



# Student Services at Colorado College

## Workshop Consolidation

*January 16th & 17th, 2020*

# Our Design Challenge

- *How might we better understand and connect with our students and administrative professionals so that we can design a user-centered, administrative student-services model?*



# Executive Summary

- Students are not happy with the current administrative student services process
- Students would like one location where they can go for help regarding any number of issues and they will be met with a real person to talk with
- Paper forms are cumbersome and outdated
- Faculty and staff are often confused about which processes a student may need to go through to resolve an issue/question
- Staff wish they had more power to help resolve issues
- Personal help is better than electronic
- Students prefer going to someone who they have previously established a connection with (even if their current problem is not in that person's department)

# Quotes

Feedback from students regarding students services and from staff regarding the workshop

*“I feel singled out because of my financial aid status”*

*“The Block is new every block and it impacts my life differently every block”*

*“I am penalized for things outside of my control”*

*“I need answers when I need them”*

*“I wish we had another day [of this workshop]”*

*“I liked hearing from students”*

*“I like using the talents of a parent to improve the college”*

# Next Steps – “Can Do” Proposals

- Get Approval from President Tiefenthaler and the Cabinet by February 17
- Assemble Pilot Team
- Develop Timeline/Plan for Pilot
- Build Pilot, finishing by Spring Break
- Run Pilot in Block 7
- Review Results of Pilot and provide leadership with outcome and recommendation for next step(s) for AY2020-21

# Lessons Learned

Students do not want everything digital, they want a personal connection when handling questions/issues

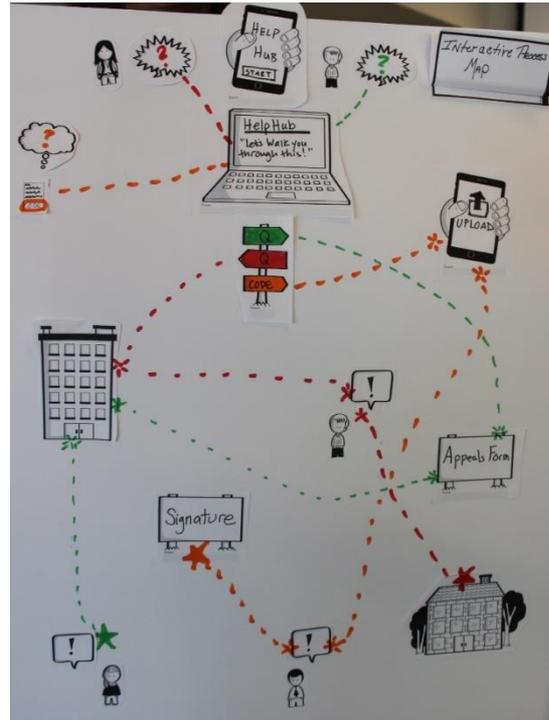
To understand the user's experience you must talk to the user

Utilizing the expertise of CC parents is a great resource

Design Thinking is fun and effective

# Team #1: Malibu Thunder

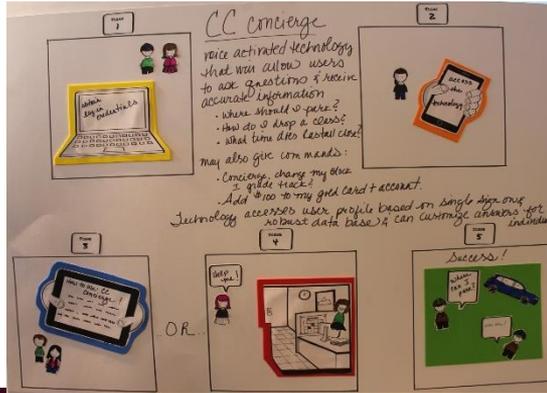
Malibu Thunder made a gamified app for student services. The student inputs the issue/need they have regarding student services and the app suggests how to resolve it. It has an interactive map so that students can easily follow the directions to all the locations required in the process of their student services need. This makes the process more of a scavenger hunt and less of a chore.



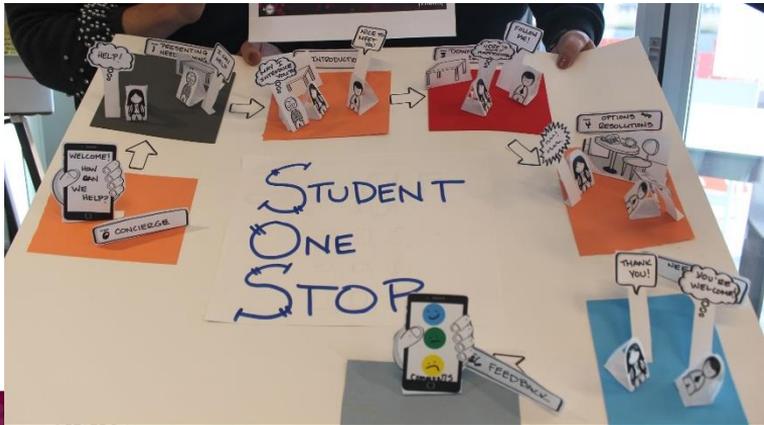
# Team #2: Colorado Families



**CC Concierge. An app similar to Siri/Alexa.** Students can download the app, and when they have a question/issue regarding student services they verbally ask the app for help. The app answers their question, or in the event it does not know the answer, it will recommend an employee the student can seek additional assistance from. It has an A.I. component that will learn what the student most often asks and begin supplying the information unprompted. For example, around meal times the app may alert the user to what the daily special is at their most frequented campus food location (Rastal, Benji's, The Preserve, Etc.)



