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?
Our Workshop Journey in a Nutshell

Inspiration

Interviews & Unpacking

Personas & Need Statement

Prioritization & Vote

Prototyping

Customer Journey

Value Proposition
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- Paper forms are cumbersome and outdated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.)
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.

- Quick Wins
- Major Solutions
- Low-hanging fruits
- Not worth doing

**Slack Chat Communication**
**SOS Office**
**CC Siri**
**Gamified App**
# Workshop Agenda

## Day 1 (Jan. 16th)

<table>
<thead>
<tr>
<th>Hours</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Welcome; agenda, who’s who; DT intro</td>
</tr>
<tr>
<td>10:15</td>
<td>Inspiration Wall</td>
</tr>
<tr>
<td>10:45</td>
<td>Break</td>
</tr>
<tr>
<td>11:00</td>
<td>Interview &amp; Unpack Interviews</td>
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<tr>
<td>12:30</td>
<td>Lunch</td>
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<tr>
<td>1:30</td>
<td>Persona &amp; POV</td>
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<tr>
<td>2:00</td>
<td>Brainstorm</td>
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<tr>
<td>2:30</td>
<td>Idea Prioritization &amp; Vote</td>
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<tr>
<td>3:00</td>
<td>Value Proposition &amp; Share out</td>
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<tr>
<td>3:30</td>
<td>Close day One</td>
</tr>
</tbody>
</table>
# Workshop Agenda

## Day 2 (Jan. 17th)

<table>
<thead>
<tr>
<th>Hours</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Welcome; refresh Day 1</td>
</tr>
<tr>
<td>9:15</td>
<td>Customer Journey</td>
</tr>
<tr>
<td>10:45</td>
<td>Break</td>
</tr>
<tr>
<td>11:00</td>
<td>Share out &amp; Test</td>
</tr>
<tr>
<td>12:00</td>
<td>Lunch &amp; Iterate from Feedback</td>
</tr>
<tr>
<td>1:30</td>
<td>Test</td>
</tr>
<tr>
<td>2:30</td>
<td>Prioritization Matrix</td>
</tr>
<tr>
<td>3:30</td>
<td>Remember the Future</td>
</tr>
<tr>
<td>4:30</td>
<td>Workshop Wrap: I Like I Wish</td>
</tr>
</tbody>
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## Teams

<table>
<thead>
<tr>
<th>Team 1: Malibu Thunder</th>
<th>Team 2: Colorado Families</th>
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</thead>
<tbody>
<tr>
<td>Heather Powell Brown</td>
<td>Phil Apodaca</td>
</tr>
<tr>
<td>Nick Calkins</td>
<td>Greg Capell</td>
</tr>
<tr>
<td>Lori Cowan</td>
<td>Lynnette DiRaddo</td>
</tr>
<tr>
<td>Mateo Munoz</td>
<td>Donna Beziou</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Team 3: Explorers</th>
<th>Team 4: Beach Readers</th>
</tr>
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<tbody>
<tr>
<td>Lyrae Williams</td>
<td>Zack Kroger</td>
</tr>
<tr>
<td>John Lauer</td>
<td>Katharina Groves</td>
</tr>
<tr>
<td>Matt Edwards</td>
<td>Shannon Amundson</td>
</tr>
<tr>
<td>Megan Nicklaus</td>
<td>Catherine Tobin</td>
</tr>
<tr>
<td>Libby Fletcher</td>
<td>Christine Brett</td>
</tr>
</tbody>
</table>
Wall of Inspiration
First Brainstorm on Design Challenge
Wall of Inspiration

Team #1: Malibu Thunder

Team #2: Colorado Families
Team #3: Explorers

Team #4: Beach Readers
*They were too efficient in their process for the photographer to catch this stage
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

- **Observed**
  - Quotes & defining words
  - Actions & behaviors

- **Inferred**
  - Thoughts & beliefs
  - Feelings & emotions
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.
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
Persona & Define

Team #1 Malibu Thunder: External Problem Student

Team #2 Colorado Families: Paraprof
Persona & Define

Team #3 Explorers: First Year on Aid

LIKES
- Being heard
- Healthy relationship
- Optionality
- Responsibility

DISLIKES
- Manipulated
- Complex/unclear consequences
- Frustrated

NEED
- Need to understand and navigate complex systems
- Support and guidance to address
- Conspicuous and reliable information

INSIGHT
- Not knowing what they don’t know
- Not making connections

Team #4 Beach Readers: Student New to Campus

LIKES
- Clear communication
- Support from employees

DISLIKES
- Ambiguity
- Lack of defined path
- Ineffective communication

NEED
- Support for employees
- Clear communication

FEEL
- Heard and acknowledged
- Individual feel, not just another student

INSIGHT
- Students tend to be spontaneous
- Orientation is student-focused, not process
- Offices aren’t as supportive as humans
- Only told me to go to Spencer

Firmenich

Infuso
Step #3
BRAINSTORM
Prioritization & Vote
Prioritization

Vote for the ideas you like the most with dots

20 30 50

The idea that has the most votes WINS!
Brainstorm, Prioritization & Vote

Team #3 Explorers

Team #4 Beach Readers
Step #4
PROTOTYPE
What is Your Value Proposition?

Our ______________________________

help(s) ______________________________

who want to ______________________________

by ______________________________

and ______________________________

(Unlike ______________________________)

- 33 -
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What is Your Value Proposition?

Our Virtual Concierge helps all campus community who want to obtain information/support for services by reducing frustration/admin and increasing student success.
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Step #5
Test
Student Testing: Feedback Grid

What Works?

What Doesn’t Work?

New Ideas?

Questions?
Prioritization Matrix & Discussion

Each team: **Position** your Idea
**Rewrite** using mid-size post it.

- **Quick Wins**
- **Low-hanging fruits**
- **Major Solutions**
- **Not worth doing**

**Physical Space & Slack Communication**
**SOS Person**
**CC Siri**
**Gamified App**
Teams Vote

<table>
<thead>
<tr>
<th>Physical Issue</th>
<th>SOS Person</th>
<th>CC Site</th>
<th>Quick Solutions</th>
<th>IT</th>
<th>Low Hanging Fruit</th>
<th>Not Worth Doing</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>5</td>
<td>4</td>
<td>11</td>
<td>6</td>
<td></td>
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</tr>
</tbody>
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Next Steps

- Physical space "Pop-up"
- Slack channel
- Cross-training/Knowledge Base
- Marketing
- Stakeholder buy-in

- **Launch**
  - Pilot
  - August/Sept 2020

- **Planning**
  - April
  - May

- **Launch**
  - FEB
  - Mar
  - Jul

Workshop Take-Aways

I Like
I Wish
I Will
Final Products