

Igniting Your **Passion** to Serve

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Prairie View A & M University



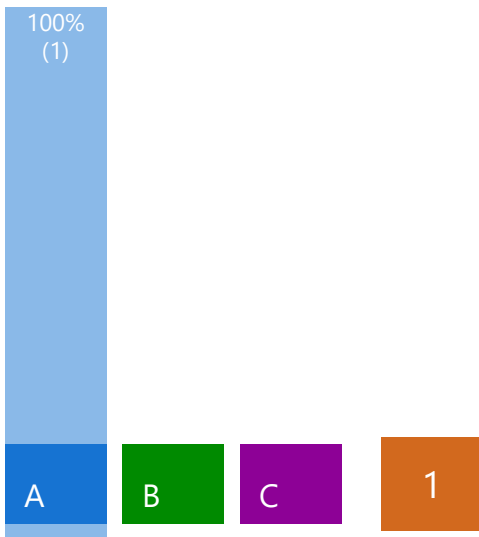
Your Voice Poll



Customer Service has a place in higher education.

- A. Yes
- B. No
- C. I'm not sure

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Your Voice Poll



I consider students to be “customers.”

- A. Yes
- B. No
- C. I’m not sure

vote at drheath.participoll.com



Naysayers' Arguments

- Students can't be customers because they don't "pay" for good grades;
- Students and Parents aren't customers because education isn't a commodity;
- Donors and community-members aren't "customers" because our services can't be bought;
- Higher education is unique... it cannot be compared to companies in the "service sector."

Addressing the Elephant in the Room



■ Addressing the Elephant in the Room...

The Customer is Always Right

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The Customer is Always Right



■ Addressing the Elephant in the Room

Higher education is unique... it cannot be compared to companies in the “service sector.”

Why NOW?

- Competition for students has never been so strong

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The Changing Business Model For Colleges And Universities



Lucie Lapovsky Contributor ①

I write about strategic financial issues in higher education.



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Colleges and universities face daunting challenges to long-established business models. The cost of providing higher education continues to rise with fewer students either able or willing to pay the price. Competition among institutions for students has increased especially between public and private institutions; this is exacerbated by the demographic changes in the country whereby the number of high school graduates has decreased in most of the country and will not

increase again until 2024. Compounding this problem is that the decrease in graduates from religious and private high schools is projected to be much greater than from public high schools. In addition, competition for students will further increase at private colleges and universities with the adoption of “free college programs” in various states and localities which are spreading like wildfires; there are now more than 200 such programs around the country with New York being among the most recent and the largest.

Why NOW?

- “...the number of high school graduates has decreased in most of the country and will not increase again until 2024.” ~ Forbes

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Why NOW?

- We must think differently to be competitive
- Universities must provide “value” without significantly raising tuition and fees



Why NOW?

- We must enhance the value of the education we provide... but the only commodity isn't a "major" it's an "experience"
- Meeting "customer" expectations isn't enough anymore... we must exceed them in order to attract and retain students
- Look to "service excellence" role models



Aim Higher



- We must look to industries known for providing service excellence... because our customers compare us to them!



- *The bar has been set higher than ever and competition is fierce!*

The WALT DISNEY Company



Wegmans

■ Igniting a Vision

What do your customers want?

- To be treated with respect;
- To have you value their time;
- For you to listen to them;
- To apologize when things don't go as promised;
- To get the experience that was advertised;
- Care;
- To understand why specific decisions were made.



In Your Daily Work, Consider...