# Team #3: Explorers



**Student One Stop (S.O.S)** is a new physical location on campus (perhaps a pop-up in Worner) that is equipped to assist with all student services. This streamlines the once complicated process students go through to have questions answered and issues resolved. The employees in the S.O.S are broadly trained in each student service category and are experts in one or two. Most questions students have can be answered by anyone working, but in the event they have a more complicated/specialized situation, there will be a specialist for them to talk to. At the end of the experience, students are asked to provide a simple rating of the experience via a happy, sad, or neutral face (with the additional option to leave a write-in comment). This allows for self-evaluation and ongoing improvement of the S.O.S.

## Team #4: Beach Readers

A physical student services hub that incorporates a software such as Slack Chat to bring students fast, streamlined, and accurate answers without needing to relocate employee offices. Students go to one location and get personalized help with their student services needs. If the employee assisting the student does not know the answer themselves, they send a message on Slack Chat explaining the issue and requesting an answer. Each department will always have an employee on-call who monitors the Slack Chat messages for any that are relevant to their office. This provides students with one location to go to for help while allowing employees to go about their normal work duties until/unless their expertise is required.



# Prioritization Matrix & Discussion

- Medium

Each team:

**Position** your Idea

**Rewrite** using mid-size post it.

Idea



IMPACT



EFFORT +



# Workshop Agenda

## Day 1 (Jan. 16th)

Hours	
9:00	Welcome; agenda, who's who; DT intro
10:15	Inspiration Wall
10:45	Break
11:00	Interview & Unpack Interviews
12:30	Lunch
1:30	Persona & POV
2:00	Brainstorm
2:30	Idea Prioritization & Vote
3:00	Value Proposition & Share out
3:30	Close day One

# Workshop Agenda

## Day 2 (Jan. 17th)

Hours			Hours	
9:00	Welcome; refresh Day 1		3:30	Remember the Future
9:15	Customer Journey		4:30	Workshop Wrap: I Like I Wish
10:45	Break			
11:00	Share out & Test			
12:00	Lunch & Iterate from Feedback			
1:30	Test			
2:30	Prioritization Matrix			

# Teams

## Team 1: Malibu Thunder

Heather Powell Brown

Nick Calkins

Lori Cowan

Mateo Munoz

## Team 2: Colorado Families

Phil Apodaca

Greg Capell

Lynnette DiRaddo

Donna Beziou

## Team 3: Explorers

Lyrae Williams

John Lauer

Matt Edwards

Megan Nicklaus

Libby Fletcher

## Team 4: Beach Readers

Zack Kroger

Katharina Groves

Shannon Amundson

Catherine Tobin

Christine Brett

The background of the left side of the slide features a close-up of pink flowers, possibly roses, with a soft bokeh effect. Overlaid on this background is a large white number '01' centered vertically. Above the '0' and below the '1' are two thick white horizontal bars. In the bottom-left corner, there is a decorative pattern of white dots of varying sizes, some of which are partially cut off by the edge of the frame.

