

Pathway Goal: Infrastructure and Shared Governance **Report:** Mid-Year: December 2017
Action Item # 4-1

Action Item Description:

Customer Service: REBELS Way
 Further implementation of customer service to develop a campus culture where people find ways to solve problems, rather than avoiding solving problems.

Submitted By:

Name	Department
Tad McDowell	Administrative Services / Parking and Transportation Services

Working Group Members:

Name	Department
Tad McDowell	Parking and Transportation Services
Katie Humphreys	Registrar
Tony Allen	Media Relations
Brian Steen	Human Resources
Shannon Sumpter	Theatre
Sandy Ziegler	Parking and Transportation Services
Brent Hathaway	Lee Business School
Stephanie Reahm	VP Student Affairs
Blake Douglas	UNLV Alumni Association
Craig Topple	Summer Term
Joseph Dagher	President's Office

Process and Timeline: Provide a brief summary of the year-long process for your working group.

- Meet one-on-one with the President’s Cabinet and Deans to develop a customer service baseline for the campus.
- Rollout of Rebels Way to the entire university community, with some additional training through UNLV Human Resources.

Describe what has been accomplished so far this year.

Last year the subcommittee produced a final product of the REBELS Way pledge to be used in establishing a new customer service program approach and culture at UNLV, complementing the current HR training sessions and offering additional resources.

The Customer Service Subcommittee has now completed meeting with most Deans, Vice Presidents, and various Associate Vice Presidents and Executive Directors. The meetings/interviews were to acquire an idea of what customer service meant to each area, what obstacles each one faced, what activities or initiatives that were currently in place, if there were mechanisms for feedback, and how each individual felt their areas were performing in this category. Responses to five discussion items/questions were recorded and synthesized to provide an overview for a final report for committee review. The common themes from the interviews and discussion items were various obstacles faced, processes, constraints, communication, workflow, technology, staffing, morale, work tools, service, hiring, safety, and training. The information was informative, engaging, and will help serve as a baseline for moving the University closer to Top Tier status and will be used to establish strengths and weakness in an effort to enhance the customer service culture during the development and training phases.

Most of the meetings following the interviews pertained to rollout and what the subcommittee members felt were the desired final goals and final outcome of their efforts. While the initial discussions focused on intricate communication methods, it gradually transformed into a more established and sustainable project initiative, mostly created by the interest of the subcommittee to create a quality and long lasting product. Various sustainability items were discussed, such as having a standing committee continuing to meet long after the Top Tier initiatives were completed, develop certificates and training incentives, be included in onboarding requirements, have inclusion as an established award ceremony category, and possibly have a specific UNLV Customer Service web page with links for feedback and kudos for jobs well done.

The above meetings also led to a clearer vision of what many of the subcommittee members would like to see as a final product and how to reach the campus as a whole. Sustainability seemed to be the most common theme and how that could be accomplished in a solid customer service program at UNLV. Members would prefer not to waste resources on small communication methods that won't be as effective in impacting the culture that more meaningful approaches could provide. The REBELS Way would then be the supporting idea to training and development opportunities for everyone that would want to participate and at the same time make those that do not wish to initially participate realize there is merit in doing so. In other words, use any possible limited funding of the customer service initiative toward uses that would provide more exposure. The process resulting from these meetings are reflected in the following section of "Next Steps".

Identify next steps.

Meetings will continue bi-weekly through the upcoming spring until a specific preferred rollout has been agreed upon and initiated. As it currently stands, the intended rollout would be comprised of following:

1. Create a Customer Service Web Site that is focused on the mission and training opportunities
2. Implement a Customer Service Tool Box that would be incorporated into the web site that would provide helpful tips and resources.
3. Have a campus reception to outline the program, and to introduce the personal and departmental resources that will be offered.
4. Provide departments with the core program and ideas on how they can tailor it to meet the needs of each area.
5. Recommend customer service feedback channels and mechanisms, including a “Tell us How We’re Doing Link” in signature lines, web sites, and on the Customer Service Web Site (which would include a place for kudos for jobs well done).
6. Provide suggestions in the toolbox for more automatic responses by employees to avoid run-around between departments, etc.
7. If limited funding is made available, the concept of quarterly or bi-annual mixers with training components, for the first 50 employees to sign up, would then be held on various topics of interest presented by professionals from the community and on-campus departments. The employee would then receive a certificate for their completion of that training.
8. Seek approval for making customer service a part of the onboarding process, possibly in conjunction with orientations.
9. Create a new award ceremony category for “Customer Service Champion”, for which the recipient would receive an annual award of some type
10. Establish a standing informal committee to accomplish the above tasks and to assure the program is sustained.

What will your final product be at the end of the year? Such as, what metrics which will be used to assess your progress/achievement, will a report be generated, etc?

A report will be generated and process approved before moving forward. The committee will be in the early stages of the rollout process and implantation at year end, but will most likely not have all items completed by that date. Future metrics will include feedback from training and the program itself.

You may have reference material to attach to this report. Select from the list.

No additional reference material

OR

Any material generated by this working group (if completed at this time)

Additional information to include (optional).

Committee discussions indicate that it is important that limited funding and a sustained committee is necessary for the meaningful long term success of this goal.

End of Mid-Year Report
Remainder of the report will be completed in May.

Year-End

This portion is to be completed in May.

2017-18 Accomplishments.

Listing of Items

SWOT Analysis: Determine the strengths, weakness, opportunities, and threats presented in the data.

Strength(s)	
Weakness(es)	
Opportunity(ies)	
Threat(s)	

2018-19 recommendations and next steps

- What does the SWOT analysis reveal?
- What should the goals / activities be for the subcommittee?
- Who should be responsible?

You may have reference material to attach to this report. Select from the list.

No additional reference material

OR

Any material generated by this working group

Additional information to include (optional).

End of Report