

# Service Standards Initiative Tool Kit

## Welcome!

### Service Standards Initiative Overview

The Service Standards Initiative is designed to establish and sustain a culture that ensures positive and quality student interactions with Pace administrative offices, and thus continuously improving the overall student experience throughout the University. The program focuses on key customer service standard values such as accessible, respectful, professional, accountable and proactive; applicable to both departments and individuals. Together, we make it happen.

## Get Trained!

### *I Make It Happen Training Modules*

#### Module 1: Pace Service Standards

This 2-hour program introduces participants to the I Make It Happen Service Standards Initiative.

Learning outcomes:

- Define service and “customer” as it pertains to higher education and Pace University
- Identify elements of customer service
- Identify expectations of customers at Pace
- Recognize steps to take when assisting with a difficult situation
- Identify Pace Service Values and Standards

**Who:** *All newly hired employees are required to complete Module 1. Module 1 is a pre-requisite for all other I Make It Happen training modules.*

#### Module 2: Communication with Service

This 1-hour program identifies communication skills necessary for effective customer service.

Learning outcomes:

- Identify the importance of building rapport through positive body language, written communication, and verbal communication
- Recognize the importance of listening skills
- Commit to using more appropriate and service driven expressions and phrases through group exercises and activity

**Who:** *All newly hired employees are required to complete Module 2. Module 1 is a pre-requisite.*

#### Module 3: Pace Service Mindset

This 1-hour department-specific program focuses on how to assist with difficult customer situations using the HEAT model. Module 3 is facilitated by each area’s respective Service Ambassador.

Learning outcomes:

- Understand how a growth mindset can impact service values and delivery at Pace University
- Review Pace's Service Values through a group activity demonstrating the difference between a fixed and growth mindset
- Assist with difficult customer situations using the Taking the HEAT model, a Pace service mindset and interactive role-play activity experience

**Who:** *All newly hired employees are required to complete Module 3. Module 1 is a pre-requisite.*

**To register for Modules 1 & 2, please [Click Here!](#) Module 3 is facilitated by each area's respective Service Ambassador and will be scheduled and communicated by the Service Ambassador.**

Certificates are distributed by Human Resources upon completion of both Module 1 and Module 2.

## **I Make It Happen Pace Service Ambassador**

A Pace Service Ambassador is a School/Division representative who exemplifies the five core values identified in the I Make It Happen initiative – Accessible, Respectful, Professional, Accountable, and Proactive. This individual has a proven history of providing excellent customer service and creating an exceptional experience to all Pace customers.

As the Pace Service Ambassador, this individual will champion the I Make It Happen service initiative by modeling the service behavior outlined in the five core values and by serving as a trainer for the I Make It Happen Service Training Curriculum.

Recommended Criteria for the Pace Service Ambassador:

- History of exceptional customer service
- Knowledge and passion for the I Make It Happen Five Core Values
- Excellent communication skills.
- Experience and proficiency in presenting to groups
- Some training experience (internal, on the job) preferred
- Trendsetter; ability to influence others

All Pace Service Ambassadors are required to complete a Train the Trainer workshop with Human Resources.

Each area should identify Pace Service Ambassadors(s) to represent their unit. The Pace Service Ambassador is a crucial role for the success of the I Make It Happen Service Initiative. Please take careful consideration when identifying the individual(s) within your area who will take on this responsibility. Any questions should be directed to the Talent Development department within Human Resources at [TalentDev@pace.edu](mailto:TalentDev@pace.edu).

## **PMDP Process**

All participants in the I Make It Happen Service Standards Initiative should include an individual goal within their PMDP which holds them accountable to the five service values: Accessible, Respectful, Professional, Accountable, and Proactive.

For questions, please contact Human Resources at [hrperformancemgt@pace.edu](mailto:hrperformancemgt@pace.edu).

## **YES I Make It Happen Recognition Program**

Celebrate your success as well as the success of your colleagues – Use the [YES I Make It Happen Recognition Program](#) to provide special recognition to staff and student workers for excellent customer service and for exhibiting the core values of the I Make It Happen initiative. Read more about the program by [clicking here](#).

Find all divisional I Make It Happen winners [here](#).

Participate in the YES I Make It Happen events, held bi-annually, usually in September. See more information [here](#).

## **Employee Name Tag**

Each department is responsible for purchasing and providing each employee a name badge. Click the link below to connect with our preferred vendor, *Naag Tag*, and process your order

<https://www.naagtag.com/paceuniversity>

1. Select the appropriate name badge: standard or Service Ambassador
2. Complete the online order form listing the name and department for each employee requiring a badge
3. Include your Purchase Order number in the specified payment box
4. Submit your order



Naag Tag will send confirmation of your order and specify an expected delivery timeframe. You may take advantage of rush shipping to expedite your order.

