

University Advisory Council Meeting Minutes  
 Friday, September 15, 2023  
 1:30 p.m. | President's Conference Room

Name	Attended	Name	Attended	Name	Attended
Sonja Barber	✓	John Lombardi	absent	Artie Travis	absent
Albert Delia	✓	Rachael Michalski	absent	Donnell VanSkiver	✓
Troy Donoway	✓	Amy Nightengale	✓	Robin Wynder	absent
Justin Dunmyre	✓	Bradford Nixon	✓		
Jodi Eirich	✓	Ronald Nowaczyk	absent		
Harry Fike	✓	John Short	absent		
Johnston Hegeman	✓	Traki Taylor	✓		

- I. Call to Order at 1:33 p.m.
- II. Focus Discussion: Customer Service
  1. Dr. Taylor led an activity on customer service. (The compiled data from this exercise is included separately.)
  2. What we do well?
    - a. Individualized attention
    - b. FSU being a smaller school allows us to capitalize on the ability to provide more individualized attention and be visible not only on campus but within the community.
    - c. The Human Experience: campus community is personable and caring to others as humans and not just as coworkers or students.
  3. What do we need to improve on?
    - a. Dealing with how we handle phone calls and "handing off" calls or other service interactions that may not apply to our specific office.
    - b. Being greeted or actually being able to see a person in a "front-facing" area such as Financial Aid and Admissions.
    - c. Do a better job at explaining why. Why things are the way they are; getting away from doing things because "that's the way it's always been done." And also being open to change.
    - d. Accountability for those who do not pull their weight with workload.
    - e. Timely communication.
- III. Adjournment at 3:04 p.m.

Next meeting: October 27, 2023  
 Submitted by: Donnell H. VanSkiver, CAP, MEP, OM  
 Executive Administrative Assistant III

**Customer Service: Enrollment**

	<b>Methods</b>	<b>Hear</b>	<b>Feel</b>	<b>See</b>	<b>Do</b>
<b>Students</b>	<p>Attracting: marketing, advertising, social medial</p> <p>Retaining: activities on campus, friendliness and caring of campus community, educational experience with faculty and staff</p> <p>Recruitment in schools</p> <p>Return efforts with Advising Office</p>	<p>Good place to be</p> <p>Not much to do</p> <p>I hear we used all we can</p> <p>Advisors use Navigate to help students</p> <p>Faculty have _____</p>	<p>Part of the campus</p> <p>Not engaged with the community</p> <p>Do we need more _____</p> <p>Navigate should be used by all</p>	<p>Distinction between campus and community</p> <p>Students would see more engagement</p>	
<b>Staff</b>	<p>Word of mouth</p> <p>Meetings on campus</p> <p>Interactions with students and family</p> <p>Interactions with community</p> <p>Expectation to get good service</p>	<p>Customer service is a concern in all areas on campus</p>		<p>We can't see people when we walk into Admissions</p>	
<b>Faculty</b>	<p>Word of mouth</p> <p>Meetings on campus</p> <p>Interactions with students and family</p> <p>Interactions with community</p> <p>Being available during office hours</p> <p>Identify students with _____</p> <p>Being available for student prospects</p>				

**Customer Service: Expectations**

	<b>Methods</b>	<b>Hear</b>	<b>Feel</b>	<b>See</b>	<b>Do</b>
<b>Students</b>	<p>Often receiving end of customer service</p> <p>Interactions among student center (helpful, eager to be here, social success), finding new locations</p> <p>Assist with academic success with professors, student welfare</p> <p>Assist with academic success with administrative offices (billing, finances, career center, Brady)</p> <p>Visiting campus offices</p>	<p>Joy in the tones of those around</p> <p>Eagerness in communication</p> <p>Courteous communication</p> <p>Faculty conversations</p> <p>Student feedback</p> <p>NESSE or other surveys</p>	<p>With professors like you made progress with an issue or problem</p> <p>Expected to be a Bobcat</p>	<p>Others also receiving equal customer service and help</p> <p>No roaming</p> <p>Ambassadors</p>	<p>Seeking out the individuals that offer the best customer service/support</p> <p>Contributing alumni</p>
<b>Staff</b>	<p>Courteous, insightful communications</p> <p>Increased contact with other staff; increased customer service</p> <p>Technical competency</p> <p>Offices open on time</p> <p>Availability</p> <p>Friendly face and helpful atmosphere</p>	<p>Support, advice</p>	<p>Finding solutions/collaborations</p> <p>Ease of communication</p>		<p>Staff/faculty approaching one another easily</p> <p>Collaboration</p>

<b>Faculty</b>	Ease of access to seek guidance from faculty	Evaluations	Discipline-specific	Advising organizations	Open-door policy
	Office hours			Attending graduation	Aiding students in self-reliance
	Availability outside of hours			Recruitment events	Attend campus events
	Available resources				

**Customer Service: Financials**

	<b>Methods</b>	<b>Hear</b>	<b>Feel</b>	<b>See</b>	<b>Do</b>
<b>Students</b>	Bills, fees, financial aid, employment opportunities	Struggles  Interactions with financial aid office  Interactions with faculty and staff - "no money to do this"	Overwhelmed  Money aspect does not benefit students directly  Unsure if money will be there for books next semester  Cheaper to live off campus	Finding ways of trying to help students in need  Stat of facilities  Friends unable to come back	Contact student affairs for financial assistance  CRM - So service centers can be aware of the student's situation
<b>Staff</b>	Understanding others work  Planning	No input/communication  BAC Open Forum  Staff Senate  Union	Attempts are made but could be because I am in that area  No money for professional development and travel  Overloaded	Efforts being made to include  State of facilities  State of tech	Camaraderie
<b>Faculty</b>	Understanding others work  Planning	No input/communication  BAC Open Forum  Faculty Senate		Efforts being made to include	

**Customer Service: Morale**

	<b>Methods</b>	<b>Hear</b>	<b>Feel</b>	<b>See</b>	<b>Do</b>
<b>Students</b>	Find the people who are most helpful	The financial aid office is having major issues	Lane Center: takes so long to get food; frustrated with prices  Complimentary of campus visits/open houses  Want insightful communication and collaboration w/ faculty  Students see collaboration among faculty	Our enthusiasm at major's fair and other recruitment events	Go to the people (faculty) that deliver the best customer service  Students want one on one time with faculty
<b>Staff</b>	Generally good interaction but I normally work with motivated individuals	The fear complaints I hear are from young/student employees in departments going through strain/restructuring	The have borne through the brunt of balanced budgets		
<b>Faculty</b>	I think there are a loud small percentage of unhappy faculty that drive the negative morale	Social media	I feel frustrated	Unrealistic view of the world	Enjoy undermining

**Customer Service: Vision**

	<b>Methods</b>	<b>Hear</b>	<b>Feel</b>	<b>See</b>	<b>Do</b>
<b>Students</b>	SGA  Classes  Formal, informal, physical manifested messaging	Peer to peer: "bad press"	Am I taken care of?  Welcomed  Do they relate this to themselves	Banners, symbols, written	Peer to peer  Participate
<b>Staff</b>	Staff Senate Meetings  Department messaging	Rumor mill  Themselves	Am I taken care of?  Engage in their own unit  Frustration		Complain  Enact their own vision based on their needs
<b>Faculty</b>	Chairs, but Chairs get it from Deans  Governance messaging	Rumor mill	Am I supported? (Yes; Do I know it?)  Engaged in their own discipline and department  Some engaged in a committee		Vision is broad enough to cover their  _____