



LA TROBE
UNIVERSITY

Greater than the sum of the parts: partnering to improve the student experience

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2015 Service Improvement and Innovation in Universities Conference
15-16 October 2015

What is ASK La Trobe?

ASK La Trobe for all your student needs

- A complete student help service
- 24/7 online FAQs and query form
- Face-to-face advice and assistance in libraries and college help zones

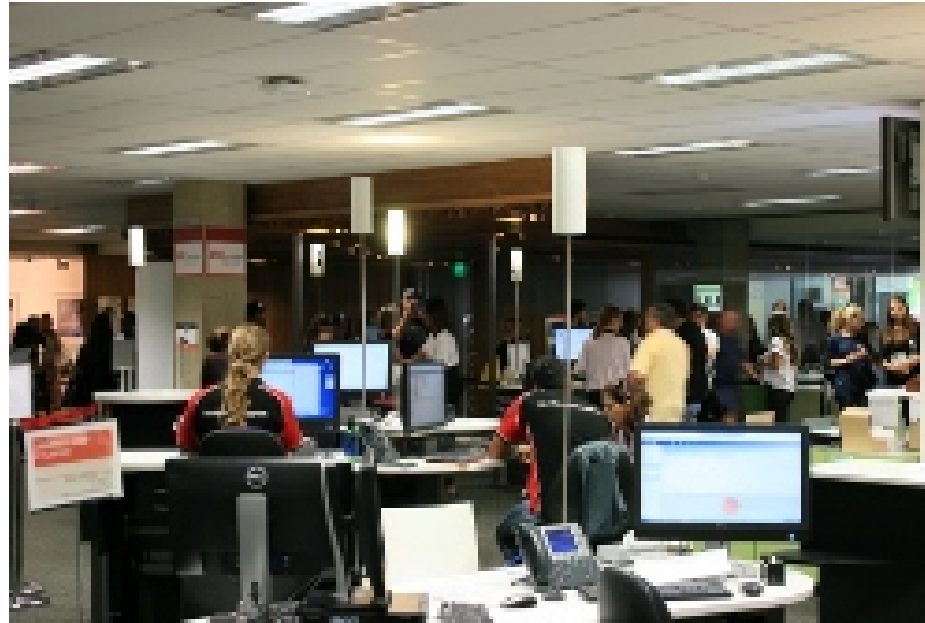
latrobe.edu.au/ask-us

The ASK La Trobe service

- responsive to the needs of the student
- positive student experience = student engagement and retention
- aligned to the Student First program
- includes student administration, library, ICT and student learning and engagement
- accessible via a range of channels (face-to-face; web; online chat; email and phone)
- collaborative culture committed to excellent customer service
- continuous improvement based on empirical evidence

Perspectives of the ASK La Trobe student experience

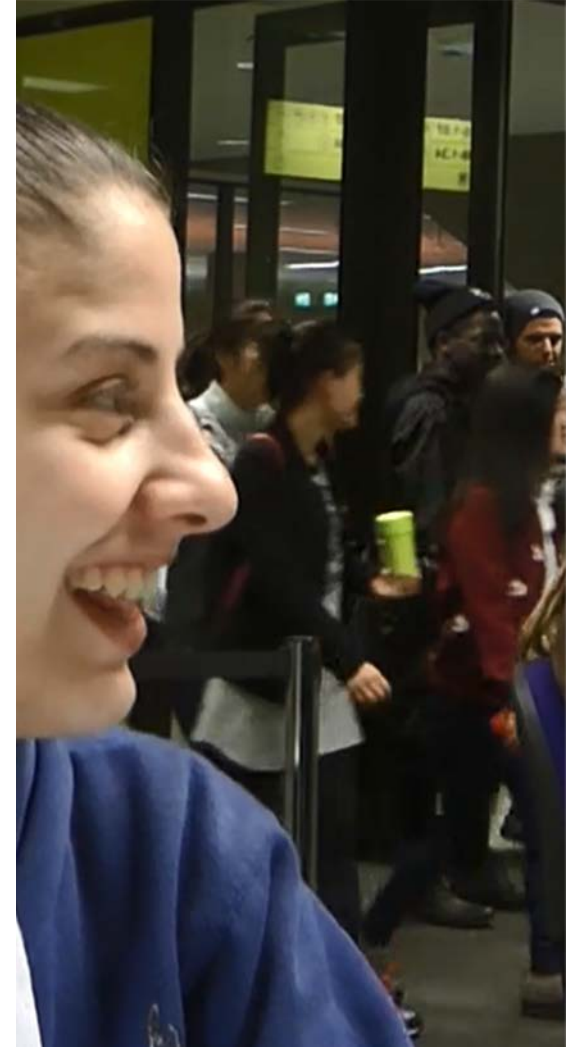
- Friendly
- Accessible
- Fast
- Helpful
- Awesome



