How One Stop Eliminated Labyrinth

Albany State University Enrollment Service Center

Albany State University

- Founded in 1903
- 10th largest HBCU in the U.S.
- Located in Albany, Georgia (3 hours SW of Atlanta)
- 6300+ students
- President Marion R. Fedrick
- Offering
  - 9 Certificate Programs
  - 13 Associate's Degrees
  - 28 Bachelor's Degrees
  - 11 Master's Degrees
  - 1 Specialist Degree
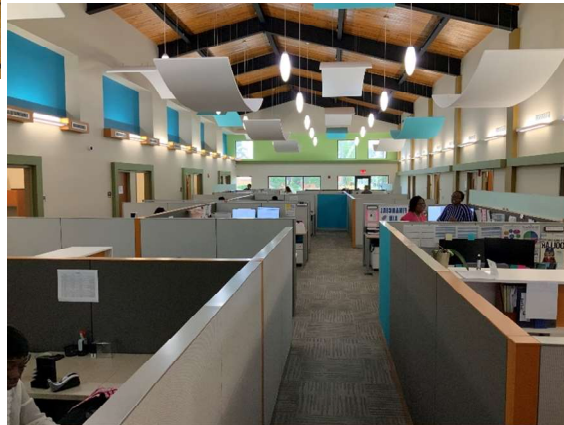
Problem: The Labyrinth

Our students were required to visit multiple departments in various locations to have concerns resolved during the enrollment process. At times the labyrinth caused students to be frustrated and unable to completely focus on their academic success.

Solution: One-Stop-Shop

RAM Central Front Counter/Back Office

RAM Central Solutions Contact Center

What is Ram Central?

RAM Central is an integrated student service center that supports the Office of: Admissions, Financial Aid, Registrar, and Student Accounts. It eliminates the need for a student to visit several locations, by housing many of the needs in one location. RAM Central has experts available from these various offices who quickly assess student concerns. The experts assist on the spot to avoid shuffling students across campus. RAM Central also consists of an operational on-site solutions contact center to assist without physically visiting the campus. It is designed to provide seamless services for students and their families.

Ram Central Service Offerings

RAM Central Front End/Back Office

- **Service students face to face**
  - First line of defense for general questions
    - Admissions
    - Financial Aid
    - Student Accounts
    - Registrar
  - Back office serves as the second line of defense

RAM Central Solutions Contact Center

- **Service students via phone and email**
  - Inbound
    - General questions
    - Escalation
  - Outbound
    - Call Campaigns
    - Text Campaigns
    - Email Messaging
    - AI- "Goldie" Chatbot
  - Division Imaging Specialist

