Service Center: A Strategy to Promote Student Retention

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http://www.uwex.edu/disted/conference/index.cfm
Abstract

- Service Center is a web-based Student Relationship Management application developed by the staff of the Division of Academic Outreach, Office of Continuing Education, University of Illinois at Urbana-Champaign.

- The strategic goal is to promote student retention through consistent personalized, value-added services to students, staff, faculty, and campus administrative units.

- It is based on a unified view of the system and includes student and instructor profiles, registrations, courses, reports, inquiries, and business communications.
Outline

- Online Higher Education Landscape
- Student Profile
- Education Services
- Student Relationship Management
- Institutional Background
- Service Center
Online Higher Education Landscape

**Convergence** between face-to-face and online courses (*Bates, 2000*).

**Consortium Model** - students can take courses from multiple institutions to earn a degree (*Johnstone, Ewell, & Paulson, 2002*).

**Competition** is intensifying in the online learning marketplace with the entry of corporate *dot.com* companies (*Bates, 2000*).

Student Profile

Non-traditional students – a fast growing segment
Shopping for courses with the click of a mouse.
Less willing to make compromises in the quality of education and other services.
Expect and even demand quality teaching and learning environment and associated services.

Howell, S., Williams, P., and Lindsay, N. (Fall 2003). Thirty-two Trends Affecting Distance Education: An Informed Foundation for Strategic Planning. Online Journal of Distance Learning Administration, 4(3).
Institutions: Long-term Strategy

- Institutions believe that online learning is critical to their long term strategy. *(Sloan Report 2004)*

- Institutions recognize the significance of developing a strong relationship with students and other stakeholders as a competitive strategy.

Education: Services

Core Service: The teaching and learning that occur in a(n) (un)structured virtual / traditional class is the core component.

Supporting Services: create added value to the student and determine the quality of learning experience

Approaches to Strategy Formulation

- Program & Course Centric (Conventional Approach)
- Student Centric (Emerging Trend)

Program & Course Centric Strategies

Achieve Competitive Advantage

- Manage lifecycle - course / program focus
- Reduce cost to match budget cuts
- Increase revenue sources
  - tuition & fees increase (wherever possible)
  - offer more courses / programs
  - increase enrollment – transaction based
- Improve quality of course/program (if feasible)

Student Centric Strategies

Student advocacy for strategic competitive advantage

- Student is the focus
- Student lifecycle value approach
- Create value to the students
- Beyond loyalty to student advocacy
- Long-term solution (no silver bullet)


Maintaining Competitive Advantage

Which is easy to replicate by competition?

- Program / Course Centric Strategies
  - program / course lifecycle
- Student Centric Strategies
  - student loyalty
  - student relationship management
  - student advocacy

Go beyond program / course centric to student advocacy

Student Relationship Management (SRM)

- Strategic business and process issue.
- Approach is to understand and anticipate the needs of students.
- Align all process and technical solutions.
- Provide unique learning experiences to students so that they want to be engaged in a long-term relationship with the institution.


Student Relationship Management: Goals

An enterprise-level system to share relevant, consistent, and meaningful (student) profiles across all student interfaces and touch-points.

- Recruit and retain students
- Improve services
- Reduce costs
- Improve productivity

University of Illinois Urbana-Champaign (UIUC)
http://www.uiuc.edu/

- President Lincoln signed Morrill Land Grant Act in 1862. 1867 University of Illinois founded as one of the original 37.
- Mission of excellence in education, research, and public engagement.
- UIUC 39,000 undergraduate, graduate, and professional students (10,000 of these are graduate and professional) from 50 states and 100 nations.
- UI Online
Office of Continuing Education

http://www.continuinged.uiuc.edu/

- Leadership for lifelong learning and distance education.
- Extends campus community and mission through teaching and public service to adult students.
- Facilitate the extension of academic resources to students.
Division of Academic Outreach

http://www.continuinged.uiuc.edu/outreach/

- Has a collaborative relationship with on-campus departments.

- Combines administrative support with program development to deliver instruction beyond the campus via internet courses, site-based classes, and videoconferencing.

- Includes course section scheduling enables registration and provides detailed course information for credit and non-credit courses and programs.

- Undergraduate level courses offered in a self-paced guided individual study format.
Support services to students include library assistance, logins to access online materials, registration, technical support, management of student records, and providing University ID cards.