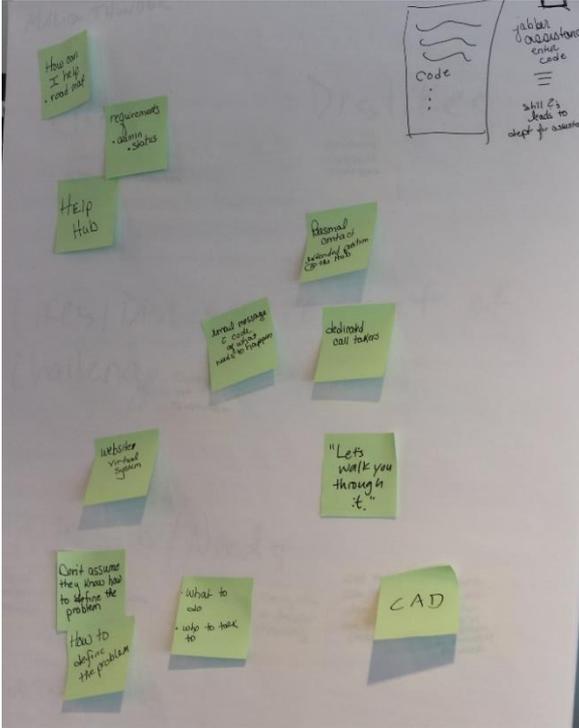
01

# Wall of Inspiration

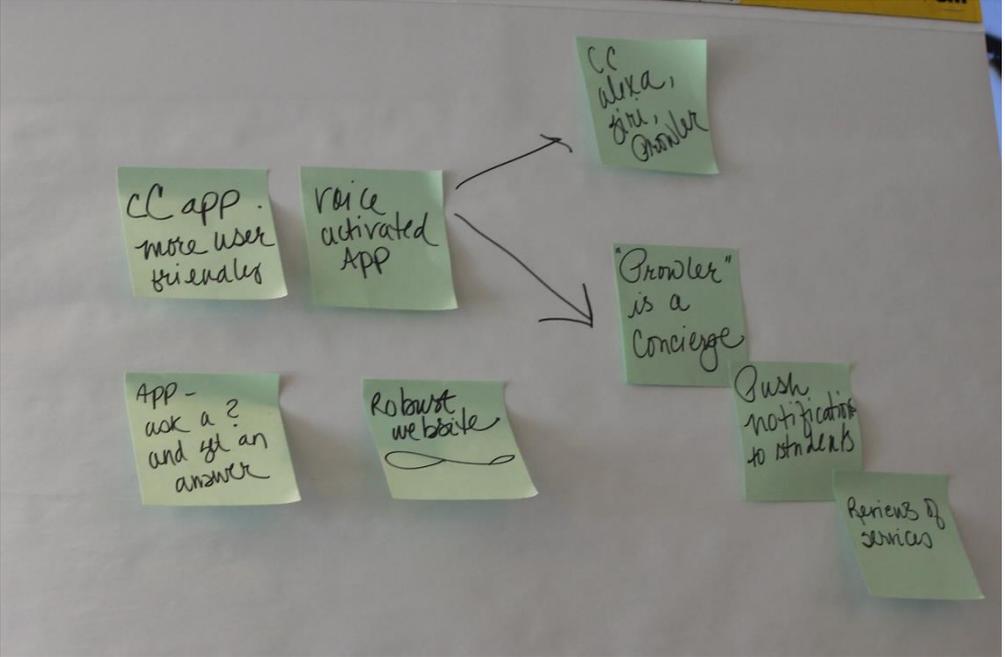
First Brainstorm on Design  
Challenge

# Wall of Inspiration

Team #1: Malibu Thunder



Team #2: Colorado Families







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# Step #1 EMPATHY

# Sample Interview Questions

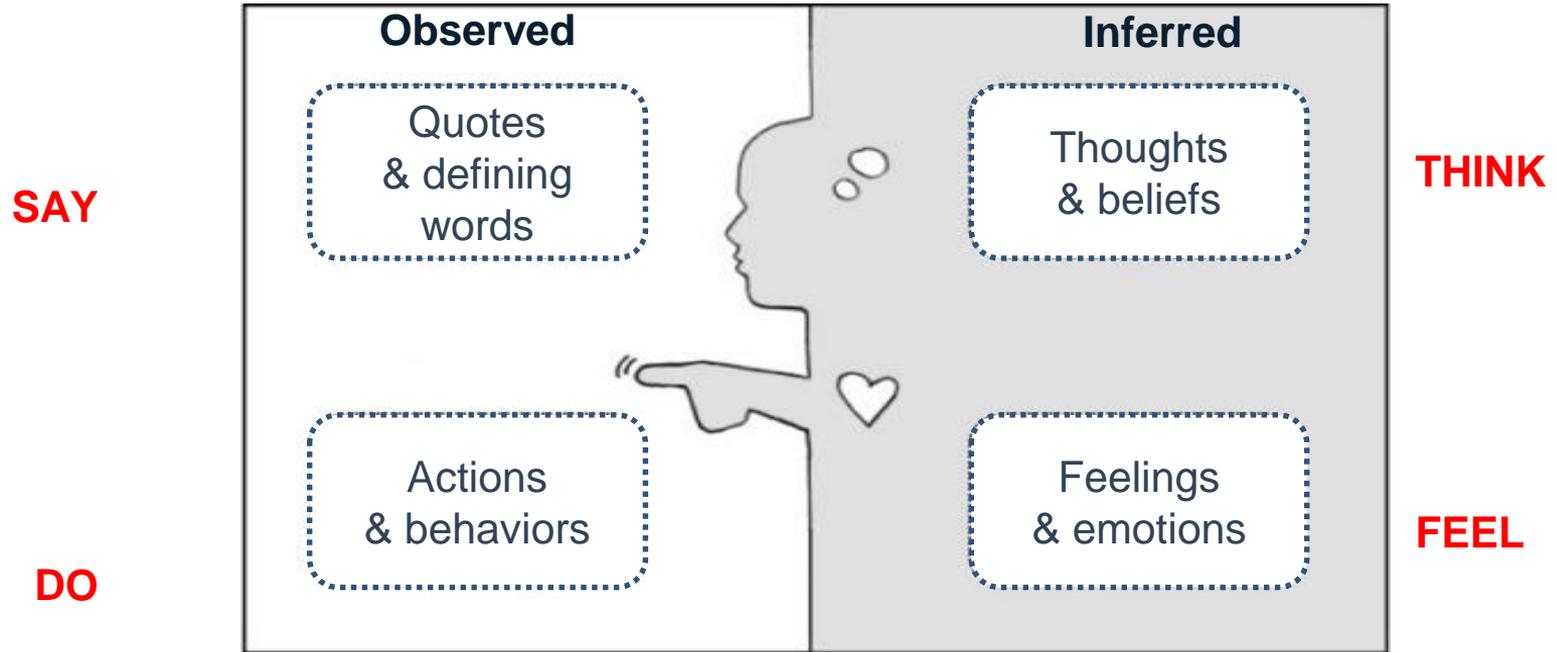
- Can you tell me about a recent experience you had with student services
- Can you walk me through your process when you used the student services

*Follow-up: I would like to hear more about...*

- What part of the process works well?
- What part of the process doesn't work well?
- What did you do to make the process easier?
- How did you problem solve situations that might have been a challenge for you?
- How did you find guidance on how to solve a problem?
- What is the first thing you tell friends and family about the CC Student Services capabilities?
- Any questions I didn't ask that you think is important for me to know about the process?