*How can you ignite
service excellence at
Prairie View A & M
University?*

■ Your Toolkit



Your Toolkit



- **P**hilosophy (of Service Excellence)
- **V**alue (What makes you different)
- **A**mazing Spaces
- **M**essaging
- It all begins with “**U**”

Your Toolkit



P

hilosophy (of Service Excellence)

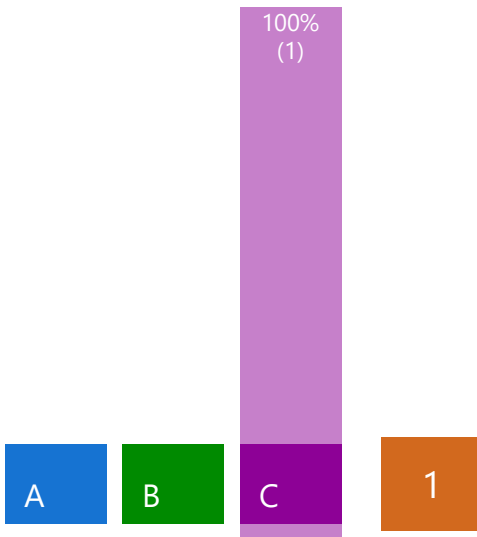
Your Voice Poll



Does your department have a written “service” philosophy?

- A. Yes
- B. No
- C. I’m not sure

vote at drheath.participoll.com



Learn From the Experts

1. Creating a culture of warmth and belonging, where everyone is welcome.
2. Acting with courage, challenging the status quo.
3. Being present, connecting with transparency, dignity, and respect.
4. Our commitment to creativity, technology, and innovation generates unparalleled experiences that drive long-term value.
5. We do the right thing, all the time.
6. We care about the well-being and success of every person.
7. We make a difference in every community we serve.
8. We respect and listen to our people.

Learn From the Experts



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Learn From the Experts

1. Take good care of your staff; they'll take good care of customers.
2. Celebrate your team's successes—not your own.
3. Know what you're good at and use those competencies repeatedly.
4. Do it... and do it now. Take action.
5. Communicate. Listen to your staff and customers.
6. See and be seen. Get out of your office!
7. Success is in the details.
8. View every problem as an opportunity to learn.
9. Customers want quality.



Learn From the Experts



THE RITZ-CARLTON®

- Define and refine
- Empower through trust
- It's not about you
- Deliver wow!
- Leave a lasting footprint

■ Your Toolkit



Value (What makes you different)

Value



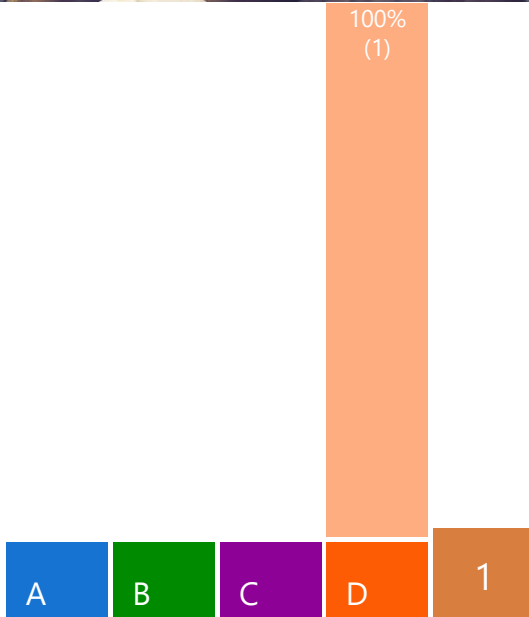
Your Voice Poll



Who assigns value to your services?

- A. You and your office staff (experts)
- B. Your customers (students, staff, etc.)
- C. Both A & B
- D. Not sure

vote at drheath.participoll.com



Value

How do you know if you're offering a program and/or service that adds value?

Ask your customers

Track your numbers



Are you getting any “buzz?”

Value

How do you know if you're offering a program and/or service that adds value?

