

Montgomery College
Advancement Office

Service, Outreach & Support Committee Meeting Notes

March 24, 2011

2 p.m.

Board of Trustees Conference Room

- Welcome and introductions Susan Sullivan and Nancy Nuell
- Dr. Pollard welcomed the group and thanked everyone for serving on the committee. She told us about previous experience with “District Office” and previous her previous college and how unapproachable the district office was even though it was a group goal to change the perception/feeling. She thought if every if given the opportunity she would run things differently. Now she is the district office and wants to hold to her goals and have a different image/perception and back it up with a tangible plan incorporating physical appearance, events, service creed, communications, etc. Also brought about by information from the recent survey showed concerns such as: Mannakee makes decisions without the campus knowing what’s going on, isolation issue, disconnect with our client. This is not about intent it’s about perception. Dr. P looks forward to a day when “Mannakee” is not said with a level of distain. Grateful for committees willingness to work on this issue and she would like to see a plan in August this year.
- Suggested Ground Rules
 - Neutral in our language and report observations and not inferences
 - We should study what is in existence – college community survey is where information has come forth
 - No interrupting and wait to be recognized
 - Phones kept on vibrate
 - Be open in our conversations about what takes place in this committee- confidentiality is usually a ground rule but not in this case – we need to share with others on campus
 - Create a Web-site
- Discussion Items
 - Committee purpose
 - Add C in front Customer Service, Outreach and Support
 - Break up into smaller groups and work on name and marketing
 - Changing name
 - Words like Client vs Customers
 - World class service is what were thinking of
 - Internal vs external customer/client colleague
 - We should work to define “customer”

- Faculty stand point—customer is more business and education is on a different philosophical level – customer seems more business money making and not the goal of education
 - People who are looking for our help vs a thinking of them as a customer—model professional services
 - Forge a partnership (retail services)
 - Customer service is universal and has understanding
 - Customer is used widely among colleges and universities when referring to students, faculty and staff
 - Keep focused on this committees charge
 - Put students first in purpose
 - Mission is being revised – work with the current mission and in just a few weeks
 - Strategies to ensue the physical space reflects intent.
 - Standard basic elements that can be applied to other areas of the college “all customers have special needs” Create central basic model that can be adjusted and applied to other areas in the College
 - One year duration will help us to accomplish a plan and begin implementation
- Dr. Pollard’s response to the recommendations from the employee engagement survey #2 Conduct customer service satisfaction survey in April 2011
 - Survey will be helpful to our groups work and we could ask specific questions of OIR – fairly in-depth study
 - Committee would like to see the survey or invite Sarah Espinoza from employee engagement to present to Committee.
- Descriptions of Sub-Committees and call for Sub-Committee Chair
 - Customer Service Creed Sub-Committee – relationship we want to have with our partners, new employee education, tool to change perspective
 - Service Strategies and Activities Sub-Committee – recognize service heroes, physical space here,
 - Disney example, 7 service guidelines, prize patrol, awards
 - Mannakee Open House, Collegewide picnic and Backlot BBQ
 - Professional development and building new friendships internally creating more collaboration
 - Bring back the wonderful MC Culture
 - What is the MC Culture
 - Family, if you don’t know you find out, don’t send
 - Different depending on the experiences of the individual
 - Professional Development Sub-Committee
 - CPOD
 - Giving people time away to spend time going to campus events that is uniform
 - Some people can go and some don’t giving 8 hours of release time
 - When campus people see staff or faculty at an event host is very happy

- Mary Kay was a strong leader who would insist on having staff “out there” to events
 - Some people are shy or don’t like to go out there
 - Supervisor “buy-in” is needed “okay and expected to go out and be present. Dr. Pollard will handle the administrators
- Perhaps a Communications Committee is needed
- Will we be prescriptive in our plan-in the creed?
 - Fleshed out and communicated
- Civility and respectful of individuals
- Readily adaptable to all
 - How Central serves the campuses first then adapt
- One group responds to address 2 A & D physical space etc. - 2 B and C as the other
- Service Creed Janet & Kevin
 - Sherri , Clevette, Diane , and Kathy, Rita
- 2 A & D Jackie & Stacey
 - Kurt, Rita, Carmen, Kima
- Professional Development 2 B and C – Marcia, Debra
 - Laura, Susan, Ruby
- Communications and Marketing –Tina & Denise
Mansur, Paula, Page and Kathy
- Please invite Susan and Nancy to the sub-committee meetings
 - Next meeting- 2 p.m. April 27 Germantown Campus – 105 Goldenrod
 - Entire committee goal is to meet once a month around the end
- Plan with deliverables soon and fall roll out