Support services to the faculty and departments include technical expertise and assistance for distance education course development and delivery online and via the division’s videoconferencing facilities on campus, class rosters, etc.
Service Center

- Designed, developed, and Programmed by Staff
- First step towards SRM
- Web-based system
- Interfaces with UI-Integrate / Enterprise Data Warehouse (EDW)
- Serves Continuing Education Students
- Campus Departments
Service Center features

- Easy to use web-interface
- Separate interface for staff & departments
- Online registration system
- Comprehensive student profile
- Triggered alerts
- Communication tools
- Generate customized reports
- Staff training – online tutorials:
Service Center Architecture

- Three-tier architecture
- Client-tier, middle / application tier, and data tier
- Scalability and upgrades
- Multiple-layers of security (at server and application levels)
Main Interface
**Current Profile**

### Fall 2005 Enrollment:

<table>
<thead>
<tr>
<th>Term</th>
<th>CRN</th>
<th>Subject</th>
<th>Course</th>
<th>Credit</th>
<th>RSTS</th>
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<tbody>
<tr>
<td>120058</td>
<td>45820</td>
<td>EOL 540 OB</td>
<td>Intro to Edu Admin.</td>
<td>4 Hrs</td>
<td>RW</td>
<td>Registered</td>
<td>2005-06-29</td>
</tr>
</tbody>
</table>

**Mailing Address**
2145 Washing St.  
Springfield, IL 62704  
**Phone** (217) 0014-356  
**(U1)** jobartin@uiuc.edu

**Permanent**
2145 Washing St.  
Springfield, IL 62704  
**Phone** (217) 0035-126

### Hold History:

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<thead>
<tr>
<th>Num</th>
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<th>Hold Type</th>
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</table>

**Current Registration Activity**

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<tr>
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<th>CRN</th>
<th>RSTS</th>
<th>Date</th>
<th>Act. Code</th>
<th>Message</th>
<th>Bill</th>
<th>Credit</th>
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<tr>
<td>EALBIN</td>
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**History Profile**

### Enrollment History:

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<tbody>
<tr>
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<td>Interdisciplinary Teaming</td>
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### Registration Activity History:

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### Prior College Name
- **Illinois State Univ**  
  - Effective Date: 12/17/2004  
  - Degree Name: Back  
  - Degree Year: 1991
- **Illinois State Univ**  
  - Effective Date: 12/17/2004  
  - Degree Name: Admin Earned Cumulative UIC  
  - Degree Year: 1991
E-mail / Communication interface
# Manage Registrations

## Illinois

### Options for Search
- **Student:**
  - LastName
  - FirstName
  - UIN

- **Course:**
  - FALL 2004
  - Subject
  - Title

### CRITERION
- **ROSTER REPORTS**
- **DEPARTMENT ROSTER**
- **AQ ROSTER**
- **REGISTRATION ACTIVITY**
- **CONFIRMATION & GROUP LETTERS**
- **IMMUNIZATION HOLDS**

### Select Roster Report
- Select Roster Report
- Roster
- Roster With Address
- Roster With Address by UIN
- Roster With Address (Registered)
- XM Roster
- XM-OL Roster
- Credit Roster
- Noncredit Roster
- Community Roster
- GIS Roster
- Contract Roster
- Online

### Additional Options
- **Manage Registrations**
- **Go**
Guided Individual Study - Tracking
FR 102

Credit Hours: 4

<table>
<thead>
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<th>Enrollment Date</th>
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<tr>
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<td>Enrollment Status</td>
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<td>Expiration Date</td>
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<td>Final Exam Request Code</td>
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<td>Final Exam Sent</td>
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<td>Terminated Date</td>
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<td>Lessons In Course</td>
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Update Course Information

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<th>Submission</th>
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<th>In</th>
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<tr>
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<td>05/26/2005</td>
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<td>Y</td>
<td>Update</td>
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<td>Reset</td>
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<td>06/02/2005</td>
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<td>Y</td>
<td>Update</td>
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</table>

Exams List

Submission option: (S-should, F-do not resubmit)