SEMESTER CALENDAR 2018-19 (2181)						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
08/26 Week 1	08/27 Classes Begin Add/Drop period begins	08/28	08/29	08/30	08/31	09/01 Saturday classes begin
09/02 Week 2	09/03 Labor Day (no classes) University closed	09/04 Last day Add/Drop Period	09/05 First day to Drop Class for "W"	09/06	09/07	09/08
09/09 Week 3	09/10	09/11	09/12	09/13	09/14	09/15
09/16 Week 4	09/17	09/18	09/19	09/20	09/21	09/22
09/23 Week 5	09/24	09/25	09/26	09/27	09/28	09/29
09/30 Week 6	10/01	10/02	10/03	10/04	10/05	10/06
10/07 Week 7	10/08 October Break No Classes - RT open	10/09 October Break No Classes - RT open	10/10	10/11	10/12	10/13
10/14 Week 8	10/15	10/16	10/17	10/18	10/19	10/20
10/21 Week 9	10/22	10/23	10/24	10/25	10/26	10/27
10/28 Week 10	10/29	10/30	10/31	11/01	11/02	11/03
11/04 Week 11	11/05	11/06	11/07	11/08	11/09 Last day to drop for "W"	11/10
11/11 Week 12	11/12	11/13	11/14	11/15	11/16	11/17
11/18	11/19	11/20	11/21 No classes RT closed at 2 p.m.	11/22 Thanksgiving Holiday RT closed	11/23 Thanksgiving Holiday RT closed	11/24 No Saturday classes
11/25 Week 13	11/26 Classes resume	11/27	11/28	11/29	11/30	12/01 Saturday classes resume
12/02 Week 14	12/03	12/04	12/05	12/06	12/07	12/08 Last Saturday classes
12/09	12/10 Last day evening and online classes	12/11 READING DAY	12/12 FINALS	12/13 FINALS	12/14 FINALS	12/15
12/16	12/17	12/18	12/19	12/20	12/21	12/22

Value

How do you know if you're offering a program and/or service that adds value?

Be creative

What would happen if you stopped a specific service?



What are the possibilities?

■ Your Toolkit



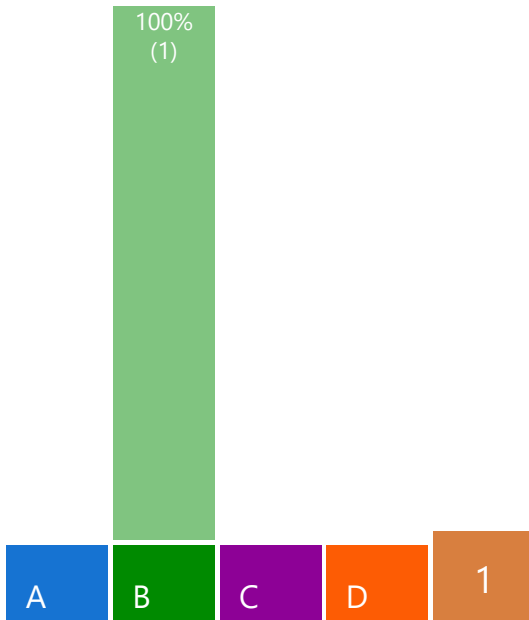
Amazing Spaces

Your Voice Poll



Consider your current office space, seating/waiting area, lounge, etc. What is most important?

- A. Functionality
- B. Appearance
- C. Both A & B
- D. Not sure



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Spaces

The utility of a space can hinge on one thing...
but more on that shortly.



Spaces

Are your spaces really customer-friendly?



Spaces



Spaces



But then...

Spaces

You are not the best judge of your space... ask a colleague to conduct a “service-scape” audit.

Your Toolkit



Messaging

Messaging

How do you deliver service excellence in your messages... in person, in signage, on the phone... and more?

