

## Student Services, Issue 4

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## POINTS OF INTERESTS

- **Good Service Article**
- **Student Org Update**
- **Rhodes Express and Data Services update**
- **RMT Update**
- **OMT Update**

## RMT Update

The Relationship Management Team over the past two weeks split up to have one-on-one meetings with eight members of the campus community to get feedback on our draft of the student life cycle. We've met and shared the comments that we each received from our interviewees and were pleased with the insightfulness of the comments. No one suggested major revisions to the milestones, but they did ask clarifying questions, suggested ways in which we could measure progress towards different milestones, and suggested a number of programming considerations. Two of the people we spoke with also expressed significant interest in a Student Relationship Management system, so we will be seeking their help with that task as well. Going forward, we're going to be identifying people or groups who can help us answer the following questions about each phase in the student life cycle:

- ◇ What are Rhodes' goals for students in this phase?
- ◇ How does Rhodes get students from this phase to the next?
- ◇ What services do students need in this phase?
- ◇ How does Rhodes communicate with students in this phase?

## OMT Update

The Operations Management Team has continued discussing a student services process repository. We've also begun talking about how that process repository is related to metrics and to assessment of student services generally. We've collected all of the assessment plans from departments with people serving on one or more student service teams and have extracted the outcomes from those assessment plans. We'll be reviewing those to see if they can be somehow reused to assess student services in general.

Submit your  
Hub  
updates  
weekly  
by Friday  
to Martha  
or Marci

## Good Service Interactions Take Center Stage

Submitted by Martha Kelley

Imagine your front-line services being so renowned that merely telling others how you do it becomes a business within itself. Remaining true to Walt Disney’s original vision to “create happiness by providing the finest entertainment for people of all ages everywhere” has earned the Walt Disney Company such a positive reputation that corporations and organizations of all shapes and sizes were clamoring to learn the “Disney secret.” Enter Disney University, a place where organizational executives and leaders quickly learn the importance of front-line service and the power of positive interactions.

Now let’s acknowledge there are more than a few obvious differences in Rhodes and Disney World. Hardly any of us spend the day donning international headgear and putting people on boats to sail through “It’s a Small World.” (Ha – now try getting that tune out of your head!) But from a service perspective, consider how universally applicable and important the emphasis on **positive interactions** really is. When you experience one or two positive interactions with a company or organization, it’s nice but not particularly notable. When you experience a half dozen, it’s even nicer but not extraordinary. When, as Disney estimates, you come in contact with about 60 “cast members” (Disney-speak for employees), and every interaction yields more than you asked for, sometimes just a little more, it has a cumulative “wow” effect.

Jim, a Disney cast member whose job might seem like it is to keep a section of Frontierland clean, states that his favorite and surprisingly common question from guests is “What time does the 3:00 parade start?” Now, what they mean is what time will it come by this particular location? The wrong answer would be a smug “3:00” with or even without a suppressed eye roll. Jim’s standard answer: “It will be coming around the corner at 3:45 and if you stand right over there, you’ll get a great front view of the characters and floats.” Simple, direct, and more than they asked for. Job one is delivering service. Job two is sweeping.

### Developing an Organizational Service Theme

An organization’s service theme is comprised of the core values guiding each cast member/customer interaction. At Disney University, they ask organizations to create a service theme by using a simple matrix with examples from their own service goals at a high level:

Walt Disney World Co.	
The <i>want</i> our Disney Guests desire:	Disney creates <u>happiness</u> .
The <i>need</i> or product we deliver:	Disney provides <u>the finest in entertainment</u>
To whom do we deliver our product:	Disney delivers to <u>people of all ages everywhere</u>
Your Organization’s Service Theme	
The <i>want</i> your guests (or customers) desire:	
The <i>need</i> or product you deliver:	
To whom do you deliver your product:	

## Good Service Continued

### Developing Organizational Service Standards

Referring to the service theme developed above, the organization next develops its set of service standards by:

- ◇ **Identifying** words or phrases that would serve as standards for delivering upon your service theme.
- ◇ **Defining** what the standard looks like in terms of delivering service.
- ◇ **Prioritizing** the standards you have listed.

Developing a strategy to **communicate** those service standards within your organization.

Identify Standard	Define for Your Situation	Prioritize
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Communication Strategy

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

And as an example, here are the results of Disney’s own service standards (in priority order) derived from this process:

1. **Safety** is providing for the welfare of the Guests and Cast, and maintaining their peace of mind through use of:
  - ◇ Environmental protection
  - ◇ Emergency services
  - ◇ Prevention and loss control
  - ◇ Security
2. **Courtesy** involves respecting the individual by:
  - ◇ Treating each guest like a VIP
  - ◇ Making resources available to all
  - ◇ Meeting the needs of the individual
  - ◇ Providing for service recovery
  - ◇ Treating fellow employees like Guests
3. **Show** creates a seamless Guest experience through the use of:
  - ◇ “Good show/bad show”
  - ◇ Quality review
  - ◇ Theming
  - ◇ On stage/backstage
4. **Efficiency** involves providing for the smooth operation of all elements in regard to:
  - ◇ Capacity of facility
  - ◇ Guest flow patterns
  - ◇ Operational readiness
  - ◇ Teamwork

This is a helpful exercise to think through on a team level or for our entire Burrow operation. At Rhodes, our mission is very different from having a magical day on Space Mountain (even if some students would prefer it). But think of the absolute power of having consistent service standards that front liners have the liberty to apply using their strengths. This can make a “wow” experience not only for the service recipients but for all of us as providers. It’s hard to beat the satisfaction of coming away from an interaction knowing you were and continue to be the true professional.

**Next week:** The systems behind the service at Disney. Without well thought-out systems, no amount of positive interaction can compensate and provide a complete service experience.

## Rhodes Express and Data Services Update

Rhodes Express and Data Services have spent some time in the last couple of weeks further developing a timeline for the next 9 months. The current goal is to be as close to cross-trained as possible by the beginning of the fall semester, and to spend the fall months getting ready for the physical move and fine-tuning processes. The group has also started trying to elaborate what its internal structure should look like in order to maximize effective delivery of services.

## Student Organizations Development Update

Student Organization Development heard from the architects that engineering constraints are requiring a change to the plan of the 3<sup>rd</sup> stack. The team has provided its priorities and feedback back to the architects and are awaiting their revisions. In the meantime, we're thinking about the process and values that will drive student organization space allocation in Briggs. We've got materials from another institution that has a well-defined process, and we've just begun the conversation about how we will go about this task.

## EXPO

We're just two weeks away! Attached, please find the advertising poster Communications developed for the event.