

Los Rios District Equity & Student Success Committee (DESSC)

Charter Submission: Call Center Workgroup

With the transition to the remote environment and pending budget cuts, the Los Rios Call Center Workgroup convened in the summer 2020 term to address the need for consistency in student experience and communication, balanced against the need for efficient processes. Ultimately, through this workgroup, a proposal for a districtwide Los Rios Call Center was produced and approved by the Los Rios Executive team. This Los Rios Call Center will provide both inbound (general questions and referrals) and outbound (calling campaigns) services to prospective and current Los Rios students.

As the workgroup has progressed, we recognize the need to become a more formalized group under the DESSC to ensure coordination and support both of and from the participatory governance structure.

EVIDENCE OF PROBLEM: *What evidence do we have that a problem exists? What evidence can we gather of practical fixes or enhancements?*

During remote operations, not only do we face pending budget cuts, but we have also witnessed declining enrollment among all four colleges as students have struggled to succeed in the online environment. A common call center not only helps to combine and leverage limited resources while reducing call volume for our inundated departments. Additionally, the workgroup will support the strategies and development of a Call Center that creates a much needed human touch point, ensuring that students have a common department to reach out to for support, referrals and answers to questions that they may have.

URGENCY/PRIORITY: *Is the change necessary to avoid harms currently occurring? Does it help achieve goals we are already working towards?*

While beneficial at any point in time, the conversion to remote operations has made the work of this group and the demand for such a Call Center especially critical. We

need to be more aggressive in our outreach to our students, to ensure that they are supported and kept on the path to success. The human touch point also creates an opportunity for students to engage with staff in a more personalized manner, which they may be otherwise lacking without face-to-face interactions.

BENEFIT FOR STUDENTS ACROSS DISTRICT: *How will this change affect/ benefit students at all four colleges? An issue that affects two or more colleges can be considered a district-wide issue.*

The workgroup would continue to support the development of the district-wide Call Center by creating phone scripts, outlining structure, producing training materials, identifying technological software to support communication efforts, and other related topics.

The Call Center and Workgroup support all students within Los Rios both directly and indirectly in that they:

- **Enhances student experience** by minimizing student touch point and reduces redirection/loop
- **Provides Consistent messaging** on general and universal content and information (i.e. Academic Calendar, Priority Reg/Drop Dates, Financial Aid)
- **Increase capacity** by leveraging personnel across the district and utilizing common technology and resources
- **Reduces redundancies and expands outreach** through collaborative outbound approach
- **Reduces call volume** to other department, as call center staff are well trained to answer general questions and concerns
- **Equitizes communication efforts**, as a majority of our communication to students is based on the assumption that they have access to email. By instituting a call center, we create multiple methods to engage in communication through various forms of technologies, significantly increasing access for students who lack access to wifi/computers.
- **Serve as an enrollment management tool**, as we ultimately create more ability to communicate with students, whom we can now provide an avenue of communication to assist them with addressing barriers to success and enrollment.

DESIRED OUTCOME/S:

We believe that this workgroup and the Call Center would help to improve the student experience by creating a touchpoint and warm handoff for our students with questions or concerns about how to navigate different aspects of their student journey.

Additionally, this creates an opportunity for staff to provide more hands on support to students, guiding them through complex college processes.

By increasing this touchpoint, it also acknowledges the struggles that many students have in navigating our online websites, and creates a modality for communication that may be helpful for many who prefer to engage this way. The outbound function also creates the opportunity for calling campaigns to target students at risk of being dropped for non-payment or other critical reminders, ensuring that our students receive necessary, more personalized and action-oriented support.

Overall, we believe that this Call Center and Workgroup will help to improve communication to and with our students, improving retention and success rates as we target students at risk of attrition, and connect students in need to critical information and support programs and services.

DATA/SUCCESS CRITERIA

We will measure the following metrics to determine benefits of scaling the call center model:

- Customer service evaluation results
 - Accuracy
 - Courtesy
 - Positivity
 - Professionalism
 - Timeliness
- Number of Daily Calls Answered
- Reason for Call
- Number of Daily Unanswered calls
- Number of Daily Call backs
- Number of Transfers
- Reason for Transfer
- Time of Call – track call volume trends/demand
- Average Hold time
- Quality Scores- Student feedback

- First Call Resolution
- Staff idle time

REQUESTOR: Melanie Dixon, Associate Vice Chancellor of Educational Services

ONGOING OR ONE-TIME: Ongoing

MEETING FREQUENCY: Monthly

WORKGROUP MEMBERSHIP: TBD through leadership recommendation and formal senate appointments.

Existing Workgroup Members:

Lead - Melane Dixon, Associate Vice Chancellor of Educational Services

Gabe Ross, Associate Vice Chancellor of Communication/Scott Crow, PIO

Tamara Armstrong, Associate Vice Chancellor or IT

Davin Brown, Vice President of Student Services (VPSS)

Tiffany Clark, Supervisor

Lakia DeCosta, Supervisor

Jessica Pressiley, Supervisor

Brett Sawyer, Supervisor (replaced Satiya Chima)

Hannah Blodgett, Interim Director of Educational Services

Lindsey Campbell, Executive Administrative Assistant