Messaging-signage



Messaging-signage



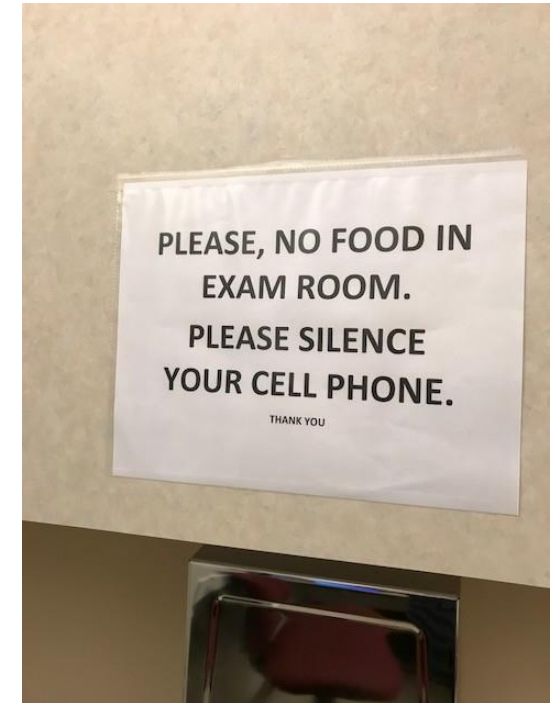
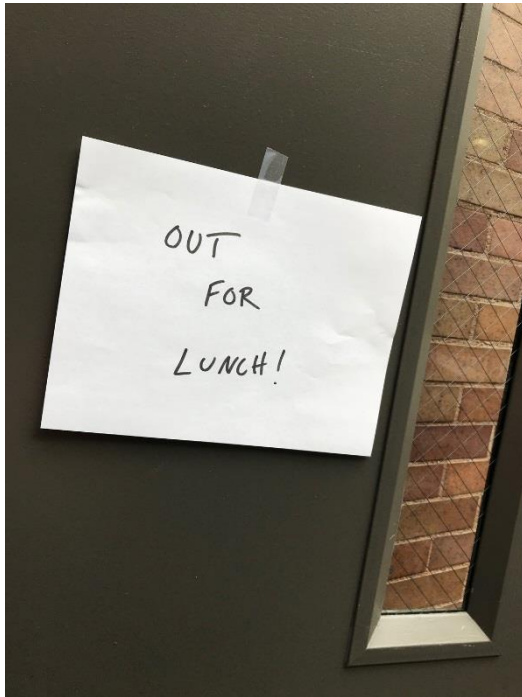
Messaging-signage



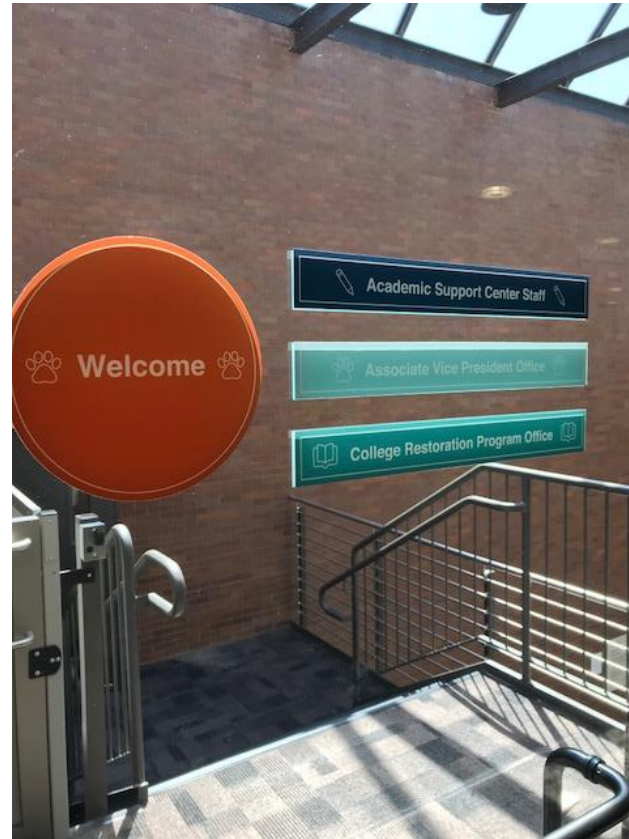
Messaging-signage



Messaging-signage



Messaging-signage



Messaging-language

A great service interaction can be ruined by a poor ending.

*"Have a
good one."*

"No Problem."

■ Your Toolkit



It all begins with **U**

■ Your Toolkit

It all begins with 



- What is your role to play?
- YOU know your area, but are not a customer in it.
- Listen.
- Act to make positive change.



QUESTIONS

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