

Igniting Excellence: How you can recreate our success
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Part 1: Communication

- Communication within the department
 - Use customer relationship management (CRM) system consistently
 - Make warm transfers instead of cold transfers
- Communication with other departments
 - Share updates on staffing with relevant departments
 - Take the initiative to call other departments with questions
- Communication with students
 - Implement contact strategies for both contacted and uncontacted students using mail merges and call blitzes
 - Use CRM applications to group students and ensure consistent contact for specific situations
 - Reference CRM for individual students to recall specific situation (Pember et al, 2014)

Part 2: Student Service

- Customer Service
 - Be the person with whom you would like to speak
 - Always deliver bad news via phone when possible (Jansen & Janssen, 2013)
- Resources for Students
 - Gather information on students for a needs assessment (Fowler & Boylan, 2010).
 - Conversations with students - Ask Wh- questions (Who, what, when where, why, and how)
 - Data tracking through the CRM
 - Familiarize yourself with the services that other departments on campus provide
- Orientation Materials
 - Keep orientation materials short and to the point.
 - LMS Orientation - One page virtual cheat sheet with links for support
 - Tips for Success from the Admissions Representatives
 - Academic Support Introduction
 - Admissions to Advising hand-off emails with campus resources

Part3: Teamwork

- What is teamwork?
 - A synergetic process in which the efforts of the cooperative group surpass individual efforts
- What are the benefits of teamwork in the workplace?
 - Maximizes involvement, utilizing everyone's strengths and areas of expertise
 - Produces a wide range of possible solutions to specific problems
 - Provides shared goals
 - Creates a wider sense of ownership to the organization

- What are 2 ways to determine effective teamwork?
 - Performance Outcomes
 - Attitudes, Beliefs, Behaviors
- How to foster collaborative relationships?
 - Hire people with collaborative tendencies
 - Set team goals
 - Organize the process
 - Create spaces for random collisions
 - Celebrate small wins

Part 4: Personal Sustainability

- Proactivity
 - Have weekly trainings, occasionally bringing in outside departments
 - Empower staff to find their own solutions - grad team's one-pager for campus centers, Canvas orientation PDF
 - Develop rapport with students by asking questions - what is motivating you to pursue your degree?
- Professional Development
 - Require Professional Development trainings, like Fred Pryor or this conference
 - Job shadowing
- Passion
 - "To know even one life has breathed easier because you have lived, this is to have succeeded." - Ralph Waldo Emerson

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