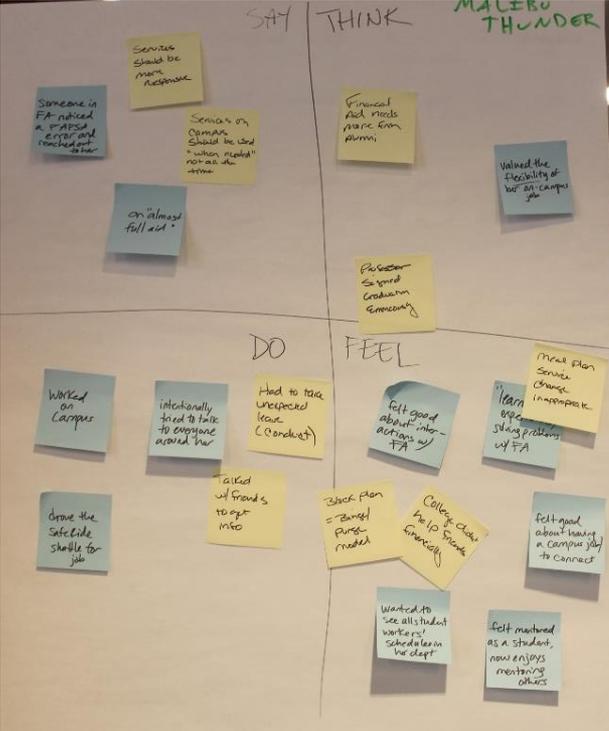


# Empathy Map

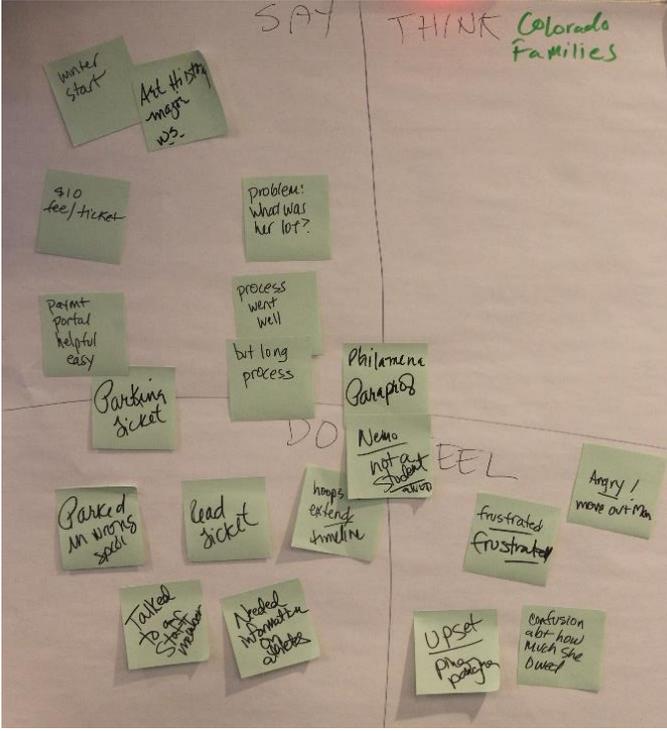


# Empathy Map

Team #1 Malibu Thunder

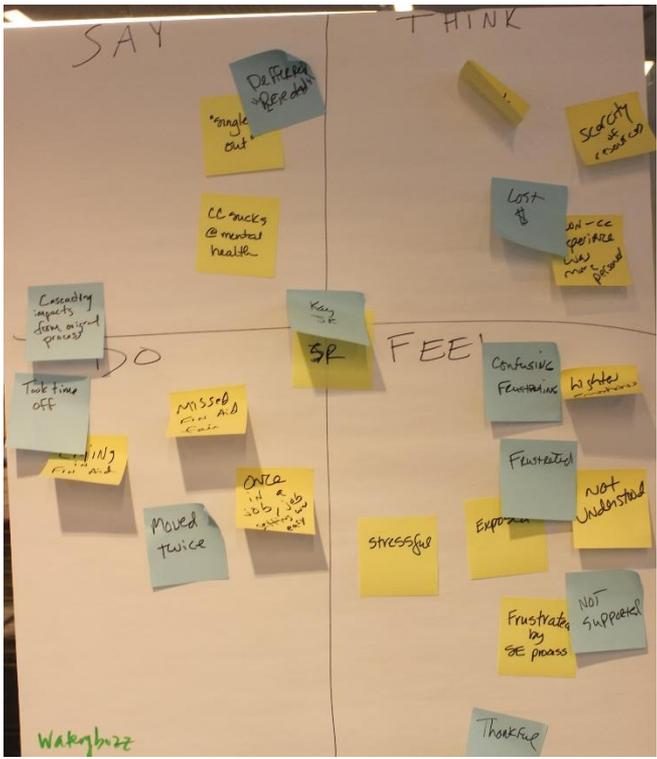


Team #2 Colorado Families



# Empathy Map

Team #3 Explorers



Team #4 Beach Readers

\*They were too efficient in their process for the photographer to catch this stage once again



03

# Step #2 PERSONA & DEFINE

# Creating Your Persona (aka: User)

A persona is an aggregated profile of a specific user type. **Personas enable creative teams to develop a shared understanding of the people concerned by the challenge.**

