

Macon State College
Customer Service Improvement Program Projects in Progress
FY 2011-2012

Project #1
“Knowledgeable Response” Staff Training Program

In order to provide the very best service to our students and other customers, all Macon State staff members need to be aware of new initiatives being undertaken by the College. For that reason, part three of our Customer Service training program, "Knowledgeable Response" featured information related to the new Blue Storm Alert program, the Behavioral Assessment Team, and the use of the new Artificial External Defibrillators (AEDs) on campus.

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 knowledge of, and communication about, campus programs and services. Knowledgeable Response is a collaborative effort of the “Excellence in Customer Service” task force and the Offices of Academic Affairs, Fiscal Affairs and Student Affairs.

The program, mandatory for all front-line staff, and promoted to all faculty and students, reinforces the provisions of the College's emergency response plans: the Blue Storm Alert, Behavioral Assessment Team, and the use of AEDs on campus.

Training sessions were held:

- Tuesday, July 19, 2011
1:00 p.m. - 4:00 p.m., Arts Complex Theater
- Thursday, July 21, 2011
1:00 p.m. - 4:00 p.m., Arts Complex Theater
- Thursday, July 28, 2011
1:00 p.m. – 4:00 p.m., Arts Complex Theater
- Wednesday, August 3, 2011
9:00 a.m. - 12 noon, Arts Complex Theater

Metrics: Pre- and post-tests were designed to measure individual understanding of responsibilities regarding the Blue Storm Alert, Behavioral Assessment Team, and the use of AEDs.

173 individuals participated in the training program. 171 individuals completed pre-tests. 169 individuals completed post-tests.

Goal: 80% of front-line staff will indicate an understanding of responsibilities regarding Blue Storm Alert, Behavioral Assessment Team, and the use of AEDs on campus.

Results: In each case, at least 99% of front-line staff indicated an understanding of responsibilities regarding the Blue Storm Alert, Behavioral Assessment Team, and the use of AEDs on campus.

Program Evaluation Metrics: 173 individuals participated in the training program. 167 individuals completed the participant evaluation form.

Goal: 80% of front-line staff will indicate agreement that the program provides necessary information, indicate satisfaction with presenters, indicate that the program is helpful, and indicate a willingness to

recommend the program to others.

Results: At least 98% of front-line staff indicated agreement that the program provides necessary information, indicated satisfaction with presenters, indicated that the program was helpful, and indicated a willingness to recommend the program to others.

The training program met and exceeded our goals of enhancing knowledge of, and communication about, campus programs and services for the benefit of our students and other customers. Additionally, based on evaluation, we will continue to develop staff training programs of this nature.

Project #2

“Partners” Student Staff Training Program

Description: Each semester, the Office of Student Affairs sponsors a mandatory training program for all students employed by the college. This training, The Partners Program, is designed to:

- help student employees master the art of quality service as defined by the Governor’s Office of Customer Service
- increase the productivity of student employees
- protect the investment you make in student employment
- help students develop work habits, attitudes, and skills that employers seek
- place campus work within the context of a student’s career development
- improve retention by increasing student satisfaction with our campus

The Partners Program:

- improves students’ attitudes and commitment to their campus work
- teaches that campus jobs are real jobs to be taken seriously
- teaches students the value of “going the extra mile”
- increases sensitivity of your student employees to diverse populations
- emphasizes that student employees are representatives of our institution
- underscores our institution’s commitment to our student employees

Two sessions were held August 2011:

Tuesday, August 2, 2011

Thursday, August 11, 2011

55 students attended. Pre-test evaluations indicated 68% understood customer service expectations.

Goal- 80% of student staff will indicate an understanding of institutional customer service expectations.

Post-test evaluations indicated that at least 98% understood customer service expectations.

Two sessions will be held February 2012:

Wednesday, February 15, 2012

Thursday, February 23, 2012