When We Enhance Our Services, We Enhance the Student Experience
Presenters

• Robin A. Parker, Director, Marketing and Strategic Initiatives for Auxiliary Services, Southeastern Louisiana University

• Cally Berner, Director, Event and Conference Services, Southeastern Louisiana University
“In general, if you offer students a way to improve quality of life either by making things more convenient or by offering more choices, their satisfaction will trend ever upwards – and that always comes back around in a positive way.”

-- Johann Leitner
DEFINITION: The student experience encompasses many aspects of academic and intellectual development; social and emotional life; and the growth and refinement of cultural, political, athletic and artistic interests.

It encompasses everything about the student’s interaction with a university, including the application, academic, campus life, and graduate experiences.
The Impact By Auxiliary Services

GOAL

Contribute to the educational mission of the University

Quality food

Quality products

Quality services

To enhance the student experience
Enhancement Based on Feedback

- Focus Groups
- Online Surveys
- Informal Discussions
- Web Polls
- Secret Shoppers
- Text Feedback
- Paper Surveys
- Online Feedback Forms
- Research Panels
- Social Media
- Direct Inquiries
Practical Examples: Enhancements in Dining Services

NEW LOCATIONS

Feedback Sources

Focus Groups

Online Surveys

Subway Cafe

Pizza Hut

North Campus Market
Practical Examples: Enhancements in Dining Services

NEW PRODUCTS

Feedback Sources
- Focus Groups
- Online Surveys
- Direct Inquiries

ICEE
- Expanded Healthy Options
- Self-serve Hot Beverages
Practical Examples: Enhancements in Dining Services

NEW SERVICE

Feedback Sources
- Focus Groups
- Online Surveys
- Text Feedback

Tapingo
Practical Examples: Enhancements in University Housing

NEW PRODUCTS

Feedback Sources

Online Surveys
Direct Inquiries

Self Roommate Matching/Room Selection
International Student Laundry Initiative
Parent List-serve
Practical Examples: Enhancements in Campus Card Operations

- NEW PRODUCTS
  - Feedback Sources
    - Online Surveys
    - Focus Groups
  - Off Campus Card Program
  - GET Conversion
Practical Examples: Enhancements in Event and Conference Services

NEW PRODUCTS/SERVICES

Feedback Sources

- Online Surveys
- Inquiries/Discussions
- Social Media

Facility Expansion

Facility Improvements

Event Investments
Practical Examples: Enhancements in Event and Conference Services

- Student Union
- University Center
Practical Examples: Enhancements in Event and Conference Services

Facility Expansion

Student Union

- Funding from enrollment fees, rentals
- Heart of campus=convenience for students
- Updated facilities
- Adequate event space
Practical Examples: Enhancements in Event and Conference Services

- Doubled facility square footage from 90,000-180,000
- Expanded ballroom, meeting and common spaces for students to gather
- New restaurant and dining options
- One-stop for support areas
Practical Examples: Enhancements in the Student Union

Central location for:
- University Bookstore
- Admissions Satellite Office
- SGA/Student Engagement
- Campus Activities Board
- Health Center
- Counseling Center
- Student Excellence (Advising)
Practical Examples: Enhancements in the Student Union

Facility Expansion
Practical Examples: Enhancements in Event and Conference Services

University Center
- Older facility
- Costly to operate
- Lacks funding from enrollment fees
- Packed Calendar - Athletics/Graduations/Camps
Practical Examples: Enhancements in Event and Conference Services

Similar Challenges:
- Custodial and maintenance
- Renting/selling space around campus calendar
- Executing the Customer’s Vision
- Following a consistent checklist before events
- Competing for rentals with Baton Rouge and New Orleans
- Parking
Practical Examples: Enhancements in Event and Conference Services

Facility Improvements

“Rome Wasn’t Built in a Day, But They Were Laying Bricks Every Hour” - James Clear

TED

Tony Fadell - “Habituation”
Practical Examples: Enhancements in Event and Conference Services

Facility Improvements

University Center

Arena
- Poor sound
- Old lighting

Meeting Rooms
- “Dated” furniture and old restrooms
- Wood paneling on walls
- Carpet
Practical Examples: Enhancements in Event and Conference Services
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For assistance, please call the Student Union at (985) 549-5670 or (985) 549-2209.

Facility Improvements
Practical Examples: Enhancements in Events and Conference Services

Facility Improvements

In your own words, what are the things that you would most like to improve regarding event services at Southeastern?