1. **Team #1/Malibu Thunder:** Student with an External Problem/Stressor Having Difficulty Navigating CC's Process
2. **Team #2/Colorado Families:** Recent Graduate, Now Paraprof
3. **Team #3/Explorers:** First-Year Student on Aid
4. **Team #4/Beach Readers:** First Time Student to Campus

**Rephrase the challenge to put the needs of your personas at the center**

Name: \_\_\_\_\_ Age: \_\_\_\_\_  
Gender: \_\_\_\_\_  
Position: \_\_\_\_\_  
Hobbies: \_\_\_\_\_

Likes: 😊 \_\_\_\_\_  
Dislikes: ☹️ \_\_\_\_\_

*Likes & Dislikes in context of challenge*  
\_\_\_\_\_  
\_\_\_\_\_

*Frustrations/ Needs*  
\_\_\_\_\_  
\_\_\_\_\_

*Some Quotes*  
\_\_\_\_\_  
\_\_\_\_\_

# Persona & Define

Team #1 Malibu Thunder: External Problem Student

Team #2 Colorado Families: Paraprof

MALIBU THUNDER

Likes

Agency  
Options  
Clarity  
Process

Defining  
Personal  
Connection

Dislikes

Surprises  
Unexpected  
Challenges

Likes/Dislikes context of  
challenge

Challenge  
of  
Communication

Check Plan  
Culture +  
Systems

Frustrations/Needs

Social  
Isolation/  
Discriminate

Asks  
Self: Benefits  
+ meaning  
of an  
adult

Doesn't  
know  
language  
of CCS  
Processes

Being able  
to decipher  
meaning

Need to be  
able to see  
where they  
are in a  
Process

Transition  
between  
middle school  
personal  
connection  
+ consistent  
process

QUOTES

• USER Malibu a student with  
an external problem/stressor  
having difficulty navigating CCS processes.

• NEED needs help finding agency to move through  
the system because they have felt unsuccessful  
thus far

• INSIGHT ① understanding terms  
② design for most fragile

Colorado  
Families

Likes

Dislikes

Likes/Dislikes context of challenge

USER

Recent graduate, not prepared

NEEDs easy access, the ability to locate  
info, to college resources in a  
format they will understand

INSIGHT

Frustrations/Needs

QUOTES

# Persona & Define

## Team #3 Explorers: First Year on Aid

## Team #4 Beach Readers: Student New to Campus

**Likes**

- Being heard
- Having relationship
- Empathy
- Concerns had weight/acknowledged

**Dislikes**

- Marginalized
- Surprises/unknown consequences ("fine print")

Options/choices

Likes + Dislikes in Challenge Context

**Frustrations/Needs**

- Inconsistent messages
- Different/Inaccurate information
- Source dependent inconsistencies
- "I need answers when I need them"

Different "life" per Block

Targeted categories (like Bridge prog)

Communication

Exposure to navigating processes/procedures

**Some quotes**

- "Adjunct FTE" "Bogled Out"
- "Frustrated"
- "The Block I'm in impacts my life"

Rejected

Practical for things outside of class

Waterbury Explorers

**USER**

- First Year
- On Aid
- Confused/concerned about \_\_\_\_\_

**NEED**

I need to understand and navigate the complex systems and options unique to my situation to access consistent and reliable information in a timely manner

**INSIGHT**

- Not knowing what they don't know
- Making connections

Waterbury Explorers

**USER**

A first time student to campus

**NEED**

FEEL

Clear, accurate communication

a personal connection/relationship

**INSIGHT**

Individual, clear, accurate communication

**Likes**

- Relationships/Intimacy
- Support
- Fast response

**Dislikes**

- Ambiguity
- Lack of defined path
- Lack of Equity
- Impersonal contact

Likes/Dislikes in Challenge Context

**Frustrations/Needs**

- Support from employees
- Clear communication
- Heard + Acknowledged

flexible

Individual feel, not just another student

**Some quotes**

- Students tend to be spontaneous
- webpage is misleading
- Orientation is student life focused, not process
- A lot of bouncing around
- Offices aren't as supportive as humans.
- Only told me to go to Spence!
- Do it quick, now, fast

