Registrar’s Service Window Observation Study

Spring Quarter 2015

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To evaluate the Service Window area of the Registrar’s Office as part of an ongoing effort to better understand constituents and achieve its mission of serving its broad constituent base by delivering accurate, secure, and assessable records with prompt, high-quality, and caring service.
Assessment Questions

• To the extent that it is publically observable, who are the constituents using the window?
• What services are they utilizing?
• What are constituent experiences at the service window of the Registrar’s Office?
• What service windows are used most often?
Why study this now?

Ongoing and future changes to service delivery:
- Web forms
- Transcript Ordering
- Changes to Service Window Technology

Potential office remodel

Establish an understanding of constituent experience throughout a quarter
Methodology

- Single Investigator Observation
- Timing and Tracking Instrument
- Random Convenience Sampling
- Record publically disclosed information
Observation as an Assessment Method

- Indirectly captures observable information about a set of respondents
- Can record information that a respondent might not choose or remember to share
- Records data on subjects that might not participate in other kinds of assessment
- Must have clear protocol and purpose from the outset
Indicators in Observational Assessments

• How will we know if __________ happened?
• What can I see, hear, read, feel that would tell me ______________ happened?
<table>
<thead>
<tr>
<th>Evaluation Questions</th>
<th>Indicators - Examples*</th>
</tr>
</thead>
</table>
| To the extent that it is publically observable, who are the constituents using the window? | Verbal public disclosure of status - “I am a junior.”  
Nature of transaction - Subject picks up their diploma. |
| What services are they utilizing?                                                    | Service Delivered - Subject asks to see VA Coordinator.  
Referrals to other departments - Subject attempts to make a tuition payment. |
| What are constituent experiences at the service window of the Registrar’s Office?    | Statements during the interaction - “Thank you so much, this eases my mind.”/  
“I feel I always get bounced around by you guys.”  
Actions during the interaction - Subject breaks a pen in frustration.  
Subject asks to shake hand of staff after receiving diploma. |
| What service windows are used most often?                                            | Monitor where the transaction occurs - Which window is used for observed interactions recorded |

*examples that occurred during the course of this study
Limitations

- Scheduling
- Sample Size
- Subjectivity
Who is using the Service Window?

- Majority of users are *current* students.
- 33% of users were publicly identifiable as undergraduate students.
- Alumni are also significant users.

![User Groups Chart]

N=1369, Transactions= 932
What services are being used?

- Most common service type is the broad transcript category
- Referral to other offices and locations is the 2nd most significant.

*Multiple boxes could be checked*
<table>
<thead>
<tr>
<th>Type of Transcript Order</th>
<th>Number of Observations</th>
<th>% of transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Transcript Pick Up</td>
<td>128</td>
<td>40%</td>
</tr>
<tr>
<td>Standard Transcript Order in person</td>
<td>120</td>
<td>37%</td>
</tr>
<tr>
<td>Special Transcript Orders (Med/Dental)</td>
<td>39</td>
<td>12%</td>
</tr>
<tr>
<td>Verifications</td>
<td>27</td>
<td>8%</td>
</tr>
<tr>
<td>Other: (e.g. Questions about transcripts, checking order status, and unclear type)</td>
<td>10</td>
<td>3%</td>
</tr>
</tbody>
</table>

N= 324, Unique Transactions=275
A Closer look at Referrals...

Registrar's Service Window

- College of Letters and Sciences 19.1%
- Academic Counseling 13.5%
- Financial Aid 11.8%
- Commencement 8.9%
- Graduate Division 5%
- Student Accounting 12.9%
- Summer Sessions 10.6%
- Other: (Notably, UCLA Extension and restroom search) 5.6%
- Dashew Center 2.8%
- Student Loan Services and Collections 1.7%
- Undergraduate Admission 15.2%
- Undergraduate Admission 15.2%
- Student Loan Services and Collections 1.7%
- Dashew Center 2.8%
- Summer Sessions 10.6%
Assessment Question 3

What experiences do users have at the window?

Line Conditions

Most constituents observed waited in line less than a minute:

- 64.38% waited 0 min
- 24.03% wait between 1 and 2 min

The longest recorded wait time in the main line was 8 min.
Wait Time by Time of Day

- 9-10 am: Min 1, Max 3, Avg 2
- 10-11 am: Min 1, Max 2, Avg 1
- 11am-12pm: Min 1, Max 8, Avg 4
- 12-1 pm: Min 2, Max 6, Avg 4
- 1-2 pm: Min 2, Max 7, Avg 5
- 2-3 pm: Min 2, Max 5, Avg 4
- 3-4 pm: Min 2, Max 4, Avg 3
Line Conditions

After reaching the service window, transaction times vary, but most take between 0 and 3 minutes of time.

