One-Stop Shopping:
From Bricks to Clicks

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ONE-STOP - “adj. (1934) Denoting a shop or the like that can supply all a customer's needs within a particular range of goods or services.”
ONE-STOP - "adj. (1988) Denoting a shop or other premises in which a wide range of goods or services are available under one roof, so that the customer does not have to visit a large number of shops."
Definition

- What is it?
  - Physical vs. Virtual
- Do we need it?
  - Student Survey
- Who is involved?
  - Enrollment Services and beyond...
- How much will it cost?
How Do We Begin?

• Institutional Commitment
  • Management
  • Unions
  • Culture
  • Change Management
Process Redesign

• Mission
  • Seton Hall University redesigned its Enrollment Services practices to “combine four separate functions into a cross-functional process to dramatically improve customer service and optimize operating efficiencies.”
Current Process
Disconnects

- Multiple signatures required
- Old procedures that reflect structures no longer relevant today
- Paper intensive
- Resistance to change
Connects

- Eliminate or provide notice of action only
- Analysis of structures and relevance to current needs
- Workflow automation
- Portal
- Resources (Human, Other)
<table>
<thead>
<tr>
<th>Traditional</th>
<th>New</th>
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<tbody>
<tr>
<td>Functional silos</td>
<td>Cross-functional teams</td>
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<tr>
<td>Segregated departments and processes</td>
<td>Integrated systems, organization, and processes</td>
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<td>Lack of communication across departments</td>
<td>Cross-trained teams</td>
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<tr>
<td>Lines and multiple offices</td>
<td>“One or None” philosophy</td>
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<td>Limited access (8/5)</td>
<td>Anytime, anyplace access (24/7)</td>
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<td>Bureaucratic, paper-driven processes</td>
<td>One source of data, electronic</td>
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<td>Sometimes inconsistent information</td>
<td>Consistent, integrated information, and common interfaces</td>
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Can We Help You Help Yourself?
What Does It Look Like?

Customer Response Team (Generalists)

Enrollment Services Areas
(Specialists)
(Registrar, Admissions, Financial Aid, Bursar, Advisement, Supportive Services)

Information Technology Team
Physical Space

- Appealing to the Eye/Glitz
- Functional
- Optional Call Center
- Renovation vs. New Building
- Centralized Service Counter
- Location of Specialists
Generalists

• First Line of Communication
• Commonly asked/routine questions
• Investigating student questions/concerns
• Integrating information from numerous areas
• Holistic problem-solving
Multiple Personality Order

• Pigeonholing
• Organizational Structure/Classification

*The only bad thing about being multi-talented is that those with narrow perspectives won’t understand or make best use of your skills.*
Specialists

- Maintain functional area knowledge base
- Answer intricate questions
- Process documents
- Integrate cross-function of process
• Leverage Technology
• Middleware
• Bring all users to same level
• Consistency across technologies
  • Print
  • Web
  • In-Person
IT Real World Example

How You Explained It

How the Project Leader Understood It
IT Real World Example

How You Explained It

How the Analyst Designed It
IT Real World Example

How You Explained It

How the Programmer Wrote It
IT Real World Example

How You Explained It

What You Got Back to Test
IT Real World Example

How You Explained It

How the Vice President Described It
IT Real World Example

How You Explained It

How the Project Was Documented
IT Real World Example

How You Explained It

What Was Installed
IT Real World Example

How You Explained It

What Your Budget Was Billed For
IT Real World Example

How You Explained It

How It Was Supported
IT Real World Example

How You Explained It

How Your President Described It
IT Real World Example

How You Explained It

What You Really Wanted
Examples

• University of Minnesota - Twin Cities
• University of North Carolina at Greensboro
• Cameron University
• Purdue at Calumet
• Johnson County Community College
Why We’re Doing This

The focus of student-centered services is to ensure that each student's 'touch point' with the institution provides the quality, accuracy, and responsiveness expected by today's students.

Stating the Case

One-stop shopping is an investment that pays off early on. It's not just about reducing costs; it's about having a more satisfied student body that will become more generous alumni.

Executive Vice President David Hollowell
University of Delaware