Power 60- Discovering Your University's Unfair Advantage: The Constituent Experience

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Today, what approaches or tools do you use to change or improve how your institution works?

- Lean Six Sigma
- Process improvement, using 6 sigma methodology and concepts
- Process Inventory Matrixes
- Data Analysis
- Process Maturity Models
- Process improvement using Lean
- Business intelligence
- Blended training models
- Strategic Planning Teams and consultants
- Program evaluation
- Strategic Planning

What is the area of focus?	Who is the constituent?	What are you trying to improve?
Campus wide	Faculty, staff, students	Processes across campus
Executive Education	EE program buyers, HR teams, etc	Buyer & participant experiences
Curricular/clinical experience	Faculty, student, executive leadership (sometimes)	The experience between how the student interacts with the curriculum in the clinical and core educational environments
Cutting edge scholarship, research	Graduate students, visiting faculty	Dissemination and engagement
Campus-wide; online and residential schooling/comparability; enrollment	Faculty, staff, students, as well as alumni and broader public	Student experience & learning; online schooling; 21st cent. Relevance; University brand - relatively young school & at pivotal positioning point on national platform; caring for faculty & staff so they can better care for students
Student services	Students, staff, faculty/instructors	Course scheduling process
Administrative Services	Faculty and staff	Time to completion, cost reduction, efficiency and effectiveness
Campus wide	Faculty, staff, students	Collaborations and coordination
School wide operations	Faculty, staff, and students	Operational performance geared towards tying the academic and clinical missions to the educational mission
Recruitment / retention / 4 year grad rates	Students, faculty, staff, alumni	Recruitment: # and quality of students/scholarship support, Retention: high impact practices, improve academic and

		financial advising, 4 year grad rates: remove barriers to student success
Satisfaction surveys increase to 8	Everyone	Process improvement
Facilities management	Faculty, staff, students	Changing culture, employee engagement
Research	Faculty members, VP Research	Process, relationship between service areas
Student experience	Students, parents	Coordinated student services especially with departments located across campus
Customer service and training for staff	Students and staff	Making sure students feel included, particularly for students that are undocumented. There is also a movement to make sure mutual consent is given, and if a fellow student cannot speak for himself or herself, another student should speak on their behalf. Speak up People! For staff, we are making many technical improvements to our financial and travel and research advancement systems, so our university is dedicated to giving staff the training that they need to succeed.

5. What are the pros and cons of taking a CX approach?

- I don't know that this should replace traditional approach, I think it should be a supplement to the traditional approach
- Pros: way of highlighting the uniqueness of organization
- Con: too many personas?
- Pro: Helps institutional leadership connect with core needs of constituents
- Con: can have an adverse effect on the value expectations of constituents in that they seem to only be providers of data and not keyed in on solutions to opportunities
- Pros: Student voice drives change, supports strategic goals Cons: culture shift from our needs to customer (not bad, just hard)
- Cons: You have to know what their concerns are...how do you find that out?
- Pros: Once you find out what their concerns are, then you can really zero in on finding a solution to the problem/concern.
- Cons: Rapidly changing market. Hard to keep up with. Pros: better addresses needs and desires of students and other constituents who are unique
- Pros: Focuses on constituent feelings and responses - gets at the heart of the experience
- Pro - add substance to important topic
- Pro - like the view of hear,see, think, feel - this is not easy to measure
- Con - spend time and it doesn't go anywhere
- Pro - very direct and focused, takes less time than a full process review?
- Con: People have to buy into it...need proper training and resources so they will.