I Am PSU

University Days 2018
Finding Your Why
Who we are!

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23% of students will leave a college or transfer to another institution due to the perception of poor service. 

Sam Walton (Raisman, 2012)

Businesses lose $41 billion each year due to poor customer service.

Providing good service skills to students/parents has become an expectation in today’s higher education environment, yet good service skills in higher education is still new and few are certain how to do it well, when placed in the context of students, families and the public.
What does good service look like?
We are all brand ambassadors!

- Current & prospective students
- Parents & families
- Alumni
- Donors
- Colleagues
Why Students Leave College

- College Doesn't Care: 25%
- Poor Service: 18%
- Not Worth it: 13%
- Finances: 10%
- Schedule: 8%
- Personal: 2%
- Grades: 1%
- Educational Quality: 2%

Plymouth State University
The Link to Retention

• If we can increase retention graduation rates by just 10%, the University will receive $4-6 million more each year!

• For every student that leaves PSU, this represents a loss of $60K for the University, but more importantly, the worst part is the student leaves with the burden of college debt without the degree
Group Exercise

Share a time when you experienced good or poor service recently
Tips to improve your skills!

• Set the expectations and be the example
• The Culture of “YES”
• Drop Everything!
• Get out on campus
• Look up and say hello
• Be aware of campus events
• Give timely responses to students' questions
• LAST Approach
Where to find resources

- President's Blog
- MCCS Team
- Stay Connected!
- https://campus.plymouth.edu/mccs/stay-connected/
Group Exercise

List 2-3 ways you can improve your own service skills with current/prospective students, parent, alumni, donors, and public
Thank you!