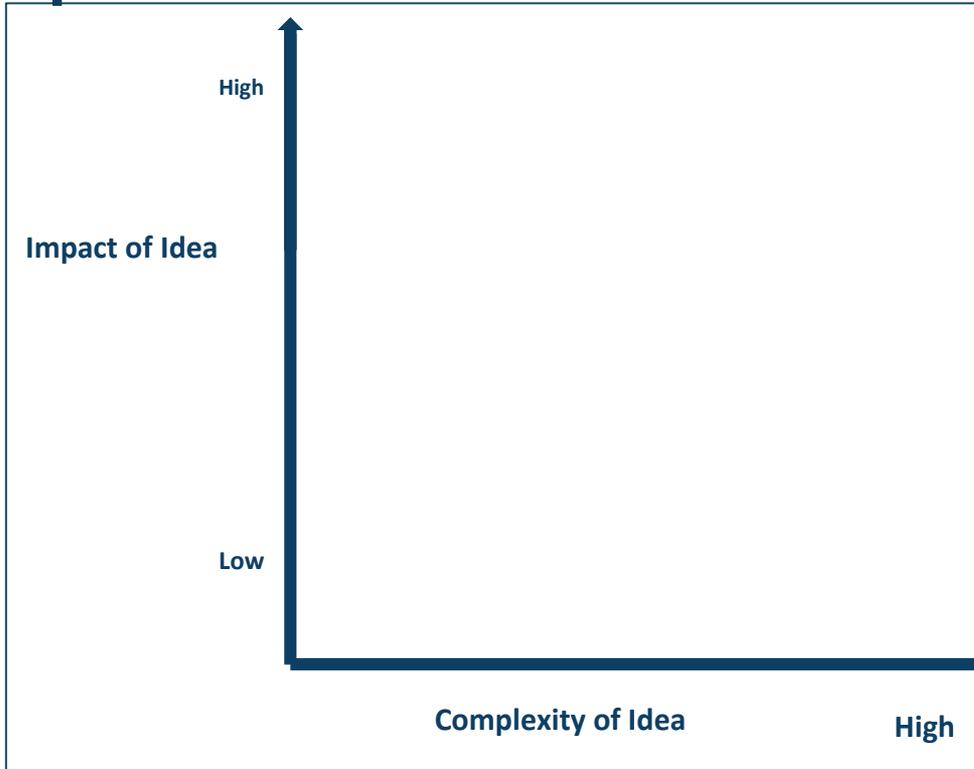
Beach Readers



03

**Step #3**  
**BRAINSTORM**  
Prioritization & Vote

# Prioritization



# Vote

Vote for the ideas you like the most with dots

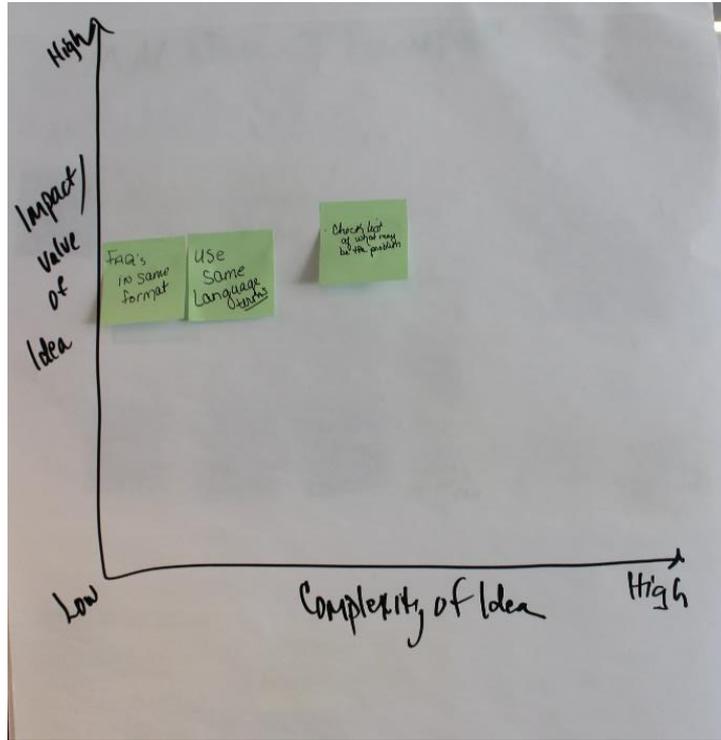


The idea that has the most votes WINS!

# Brainstorm, Prioritization & Vote

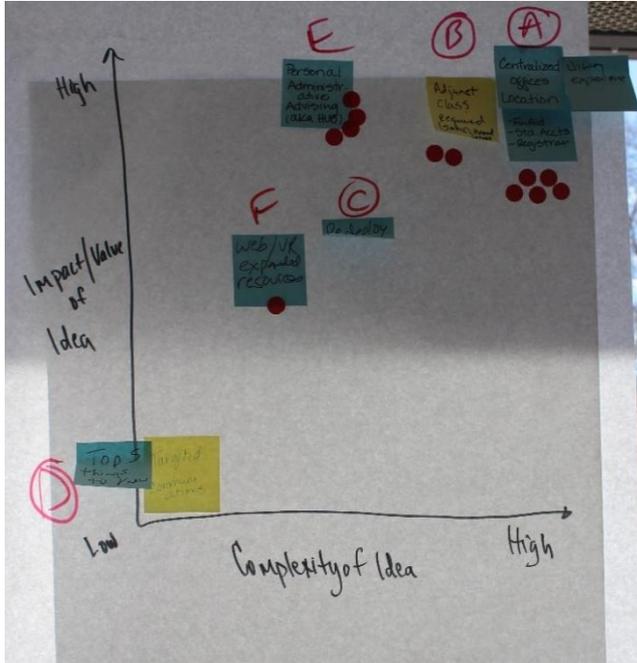
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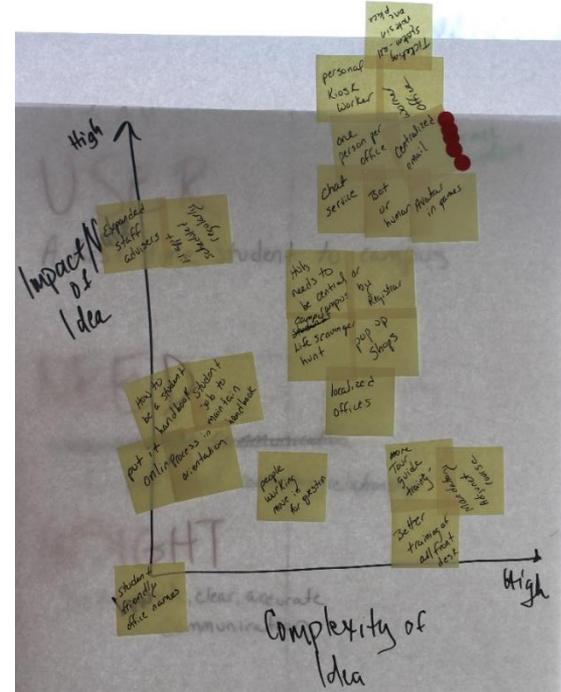