## **Assessment**

***Assessment Recommendation:***

The “I Make it Happen” Student Service Initiative subcommittee on assessment recommends mapping the Student Service Initiative (SSI) to a University-wide measure, divisional measures and be included in divisional goals for the year. Below is an overview of this recommendation:

1. University Assessment: NSSE Survey –Quality of Interactions from Campus Climate
  - The overarching measure for Customer Service will be taken from the Quality of Interactions engagement indicator of the NSSE survey with sights set on increasing our ratings with respect to our peers. Our current rating for Quality of Interactions for first year students is 38.8% and peer institutions are 41.1%. For seniors, our rating is 37.1% and peer institutions are 41.6%.
  - Students who rated their Overall Experience as “Excellent” or “Good” is 80% for first year students and 86% for our peer group. For seniors, our rating is 75% compared to 86% for our peer group.
  
2. Divisional/Departmental Assessment:
  - Each division/department will develop an assessment plan to evaluate customer service pertaining to their unit in support of the five core principles.
  - One person from each division/department will be identified as the coordinator/DRI.
  - This person will lead the environmental scan of customer service within their unit, identify areas impacting customer service, and develop the assessment plan along with appropriate measures.
  - Objectives for improving customer service will be included in the annual plan (2-3 each year).
  - The Subcommittee will serve as a resource for each unit and provide guidance when needed on the development of assessment tools and measures. OPAIR is also available to serve as a resource in identifying appropriate assessment tools, methods, measures and analysis.
  - The Subcommittee recommends a combination of direct and indirect assessments.
  - Surveys, comment cards, interviews, focus groups and customer advisory groups are indirect assessments that typically measure satisfaction/perception. These can also be helpful in identifying areas that deserve more attention.
  - Direct assessments focus on actual wait times, accuracy of information provided, location and availability of information, time to completion for successful interactions, language used. These can be measured by tracking wait times, secret “shopper”, shadowing in-person contacts, phone monitoring, evaluating email responses, knowledge assessment and evaluating staff.

### **It Shows in your Space**

The following Servicescape provides instructions on how to conduct a detailed audit of your department’s physical environment.



**Final Servicescapes  
PDF Version.pdf**

## Visuals

“I Make it Happen” posters (links and/or attachments) list and define the initiative’s departmental and individual core values. Feel free to display the large format poster in your community space and distribute the smaller poster to each employee for reference.



13272\_Customer  
Service Standards Pc



13317\_Customer  
Service Standards FI

## Get Involved

There is opportunity for each department to become and remain involved. A list of subcommittees follows that are available for your participation. A steering committee member chairs each committee and its volunteers are interdepartmental, committed to the Initiative’s ultimate success. We welcome your participation on any of the following teams.

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*Steering Committee*

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<i>Robina Schepp</i>	<i>Enrollment Management</i>
<i>Phyllis Mooney</i>	<i>Career Services</i>
<i>Mechita Self</i>	<i>Career Services</i>
<i>Mark Stephens</i>	<i>Financial Aid</i>
<i>Dr. Sue Maxam</i>	<i>Office for Student Success</i>
<i>Nasreen Hussain</i>	<i>Office for Student Success</i>
<i>Julie Werkheiser</i>	<i>Talent Development</i>
<i>Susan Donahue</i>	<i>Talent Development</i>
<i>Matt Renna</i>	<i>Human Resources</i>
<i>Dr. Marijo Russell-O’Grady</i>	<i>Dean of Students, NYC</i>
<i>Dr. Lisa Bardill-Moscaritolo</i>	<i>Dean of Students, PLV</i>
<i>Dr. Beth Gordon</i>	<i>Information Technology Services</i>

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*Service Standards Subcommittees*

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<i>Sponsor</i>	<i>Robina Schepp, Enrollment Management</i>
<i>Initiative Chair</i>	<i>Phyllis Mooney, Career Services</i>
<i>Assessment</i>	<i>Mark Stephens, Financial Aid</i>
<i>Communications</i>	<i>Dr. Sue Maxam; Nasreen Hussain – Office for Student Success</i>
<i>Human Resources</i>	<i>Julie Werkheiser, Susan Donahue – Talent Development</i>
<i>Information Bar</i>	<i>Dr. Dean Marijo Russell – O’Grady, Dean of Students, NYC</i> <i>Dr. Lisa Bardill-Moscaritolo, Dean of Students, PLV</i>

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*Service Ambassadors*

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*Vinnie Birkenmeyer, Residential Life, Westchester*

*Diane Coleman, Career Services*

*Jennifer Crespo, Office for Student Success*

*Lauren Dennis, Office of Student Assistance*

*Eric Deserto, Residential Life, PLV*

*Nicola Foster, Undergraduate Admissions*

*Shaquana Gadsden, SDACA NYC*

*Keith Gorman, Residential Life*

*Annette Hernandez, OSA Help Desk, Call Center*

*Janice Hilbrink, Financial Aid*

*Kit Lee-Demery, Security*

*Mary Lieto, Auxiliary Services*

*Shawn Livingston, SDACA PLV*

*Marijo Russell-O'Grady, Dean of Students, NYC*

*Mary Louise Santoli, Enrollment*

*Rachel Simon, Office of Multicultural Affairs*

*Jennifer Talbot, Office of Student Success*

*Alerie Tirsch, Residential Life*