The Student Satisfaction Team met on Wednesday, June 21, 2006 at 2:00 p.m. in building 12, Alumni Room.

Members in Attendance:

Alesia Ross, Chair
Sandy Brewer
Faye Colley
Joyce Hughes
Michelle Lockhart
Ann McKinney
Maria Turner
Katherine Wilson, Recording Secretary

Members in Attendance via conference call:

Bernita Bryant
Deborah Cluff
Gail Holmes
Scott Lapinski

Members Absent:

Joseph Burgess
Samuel Nichols
Eddie Rogers
Angela Wallace

Guest:

Tina Hesse

Introduction of the new Emerald Coast Team members was preceded by a review of the Student Satisfaction Team mission.

The Making Way for Excellence (MWE) Coordinating Committee meeting minutes and list of action items were distributed.

A discussion ensued in regards to funding for assessment tools related to Consumer Issues for the Emerald Coast campuses. The funds are allocated to the MWE Measurement Team. The MWE Measurement Team must approve the tool and audit the
assessment. Alesia will consult with the MWE Measurement Team to ascertain the funding available for the Emerald Coast assessment. The assessment tool should help identify problem areas for areas with low consumer satisfaction ratings and areas high in importance. Deborah Cluff will begin the development of the audit tool based upon the audit used on the main campus.

Incentives for consumers completing the Emerald Coast assessment tool and service recovery were discussed. Suggestions included post-it notes, highlighters, USB drives, t-shirts, and backpacks. Joyce Hughes volunteered to acquire incentive price quotes for the items listed above. The incentives suggested budget was $5000.

Student Satisfaction Team members who were not previously assigned to sub-committees volunteered as indicated below:

University Experience Issues Process Action Team – Michelle Lockhart, Kathy Wilson, and Maria Turner

First Impressions Audit Process Action Team – Gail Holmes, Bernita Bryant, and Deborah Cluff

Consumer Issues Process Action Team – Scott Lipinski

The Student Satisfaction Team travel budget was discussed. The administration has recommended the use of teleconferencing. Travel by the team members to the Emerald Coast campuses should take place once every other month. Member travel would be the responsibility of the member’s departmental budget. Michelle Lockhart recommended using the distance learning classrooms. Michelle volunteered to research the feasibility of this recommendation.

The Student Satisfaction Team 90 Day Action Plan was reviewed in detail. Each goal and respective action step was discussed.

With regard to Goal #1, the team will meet bi-weekly on Wednesdays at 2:00 p.m.

With regard to Goal #2, the team will generate minutes for publication within one week of each scheduled meeting. The minutes will also be published on the appropriate website.

With regard to Goal #3, the team established a list of priorities.

1. The first priority is the development of a First Impressions audit for implementation on the Emerald Coast campuses.
2. The second priority will be the approval of the audit. The audit must secure approval by the MWE Measurement Team.
3. The third priority is the allocation of a budget for the service recovery process as well as the incentive for participation process.
The consumer issues strategy and flowchart process for handling consumer concerns was discussed and outlined in detail.

With regard to Goal #4, the service recovery procedure will be implemented after approval by the administration. The Student Satisfaction Team recommends the following related to this topic:

1. Ensuring staff members being comfortable and informed about the service recovery process should be addressed by the Employee Satisfaction Team prior to implementation.
2. Front line personnel be identified and trained to document and resolve service concerns.
3. Incentives are given for participation.
4. Positive resolutions to service recovery issues are promoted in the campus community.
5. The service incident forms should be available online.
6. A pilot program should be initiated in high traffic areas. After the pilot program has been evaluated and critiqued, the service recovery process should be expanded to the university community.

The meeting adjourned at 3:40 p.m.

Submitted as recorded by Kathy Wilson.