# Brainstorm, Prioritization & Vote

Team #3 Explorers



Team #4 Beach Readers





04

# Step #4 PROTOTYPE

# | What is Your Value Proposition?

**Our** \_\_\_\_\_  
Products and Services

**help(s)** \_\_\_\_\_  
Customer Segment

**who want to**

\_\_\_\_\_

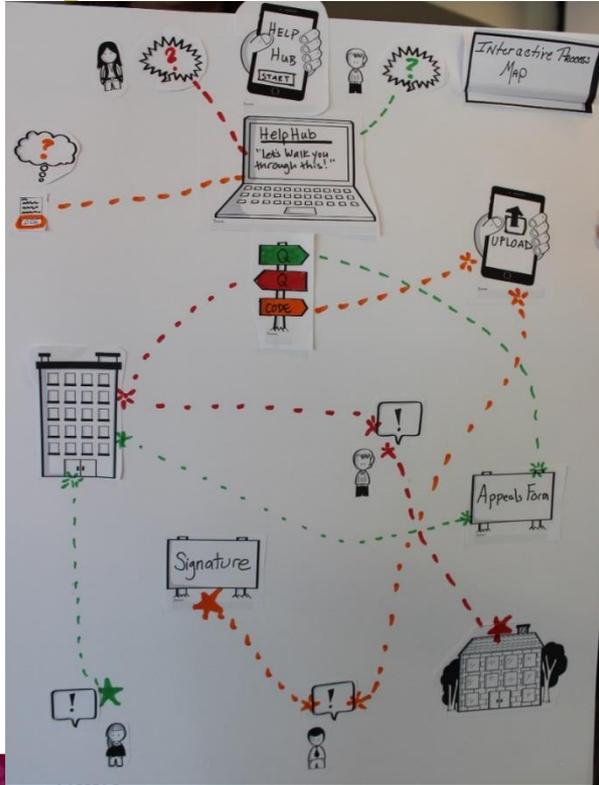
Jobs to be done

**by** \_\_\_\_\_ and a customer pain  
verb (e.g., reducing, avoiding)

**and** \_\_\_\_\_ and a customer gain  
verb (e.g., increasing, enabling)

**(unlike** \_\_\_\_\_ **)**  
competing value proposition

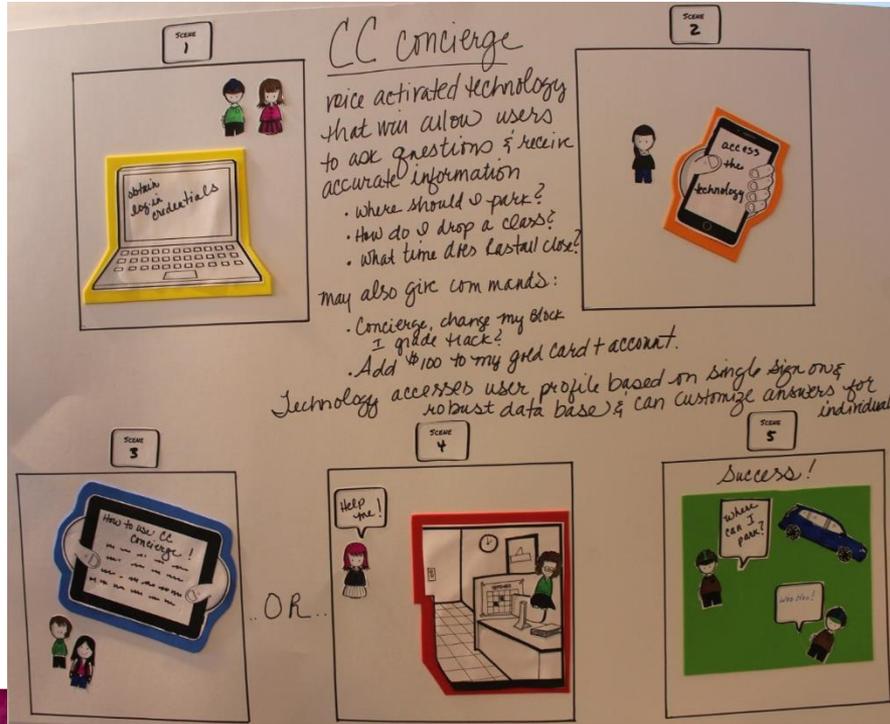
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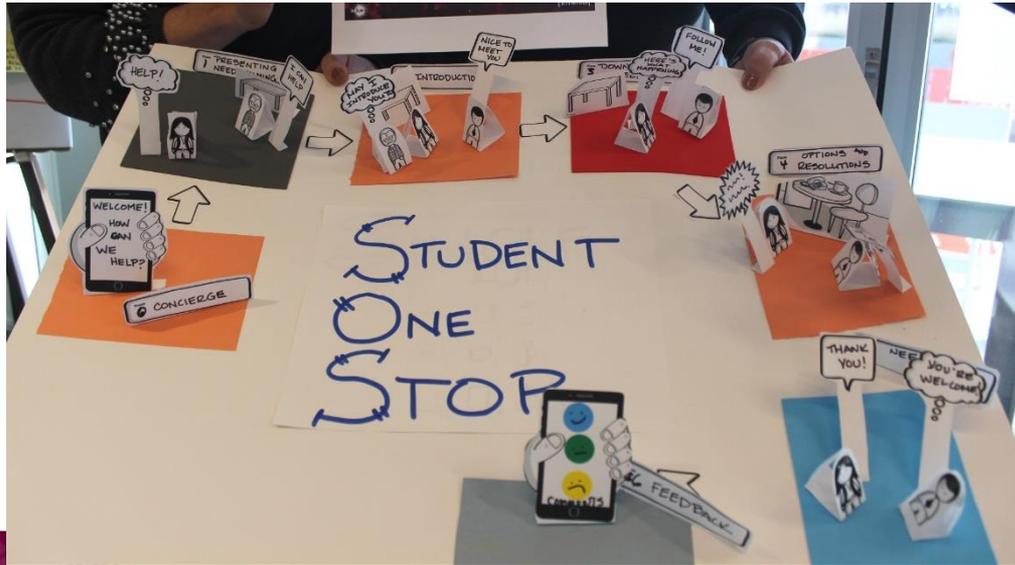
**What is Your Value Proposition?**