Technology

- Admithub Chatbot –"Goldie"
- Qless
- Cisco Finesse
- Banner Web
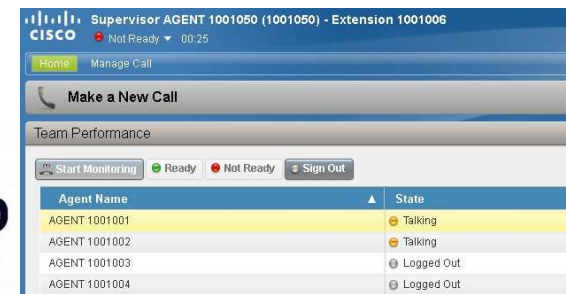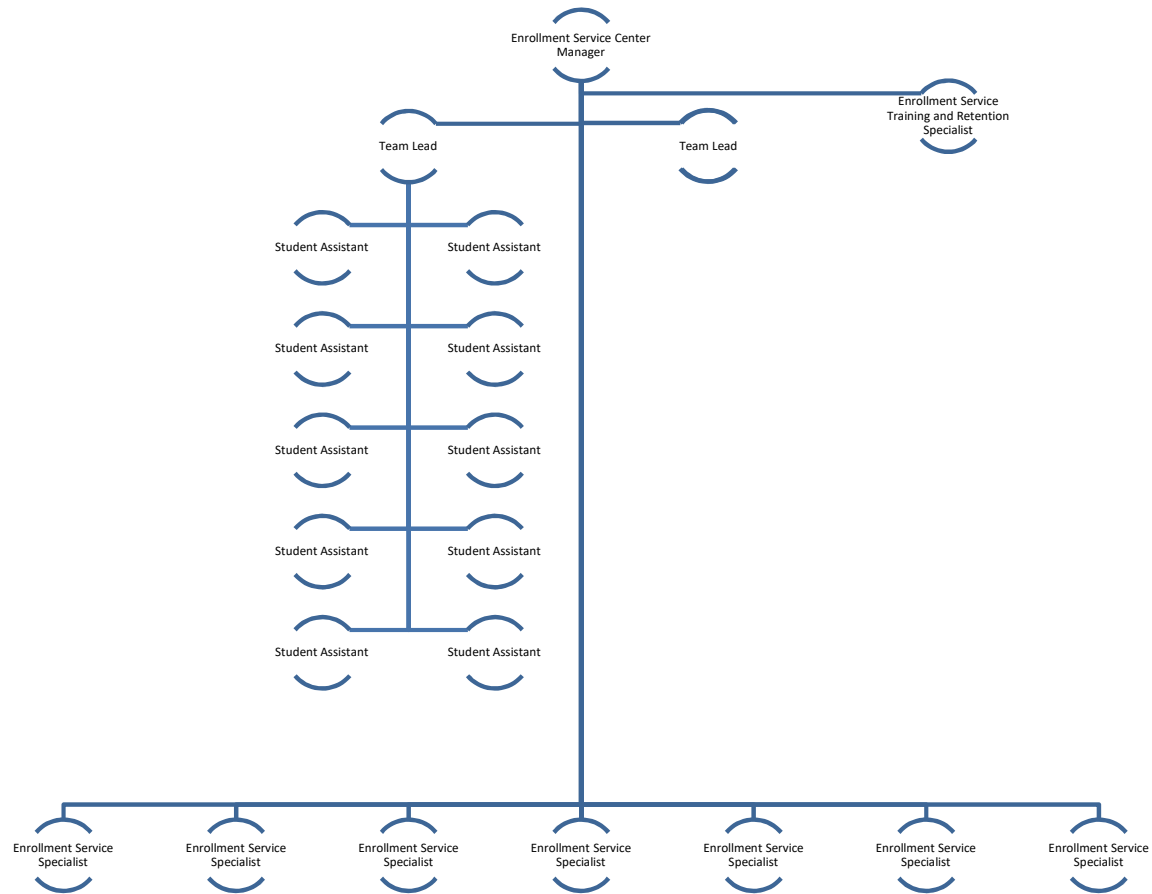- Campus Logic
- Microsoft Teams
- Samanage

Organizational Structure

Enrollment Service Center Manager

Enrollment Service Training and Retention Specialist

Team Lead

Team Lead

Student Assistant

Student Assistant

Student Assistant

Student Assistant

Student Assistant

Student Assistant

Student Assistant

Student Assistant

Student Assistant

Student Assistant

Enrollment Service Specialist

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Albany State University

Albany State University Enrollment Service Center

Budget

- Staffing
  - Manager - $50K
  - Training and Retention Specialist - $36K *(paid for by Title III funds)*
  - Enrollment Service Specialist - $30K
  - Student Assistants- $7.50/hr *(paid for with Student Technology Fees)*
  - Technology
    - Admithub Chatbot –"Goldie" $32, 000 annually
    - Qless - $9, 000 annually
    - Cisco Finesse -no additional fee
    - Banner Web- no additional fee
    - Campus Logic- no additional fee
    - Microsoft Teams-no additional fee
    - Samanage-$ 550.00 per license

Vital Aspects of Success

- Training and Development
- Adequate Staffing
- Campus Support
  - Marketing and Communication
  - Information Technology
- Data Tracking
- Customer Feedback

Training and Development

- Weekly Office Meetings
- Training
  - Team Training *(Fridays 2:30pm – 5:00pm)*
  - Individual Self Study/Cross Training
- Professional Development
  - Conferences
  - Webinars
  - Technology and Soft Skills

Questions?

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