procedures are in place, employees may not be aware of the policies and procedures. Training is sporadic and is not tracked. Proper training would mitigate risks and could decrease costs.

In FY2010/2011 the project team **developed training modules for the highest priority campus safety concerns.** These training modules have been uploaded to the web-based delivery platform created by the staff of the Office of Technology Resources. A system has been developed to track employee participation and completion. In FY2011/2012, we will be evaluating the desirability of extending this training program into academic departments such as Nursing. Using Lean methods, we will identify areas of risk such as potential puncture wounds when handling sharp objects and acquire training resources to help mitigate these risks.

Third, in order to provide the very best service to the students and other customers of the College and to mitigate risk to the campus community, the training program **“Knowledgeable Response”** was redesigned and was deployed, for the second year, by the “Excellence in Customer Service” task force, Academic Affairs, Fiscal Affairs and Student Affairs. The title of the program is taken from two of the Governor’s Office of Customer Service attributes, knowledgeable and responsive. This program is designed specifically for the employees of Macon State College and has the goal of enhancing communication among employees for the benefit of our students and other customers. Topics in this year’s training program included a refresher course in customer service

and information about three new student/customer satisfaction initiatives: Freshman Year Experience, Department of Public Safety, and Residence Life. Completion of the "Knowledgeable Response" training program was mandatory for all college staff. The dates of the programs were July 19, July 21, and July 29, 2010. **191 individuals participated in the training program. 178 individuals completed post-tests. In each case, at least 99% of front-line staff indicated an understanding of responsibilities regarding the Freshman Year Experience, Public Safety and Residence Life programs.** To continue to build on this success, next year's "Knowledgeable Response" staff training program will include information about the new Blue Storm Alert System, the Behavioral Assessment Team and various changes in academic and student affairs programs.

Fourth, each semester, the Office of Student Affairs sponsors a customer service training program for all students employed by the college. The **Partners Program** is designed to help student employees master the art of quality service, increase the productivity of student employees, help students develop work habits, attitudes and skills that employers seek, place campus work within the context of a student's career development and improve retention by increasing student satisfaction with our campus. The training program is mandatory for all student employees of the College and it is complementary to the Connections customer service training program for all full-time staff. Training sessions were offered August 3 and August 12, 2010 (fall semester) and February 16 and 24, 2011 (spring semester). **107 student employees participated. Through pre- and post-testing, it was determined that while only 80% of participants understood customer service expectations before the session, at least 97% of participants understood customer service expectations after the session.**

In conclusion, our progress this year strongly demonstrates the on-going emphasis at Macon State College on leadership in customer service and process improvement initiatives in the best interest of our customers. Our activities indicate a strong commitment by all members of the staff to a Faster, Friendlier and Easier environment. The results of these projects are responsive to the needs of our customers, measurable and can be used by other University System institutions seeking similar outcomes. This year, our staff members embraced their individual roles in process improvement and in the ultimate goal of higher education – to participate in the development of human potential and to transform lives!

As submitted to USG nomination web platform: 6-9-11