Our Virtual Concierge help(s) all campus community who want to obtain information & support for services by reducing frustration & admin and increasing Student Success.

# Team #3: Explorers

What is Your Value Proposition?

Our centralized office location  
help(s) students  
who want to solve their unique administrative student-service situation  
by reducing frustration confusion  
and increasing access to consistent reliable information



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**What is Your Value Proposition?**

Our Centralized Resource (Student Services Front Line) help(s) students who want to have spontaneous, quick, clear communication & solutions by putting employees from various offices directly in the path of students in an on-demand way. and our very de-centralized system

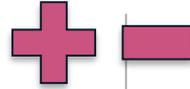


05

# Step #5 Test

# Student Testing: Feedback Grid

What Works?



What Doesn't Work?

New Ideas?



Questions?

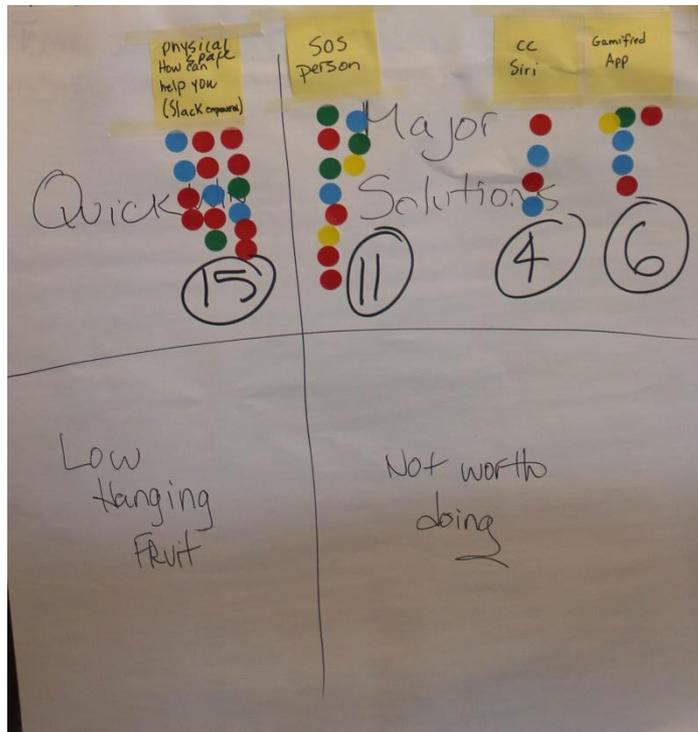
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post it.

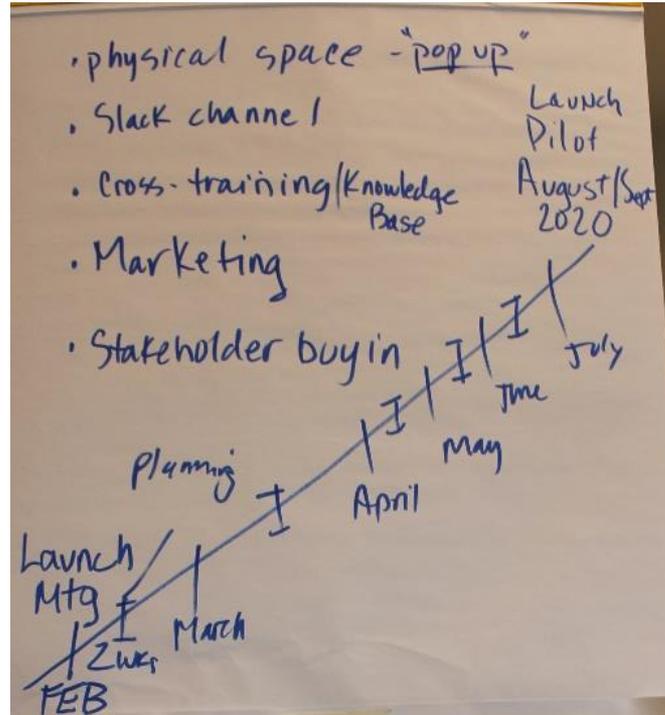
Idea



# Teams Vote



# Next Steps





# Final Products