<table>
<thead>
<tr>
<th>Exam</th>
<th>After Lesson</th>
<th>Submissions</th>
<th>Reset</th>
<th>In</th>
<th>Out</th>
<th>Submission Options</th>
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<th>Grade</th>
<th>Update</th>
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<td>Mid Course</td>
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<td>1</td>
<td>Reset</td>
<td>07/26/2005</td>
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<td>100/100 A</td>
<td>Update</td>
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<tr>
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<td>Reset</td>
<td></td>
<td></td>
<td>S</td>
<td>Y</td>
<td>100/100 A</td>
<td>Update</td>
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### Catalog: Course Description

Examination of social welfare within a historical context, addressing the economic, political, social and ideological influences that have shaped the social welfare system and programs. Critical study of the income maintenance system in the United States as a response to the problems of inequality of opportunity and income, poverty, and income security; consideration of alternative approaches with discussion of the social worker’s role in the system.

### Section Restrictions


- **Begin Date:** Jan 1, 2005
- **End Date:** Jan 1, 2006
- **Day of Week:**
- **Begin Time:** 1000
- **End Time:** 1100

### Additional Info

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</tr>
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</tr>
<tr>
<td>Dept URL:</td>
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<td>Related Courses:</td>
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### Section Contact

- **AO Staff:** Eric Johnson  
  **Web:** N
- **Non-AO Staff:** David Williams  
  **Web:** Y  
  **Roster:** Y

### Books

<table>
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<tr>
<th>Description</th>
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<tr>
<td>Required</td>
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**Special Instructions:** Academic Outreach restrictions and assessments apply, see [http://www.outreach.uiuc.edu](http://www.outreach.uiuc.edu); all classes (except the one scheduled for Wednesday evening, August 24) will be held on Monday evenings from 6:30 to 9:30 PM at the College of Medicine in Peoria, room A 200-2. The class starts on August 24 and ends December 12.
Instructor: Travel & Overload Stipend
Sample Report: Tuition & Fee Report
## Course List Report (Data Mart)

<table>
<thead>
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<th>Criteria</th>
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<td>College Name</td>
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<td>Course Section Contract Description</td>
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</tbody>
</table>

- Course Listing Draft (Registration Team)

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**Criteria**

- Term: FALL 2004, FALL 2005
- Quad: ACAD YR 04-05
- EON SE: SPRING 2005, SUMMER 2005
- EON RO: ACAD YR 03-04, ACAD YR 05-06
- UI Online Report (NM/MTL/NC/GIS online - all reg status codes)
- IVC Regular Term Report (X/M/NC)
- IVC Academic Year Report (NM/MTL/NC)
- Course Sheet Report
- Chicago Suburbs
- ICES Report (No Cancelled, ONL/IND/GIS, CT, CTER, CPSC/ENGG/MATH/LAW/LIS/REHAB, Community)
- Off Campus Student Teaching Award List (No NC/IND/CC/MATH/GIS)
- On-Campus Degree Roster
- Enrollment by Degree Program
- AO Courses by Program
- Headcount by Degree Program
- Headcount by Program

---

**Submit**
Department Login Interface

DEPARTMENT LOGIN

Department: General Engineering

Password: **********

Login  Reset

Forgot Password? Please contact Linda May
Academic Outreach Web: Course Search

Search by program of study, subject area of interest, by site-based/online, or by course reference number (CRN). To select a search method, please click on the radio button next to the selection and then click “Search” to complete the process.

<table>
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<tr>
<th>SEARCH COURSES</th>
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<tr>
<td>Site Based</td>
<td>Select Location</td>
<td></td>
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<tr>
<td>Online</td>
<td>Select Subject</td>
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<tr>
<td>By CRN</td>
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</table>

Course Sections for EG

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<tr>
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<th>CRN</th>
<th>Section &amp; Title</th>
<th>Location</th>
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<tbody>
<tr>
<td>Go</td>
<td>45749</td>
<td>CEE 457 EGR - Groundwater</td>
<td>Online</td>
<td>AO</td>
<td>Credit</td>
</tr>
<tr>
<td>Go</td>
<td>45750</td>
<td>CEE 498 ER - Environmental Risk Assessment</td>
<td>Online</td>
<td>AO</td>
<td>Credit</td>
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<tr>
<td>Go</td>
<td>45752</td>
<td>CS 412 EGR - Intro Data Mining</td>
<td>Online</td>
<td>AO</td>
<td>Credit</td>
</tr>
<tr>
<td>Go</td>
<td>45753</td>
<td>CS 423 EGR - Operating Systems Design</td>
<td>Online</td>
<td>AO</td>
<td>Credit</td>
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<tr>
<td>Go</td>
<td>41594</td>
<td>CS 427 EGR - Software Engineering, I</td>
<td>Online</td>
<td>AO</td>
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<tr>
<td>Go</td>
<td>41595</td>
<td>CS 473 EGR - Algorithms</td>
<td>Online</td>
<td>AO</td>
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<tr>
<td>Go</td>
<td>41596</td>
<td>CS 489 I - Information &amp; assurance</td>
<td>Online</td>
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Academic Outreach Web: Course Details