The internal window, in keeping with it’s specialized purpose has the longest waiting times, particularly for Residence Inquiries.

### Transaction Times:

<table>
<thead>
<tr>
<th>Time in Minutes</th>
<th>Percentage of Constituents</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>14.27%</td>
</tr>
<tr>
<td>1</td>
<td>31.44%</td>
</tr>
<tr>
<td>2</td>
<td>21.03%</td>
</tr>
<tr>
<td>3</td>
<td>12.45%</td>
</tr>
<tr>
<td>4</td>
<td>6.55%</td>
</tr>
<tr>
<td>5</td>
<td>4.18%</td>
</tr>
<tr>
<td>6</td>
<td>2.25%</td>
</tr>
<tr>
<td>7+</td>
<td>7.83%</td>
</tr>
</tbody>
</table>
Assessment Question 3

Transaction Time by Time of Day

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Transaction Time (nearest minute)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-10 am</td>
<td>Min: 3, Max: 20, Avg: 8</td>
</tr>
<tr>
<td>10-11 am</td>
<td>Min: 4, Max: 25, Avg: 15</td>
</tr>
<tr>
<td>11am-12 pm</td>
<td>Min: 5, Max: 30, Avg: 18</td>
</tr>
<tr>
<td>12-1 pm</td>
<td>Min: 6, Max: 35, Avg: 20</td>
</tr>
<tr>
<td>1-2 pm</td>
<td>Min: 7, Max: 40, Avg: 25</td>
</tr>
<tr>
<td>2-3 pm</td>
<td>Min: 8, Max: 45, Avg: 30</td>
</tr>
<tr>
<td>3-4 pm</td>
<td>Min: 9, Max: 50, Avg: 35</td>
</tr>
</tbody>
</table>

Median
Assessment Question 3

Knowledge of web services?

- Knew about Web Services and utilized in transaction: 30% of Subjects
- Knew about Web Services and still choose to come to the window: 35% of Subjects
- Did not know about Web Services and left line to use instead: 5% of Subjects
- Did not know about Web Services and stayed in line for window service: 35% of Subjects
Q22. Questions about Registrar Services related to transaction?

50.86% Yes
49.14% No
Assessment Question 3

Q24. Satisfaction:

- 80.6% (Green Bar)
- 4.85% (Red Bar)
- 14.55% (Blue Bar)

N=932
Representative Level 1 Quotes and Comments

“Parents of a student at UC Berkley has only one unit left to graduate but is experiencing emotional distress and can't finish up there. Her parent would like to have to transfer here to finish from home. Staff expressed sympathy for the situation and explained policy options. It is too late in the child's degree to pursue a true transfer, so they suggested other options. The parent was not pleased to hear the policies and became pushy and somewhat agitated. They claimed that the Berkley Registrar told them this would be possible. "We keep getting bumped around!""

“Grad student came to the window stating that he could not register for classes. Staff explained that the registration period was over so they would need to do an enrollment petition to get in. It was unclear why the student did not register during the open period and they declined to explain. Staff outlined the next steps to take to get added, such as getting signatures from their department, but the student was still very agitated. "Why do I have to do this? I can see that the classes are not full. Why can't you just register me in then right now? It's not that hard.""
Representative Level 2 Quotes and Comments

“Student brought name change paperwork. Staff checked their documentation and identification. Student asked how long it takes the change to go into effect. Staff explained timeline and how to change Bruincard if they desire. The student stated that they understood and left the window.”

“Student came to the service window asking how she could register for summer classes. She may want to take more units than normal for summer as well. Staff directed her to Summer Sessions, explaining that they handle their own registration. They also suggested that she speak with her department about the additional unit load.”
Representative Level 3 Quotes and Comments

“A PhD student came to the window with questions about obtaining his diploma early, due to a job opportunity before the end of spring term. Staff explained that getting the physical diploma that soon was certainly not possible, but that there were other options he could pursue that might work, such as requesting an early certificate of completion. Student indicated that the certificate would be enough for his job opportunity and after the staff explained the process to him, he filled out the request form in person. He sighed in relief and verbally thanked staff.”

“The parent is the Veteran and both the student and the parent have moved recently to CA in order to get started on the residency for the second year. As the situation was both complex and specialized window staff referred them to residence deputy and veteran's coordinator at an internal window. Both parent and student had a lot of questions for both staff members who explained processes and policies as well as what next steps to take and how long the timeline might be. The parent and student left seeming happy with the responses. "Thank you so much, I understand so much better what I need to do to go forward. I had no idea what to do before..."”
What service windows are used most often?

Q8. Window Served (from the wall between Financial Services):

- 44.35%
- 30.54%
- 11.85%
- 13.26%

N=932
Discussion and Questions