We may want to add a sign outside the entry doors noting Luncheon in progress, etc. We had students try to enter the back thinking it might be the location of their event. This is a super easy challenge that the team probably has a solution for already. Again, we love working with Southeastern.
Practical Examples: Enhancements in Event and Conference Services
Practical Examples: Enhancements in the Student Union

Challenges:
- Communication with event planners
- Executing the customer’s vision
- Customizing space for events
### Event Investments

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 CAMP: American All Stars</td>
<td>6.4-7.18</td>
</tr>
<tr>
<td>2018 CAMP: Chris McBride Soccer</td>
<td>6.25-29.18 and 7.23-27.18</td>
</tr>
<tr>
<td>2018 CAMP: Fall 17 and 2018 Softball Camps</td>
<td>Rick Fremin 1.20.18 &amp; 6.8.18</td>
</tr>
<tr>
<td>2018 CAMP: Jay Ladner Basketball June &amp; Aug</td>
<td></td>
</tr>
<tr>
<td>2018 CAMP: Louisiana Youth Conference</td>
<td>6.1-6.3.18</td>
</tr>
<tr>
<td>2018 CAMP: Special Olympics</td>
<td>5.18-20.18</td>
</tr>
<tr>
<td>2018 CAMP: Varsity, Inc. May, June, July</td>
<td></td>
</tr>
<tr>
<td>2018 DAY CAMP: Ayla Guzzardo Basketball Camps</td>
<td>6.4-8.18 KIDS CAMP, 6.22-23.18 TEAM, &amp; 8.4-5.18 ELITE CAMP - NO OVERNIGHT</td>
</tr>
<tr>
<td>2018 DAY CAMP: Frank Scelfo Football Camps, LLC</td>
<td>6.1,2,8,9.18</td>
</tr>
<tr>
<td>Ballroom Marketing Campaign 2017</td>
<td></td>
</tr>
<tr>
<td>BR Nursing Center: Hurst Review</td>
<td>5.14-16.18</td>
</tr>
<tr>
<td>Camp To-Do's</td>
<td></td>
</tr>
<tr>
<td>Dance Recital: A Touch of Class</td>
<td>5.17-5.19.18</td>
</tr>
<tr>
<td>Dance Recital: Main Street</td>
<td>5.30-6.3.18</td>
</tr>
<tr>
<td>Dance Recital: The Gym, A Place to Tumble, LLC</td>
<td>5.23-27.2018</td>
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<tr>
<td>Dance/Cheer Camps</td>
<td>unpublished</td>
</tr>
<tr>
<td>DIRECTIONS TO CAMPUS</td>
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</tr>
<tr>
<td>ECS Dept Policies/Procedures</td>
<td></td>
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</tbody>
</table>
Practical Examples: Enhancements in the Student Union

2018 CAMP: American All Stars 6.4-7.18

Here’s who’s on this project
Invite people from your team or from your client and start working together in seconds. Everyone you invite will receive a welcome email.

Our Team | The Client

Type names or emails to invite people to your team:

[Watch a quick video about inviting your team]

Anyone on your team will see everything posted to this project. Every message, to-do list, file, event, and text document.

Andrea Peters
apeters@selu.edu
Remove

Cally Berner
cberner@selu.edu
The account owner has access to all projects.

Taylor Ribando
taylor.ribando@selu.edu
Remove

Virginia White
vwhite@southeastern.edu
Remove

Add a welcome message for your team:

Hi there. We’ll be using Basecamp to share ideas, gather feedback, and track progress during this project.

[Send invitation]
Practical Examples: Enhancements in the Student Union

Challenges:
• Communication with event planners
• Executing the customer’s vision
• Customizing space for events
Overall, how would you rate the service you received from the staff on campus?

The room was not set up lecture style as requested, however it still served its purpose just fine.

11/29/2017 3:12 PM
Practical Examples: Enhancements in Event & Conference Services

Event Investments
Practical Examples: Enhancements in Event and Conference Services

Event Investments

- Easy to Use
- Web Based
- Encourages Collaboration
- Scale Model of Facilities
Practical Examples: Enhancements in Event & Conference Services

Event Investments
Practical Examples: Enhancements in the Student Union

Policeman’s Ball, March 17, 2018
Event begins at 6 and ends at midnight. Staff including custodians to arrive at 4 p.m.

Event Investments
Practical Examples: Enhancements in the Student Union

Event Investments
# Practical Examples: Enhancements in the Student Union

## The Grand Ballroom
Policeman's Ball, 3.17.18

### March 17, 2018

<table>
<thead>
<tr>
<th>Equipment List</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>75 Total Tables</td>
<td></td>
</tr>
<tr>
<td>500 Total Chairs</td>
<td></td>
</tr>
<tr>
<td>1 1' Flag</td>
<td></td>
</tr>
<tr>
<td>1 1.36' X 1.69' Rectangle</td>
<td></td>
</tr>
<tr>
<td>1 6' X 24&quot; Rectangle</td>
<td></td>
</tr>
<tr>
<td>24 6' X 30&quot; Rectangle</td>
<td></td>
</tr>
<tr>
<td>50 72&quot; Round, seating 10</td>
<td></td>
</tr>
<tr>
<td>1 24' X 12' Stage</td>
<td></td>
</tr>
<tr>
<td>1 8' X 6' Stage</td>
<td></td>
</tr>
<tr>
<td>12 2' Uplight</td>
<td></td>
</tr>
</tbody>
</table>
Challenges:
• Communication with event planners
• Executing the customer’s vision
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Practical Examples: Enhancements in the Student Union

Event Investments
Practical Examples: Enhancements in the Student Union

Event Investments
Practical Examples: Enhancements in the Student Union
Questions and Answers
Summary

- Your students are brand ambassadors and have an impact on recruitment and retention
- The student experience encompasses the totality of the student’s interactions with your campus
- Be prepared to act upon data and let students know how they are helping to shape the campus into a more student focused campus designed to enhance their experiences

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