CRN (Course Reference Number) 45753
Course CS 423 EGR  Title Operating Systems Design
Schedule Type Online Credits 3 OR 4 Hours
Total Tuition & Fee Per Credit Hour
  Undergrad: $687
  Grad: $687
Instructor Klara Nahrstedt
Special Instructions Academic Outreach restrictions and assessments apply, see http://www.outreach.uiuc.edu; MCS degree students must take this course for 4 hours; please see http://online.engr.uiuc.edu/descriptions/fall2005.htm for more details on this course section. This website will be available May 24, 2005.

Course Description
(C S 323) The organization and structure of modern operating systems and concurrent programming concepts. Deadlock, virtual memory, processor scheduling, and disk systems. Performance, security, and protection. Course Information: Same as CSE 423. 3 undergraduate hours. 3 or 4 graduate hours. Prerequisite: CS 241. (CSE 323) Course Information: Same as CS 423. See CS 423.

Restricted to Students Enrolled in Program(s)
MCS: Computer Sci Online - UIUC
MS: Electrical Engineering - UIUC
MS: Mechanical Engineering - UIUC
NDEG: Grad Nondegree-CE-UIUC

Start Date Aug 24, 2005  End Date Dec 09, 2005
Section Contact: Laura Miller arriola@uiuc.edu
Registration

Enrollment for First-time Users and Users Prior to Fall Semester 2004

If you are a first-time user, or if you used the online registration system prior to Fall Semester 2004 course registration, click here. You will need to choose a login and password and complete your personal profile before proceeding to the registration section. For subsequent online registration or course(s) additions enter your login and password below to register.

Enrollment for Returning Students

If you have previously enrolled using this online form, please login below.

Login __________________________
Password __________________________
Login... Reset

Forgot Password?

Drop or Withdrawal Information

If you have enrolled and need to change your registration, please complete and submit the Change of Status form available at https://www-s.continuinged.uiuc.edu/ao/pdf/Change%20of%20Status.pdf or by calling our office at the number listed below.

Questions and Assistance

please contact by phone 800-252-1360 or outreachinfo@ad.uiuc.edu
Third-party Applications

- Using third-party applications to enhance the quality of services
- Elluminate - conferencing application with Service Center to reduce response time to the students.
- Camtasia to develop web-based tutorials for staff training.
### Tutorials Draft: for Feedback

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<tbody>
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<tr>
<td>Student Search</td>
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<tr>
<td>Course Search</td>
</tr>
<tr>
<td>Manage Registration - Roster Report</td>
</tr>
<tr>
<td>Manage Course Section - Adding Course Section</td>
</tr>
<tr>
<td>Department View</td>
</tr>
<tr>
<td>Library Request- Book</td>
</tr>
<tr>
<td>Library Request- Photocopy</td>
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<tr>
<td>Great Plains Library Request- Photocopy</td>
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</tbody>
</table>
What’s Next?

- Develop performance metrics
- Move towards developing a system to support Student Advocacy.

Selected References

- Howell, S., Williams, P., and Lindsay, N. (Fall 2003). Thirty-two Trends Affecting Distance Education: An Informed Foundation for Strategic Planning. Online Journal of Distance Learning Administration, 4(3).
Contact Information

Linda May M.A.
Director of Registrations
Office of Continuing Education
University of Illinois at Urbana-Champaign
E-mail: lindamay@uiuc.edu

Naj Shaik Ph.D.
Research Programmer
University of Illinois at Urbana-Champaign
E-mail: najuiuc@hotmail.com
URL  http://www.continuinged.uiuc.edu/outreach/najShaik.cfm

URL of the Presentation File: