



Innovation 2001

One-Stop Enrollment Estrella Mountain Community College

ONE-STOP ENROLLMENT

Innovative enrollment model that gives students “one-stop” service in one visit with one person.

ONE-STOP ENROLLMENT TEAM

Homero Lopez, Ph.D, President, EMCC, (623) 935-8010
Ernie Lara, Ph.D, Dean, Student Services, EMCC, (623) 935-8812
Joe Ochap, Associate Dean, Student Services, EMCC, (623) 935-8808
Linda Scott, Coordinator, Academic Advisement, EMCC, (623) 935-8926
Juanita Parra, Student Services Specialist, EMCC, (623) 935-8805
Carole Yoshida, Student Services Specialist, EMCC, (623) 935-8825
Louise Valdez, Student Service Technician, EMCC, (623) 935-8002
EMCC Student Services staff from seven functional areas.

EXECUTIVE SUMMARY

One-Stop Enrollment, an innovative enrollment model, was created and implemented to offer quality and convenience to the students and community. The One-Stop Enrollment model provides assessment, advisement, financial aid, and registration in one visit with one person. It is seamless, non-threatening, and customer oriented.

DESCRIPTION

Student Services at Estrella Mountain has always focused on a commitment to offer quality and convenient services. The Komatke Building (Student Services Building) was designed to provide one-stop service by having all enrollment services in one building. We believe that students want to attend college to get an education and obtain a degree. They do not come to college to experience our enrollment process. Therefore, the process must be seamless, non-threatening, customer oriented. A major component of being a good service provider is ensuring customer convenience and satisfaction with service. EMCC embraced our commitment to the district and college’s Vision and Mission by creating a new way of providing service called One-Stop Enrollment. As the name implies, the One-Stop Model at Estrella Mountain gives students “one-stop” service by having a Student Services Specialist provide assessment, advisement, financial aid, and registration all in one visit with one person.

QUALITY

At EMCC a focus on quality has been critical to implement services that respond to our student customer needs. During the fall semester of 1998, a continuation of a reengineering effort involved initial investigation to formulate the concept of a one-stop student service model. Initial outcomes of the reengineering process were: redesign of the

Admissions and Records physical facilities to allow for more effective flow and increased customer interaction; cross training of student services staff; basic flow charting of processes; and greater emphasis on collection of needs and satisfaction data. The redesign of facilities and process, cross training, and data collection resulted in more effective delivery of services.

EFFICIENCY

Responding to service from the customer's perspective demands a new definition of one-stop service. According to the 1997, *Federal Benchmarking Consortium Study Report on Best Practice in One – Stop Customer Service*, in the new one-stop paradigm, "all of a customer's business can be completed in a single contact be it face to face or via phone, fax, internet, or other means. One-stop customers do not have to hunt around, call back, or repeatedly explain their situation. One-stop customer service is convenient, accessible, and personalized." The best one-stop organizations recognize that customers want fast, seamless, convenient, and consistent service. Services from the customer perspective also require cross – functional teamwork thinking together, planning together, and doing together.

Therefore, we initiated a change in our division to look at what the students or clients needed from our services, and what the organization needed in return to prepare the students each semester to enter the classroom. After some evaluation and consultation with other institutions, it was apparent that one way to improve service and avoid wasted time for the student and staff was to focus on providing a cluster of services. This clustering avoids having students being shuffled from one location to another and meeting with two or three staff members. Many have referred to this concept and design as the "one-stop" model.

EFFECTIVENESS

To achieve its goal of implementing one-stop student services, EMCC created three new positions that support the one-stop model. These positions are: Coordinator, Student Services, Student Services Specialist, and Student Services Technician. These positions provide the services of the major functions within the student services area: admissions; placement testing; academic advisement; providing initial financial aid and veterans benefit information; registration; and referrals to other required student services. Since hiring new staff for these positions, we have been able to respond to the majority of the customer's needs by providing service at "one-seat."

LEARNING

The one-stop advisors in the division have been trained and have become familiar with all functions of enrollment. This includes the admissions process, advising for credit and community education classes, registration processes, financial aid and veteran's benefits programs, and referrals for other related services. The admissions and records specialists, working the division's front counter, are trained in the processing of both credit and community education applications and registration. They also have a general knowledge of the advising process so they can assist a student who is qualified for self-advisement, or refer the student to an advisor. The financial aid staff is trained in advisement, registration and assessment placement interpretation.

The division managers, including the Associate Dean, are knowledgeable in all the enrollment functions and advise and register students during peak enrollment periods. The key to being able to offer these services with a global array of staff is training. With the implementation of Estrella Mountain's One-Stop Enrollment Model came a commitment and support from Senior Administration for continual training. Every week, a one-hour training and informational meeting is conducted where all employees, staff, managers, counseling faculty, and temporary workers participate. In addition to this weekly session, other in-depth training occurs throughout the year to provide program updates in curriculum, advisement, registration, assessment, and financial aid, veterans' benefits to the one-stop staff. Training is key and paramount to continuing the expected level of service in this model.

CREATIVITY

This One-Stop Model was conceived, developed and implemented initially at Estrella Mountain Community College. During the evolution of this model, many critics tried to discourage and dissuade the EMCC initiators of

this concept. Upon approval of the new job descriptions, other colleges have acknowledged the value of providing student services in this manner have been able to replicate and implement the model in ways that best serve their college and students. Estrella Mountain's One-Stop Model has gained local, state, regional and international attention. A request for continued information has resulted in numerous formal presentations at conferences, workshops and hosting of visitors at Estrella Mountain to gather information on our One-Stop Enrollment Model.

TIMELINESS

The One-Stop Enrollment Model began with the creation of the three new job descriptions in the Spring of 1999. In August 1999, the Coordinator, Academic Advisement worked with the Associate Dean, Student Services to begin the implementation of the model. An existing staff member was reassigned to the first Student Services Technician position and two new Student Services Specialists were hired during the latter part of the Fall 1999 semester.

With this initial cadre of staff, the EMCC One-Stop Model was born! As an example, after just one full enrollment period, (Spring 2000), a noticeable difference in their contribution to the advisement function was realized. The one-stop staff handled nearly fifty percent of the advisement sessions that now allowed the managers who advise students to focus on the primary areas of their responsibilities.

The two One-Stop Student Service Specialists advised twice as many students in the Spring 2000 semester compared to the top two advisors' student advisement sessions in the Fall 1999 semester. Student satisfaction was also at a very high satisfaction level with 96% of students advised by the one-stop advisors in the Spring 2000 semester listing ratings of somewhat satisfied, satisfied and very satisfied. Additionally, one-stop advisors registered 56% of the students who saw an advisor during the Spring 2000 semester.

COLLABORATION

The One-Stop Enrollment Model is grounded in collaboration, teamwork, and cooperation across various college stakeholders.

- The One-Stop staff partnered with the Financial Aid and Veterans' Benefits Office to initially assess student aid needs and obtain detailed training related to policy and procedures related to these benefits
- The One-Stop staff partnered with the Admissions and Records Office to be able to provide immediate registration at the time of academic advisement
- The One-Stop staff partnered with the Cashier's Office to be able to finalize the one-stop enrollment process by being able to collect student fees via check or credit card during
- The One-Stop staff have collaborated with various academic divisions in obtaining the most recent and accurate information related to curriculum, course and program updates and changes
- The One-Stop staff also cooperates, trains, and communicates with other internal Student Services staff to ensure that everyone is updated on new programs
- The One-Stop staff offer their time to assist in transcript evaluations and graduation checks

REPLICATION

The One-Stop Enrollment Model at Estrella Mountain Community College can be easily replicated at other institutions with a minimum of difficulty. A number of the MCCD colleges, South Mountain, Scottsdale, Glendale, the Glendale North Campus, Phoenix College, Chandler-Gilbert, and the Red Mountain Campus of Mesa Community College have already adopted varying concepts of this model for their campuses. In the present stages of their development, the Red Mountain Campus and the new Student Services Building at Glendale will also revolve around the One-Stop Enrollment Model.