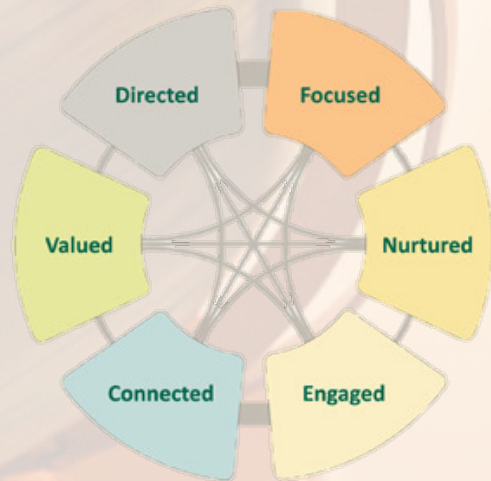


# The Six Success Factors and Service Excellence

*The Invaluable Role of Classified Professionals in Student Success*



Presented by Mary Kay Englen,  
De Anza College, Senior Program Coordinator,  
Office of Professional Development  
and  
Cheryl Massa,  
West Valley College, Classified Senate Vice  
President

## Who are Our Participants Today?

- Classified Professionals?
- Faculty?
- Administrators?
- Others?

## Today's Outcomes

At the end of this activity, participants will be able to:

- Define what Service Excellence is for their campus.
- Identify and describe the Six Student Success Factors and understand how Service Excellence enhances them.
- Recognize and appreciate their unique role in supporting each of the success factors.

## Why is This Workshop on the Six Success Factors Important?

- The Classified Professional's role was not called out in the RP Group's study
- Classified don't always acknowledge or articulate our role in student success
- To help create a foundation for Classified work and connections that classified can relate back to when increasing their skills

## What is Service Excellence?

- Delivering the service that is promised and dealing well with any problems and questions that arise.
- Services for all that are efficient, effective, excellent, equitable and empowering – with our student or client, always and everywhere, at the heart of the service provided.
- A focus on delivery, timeliness, information, professionalism and positive attitude.

## Activity 1: How do YOU define Service Excellence?

As a table, think of a local organization, not education related, with which you have regular contact, and that has consistently delivered excellent service.

What specifically did they **do or say** to make you feel you received excellent service, or made you feel special? What stood out!

List them on the sheet provided. You have 15 minutes to develop your list.

# Service Excellence Defined

Let's share our group's vision of Service Excellence.

# Service Excellence at the 2015 Classified Leadership Institute





# The Student Success (Re)defined Study

This research project, conducted by the Research and Planning Group for the California Community Colleges, started with the fabulous idea that we should TALK TO STUDENTS if we want to find out what THEY think they need to be successful.

## Which Colleges Participated in the Study?


Butte College  
Chaffey College  
Contra Costa College  
De Anza College  
Fresno City College  
Irvine Valley College  
Laney College  
Las Positas College  
Los Angeles Valley College  
Los Angeles Southwest College  
Mendocino College  
Porterville College  
Sierra College



## Who did the RP Group talk with?

13 colleges participated:

- 900 students total, from a random sample
- 785 students were interviewed over the phone (current students, leavers and completers)
- 102 students participated in focus groups
- Participants selected from a random sample that oversampled African American and Latino students, our targeted student populations.



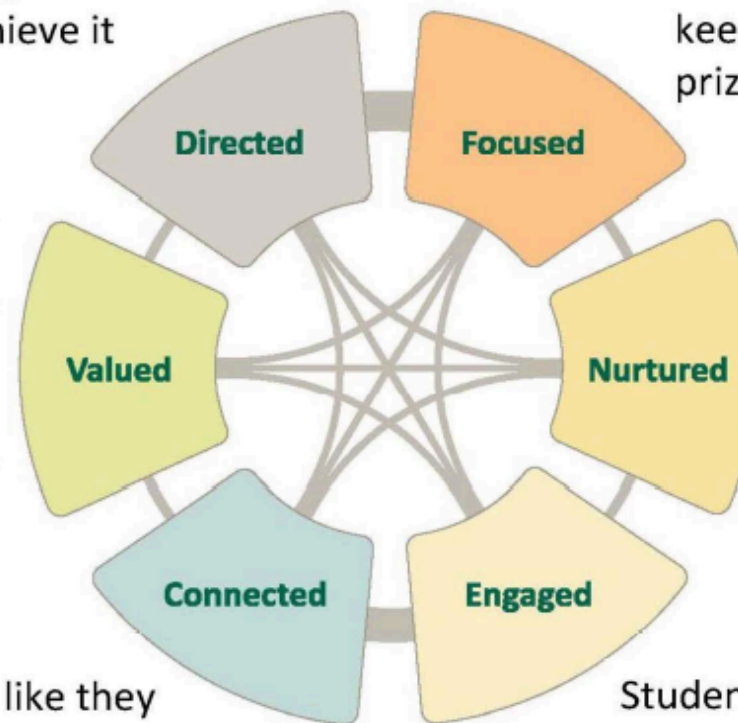
The study found that  
SIX factors are  
important to  
increasing student success.

# Six Success Factors

Students have a goal & know how to achieve it

Students stay on track—keeping their eyes on the prize

Students' skills, talents, abilities & experiences are recognized; they have opportunities to contribute on campus & feel their contributions are appreciated



Students feel somebody wants & helps them to succeed

Students feel like they are part of the college community

Students actively participate in their learning both in & out of class

## Key Themes & Strategies of the Study

Two of the key themes that relate to classified work are:

- Underscore the importance of **comprehensive service delivery to targeted populations**
- Recognize the important role the entire **college community** plays in student success

## Small Group Activity

### Connecting the Six Success Factors to Service Excellence

- Each table will focus on 1 success factor.
- You have 15 minutes for this activity.
- Use the resources on the table to help your discussions.
- Think of practical ways you help students be more successful in your everyday work outside of the classroom. Use the work on your Service Excellence Definition sheet to help you record **what you can do or say** to support your Success Factor specifically.
- Record your ideas on the paper provided.

## Call Out Your Results

- Time allowing, each table call out one or two items listed for your success factor.



## Sharing Out Tools of the Trade

- “FHDA Classified Professional Support the Six Student Success Factors”
- Student/Client Referral Cards
- **The RP Group**  
<http://rpgroup.org/All-Projects/ctl/ArticleView/mid/1686/articleId/76/Student-Support-Redefined>
- Materials from this workshop can be requested from Mary Kay Englen at [englenmarykay@fhda.edu](mailto:englenmarykay@fhda.edu). We’re happy to share.

## Summary

Thank you for participating with us today! Are there any questions?