- Visible
- Advice and guidance
- Everything in one place

What is ASK La Trobe?

ASK La Trobe
is
Partnership



Our building blocks for successful partnership

- Shared vision
- Shared service model
- Governance
- Cultural change
- Team building
- Shared service space

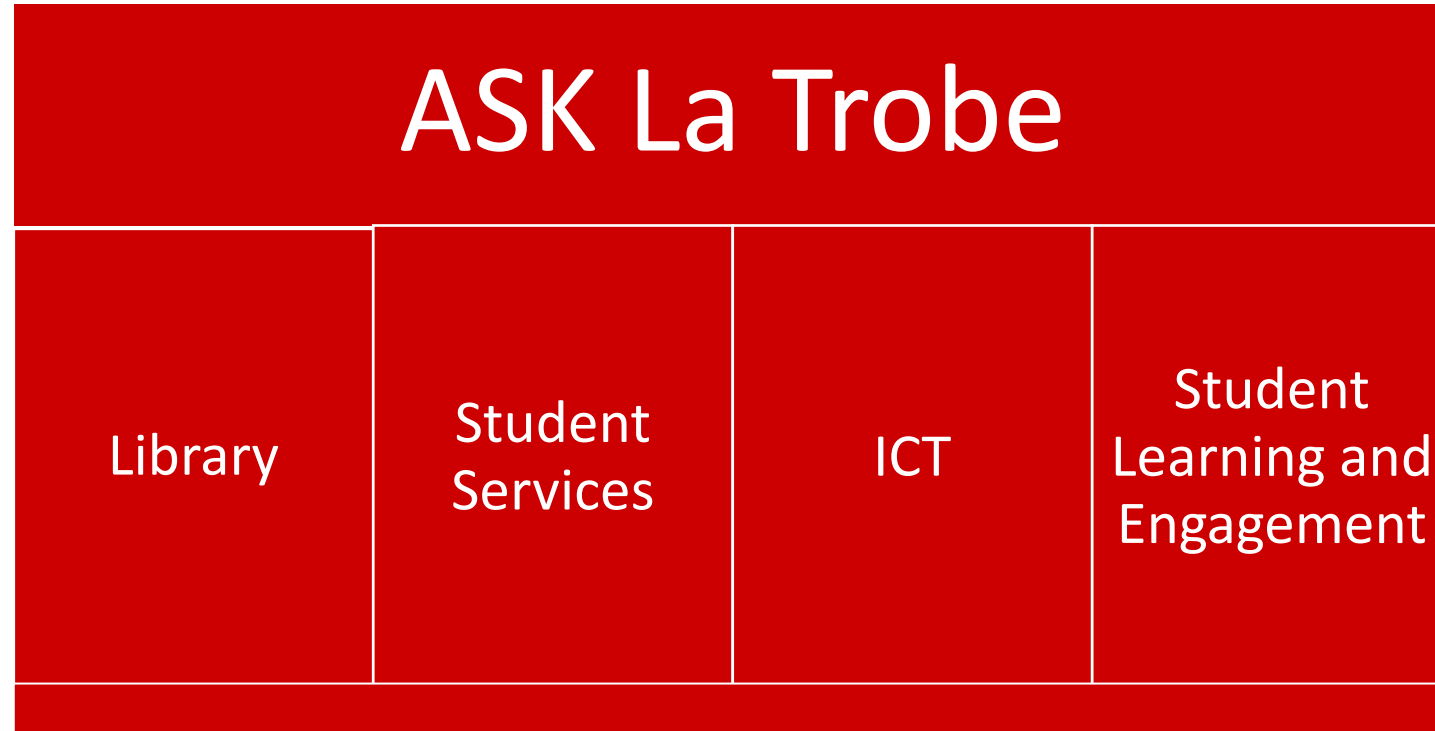


ASK La Trobe Governance and Operations

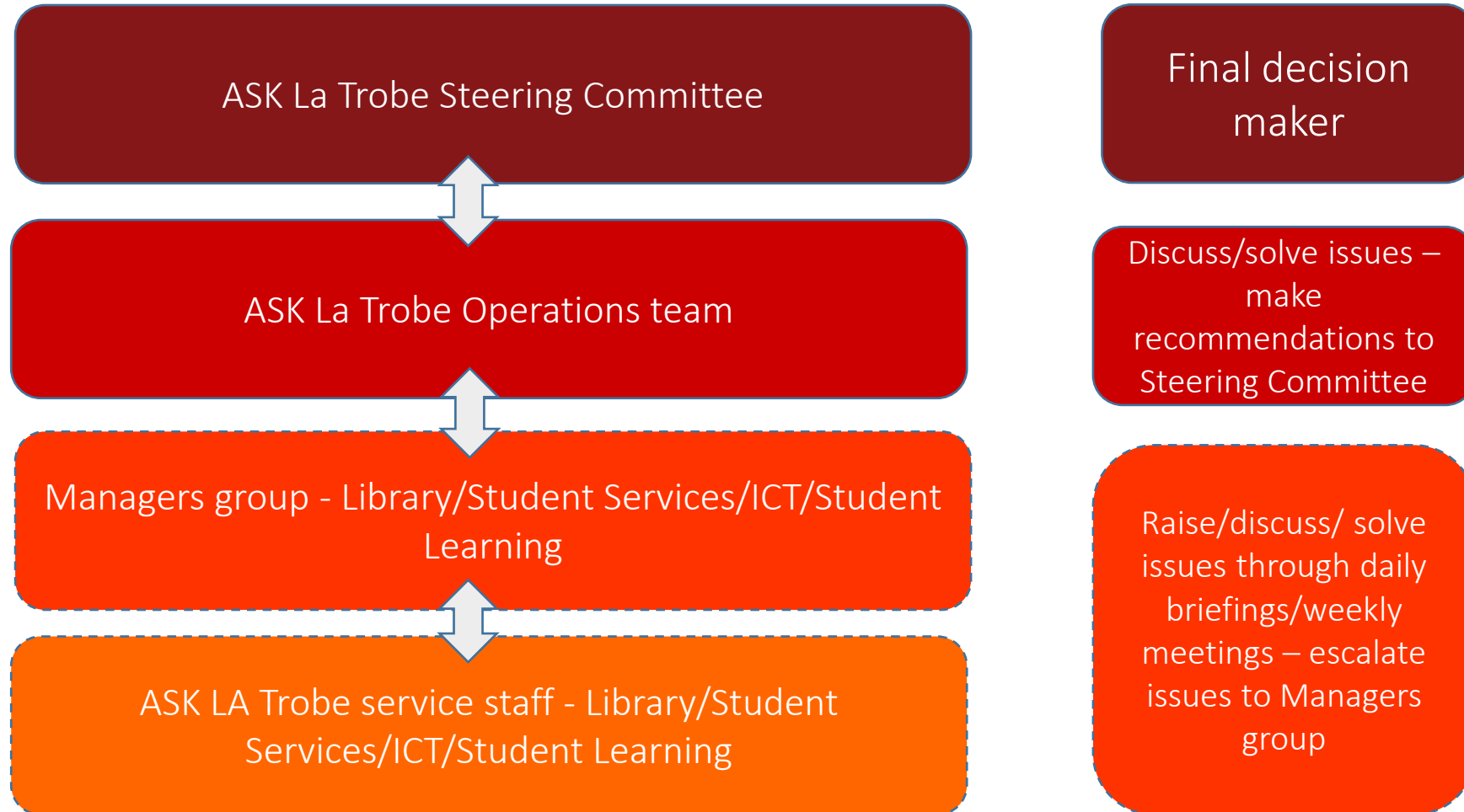


- Shared governance
- Shared service model
- Phase 1 – integrated services in physical help zones
- Phase 2 – integrated virtual services

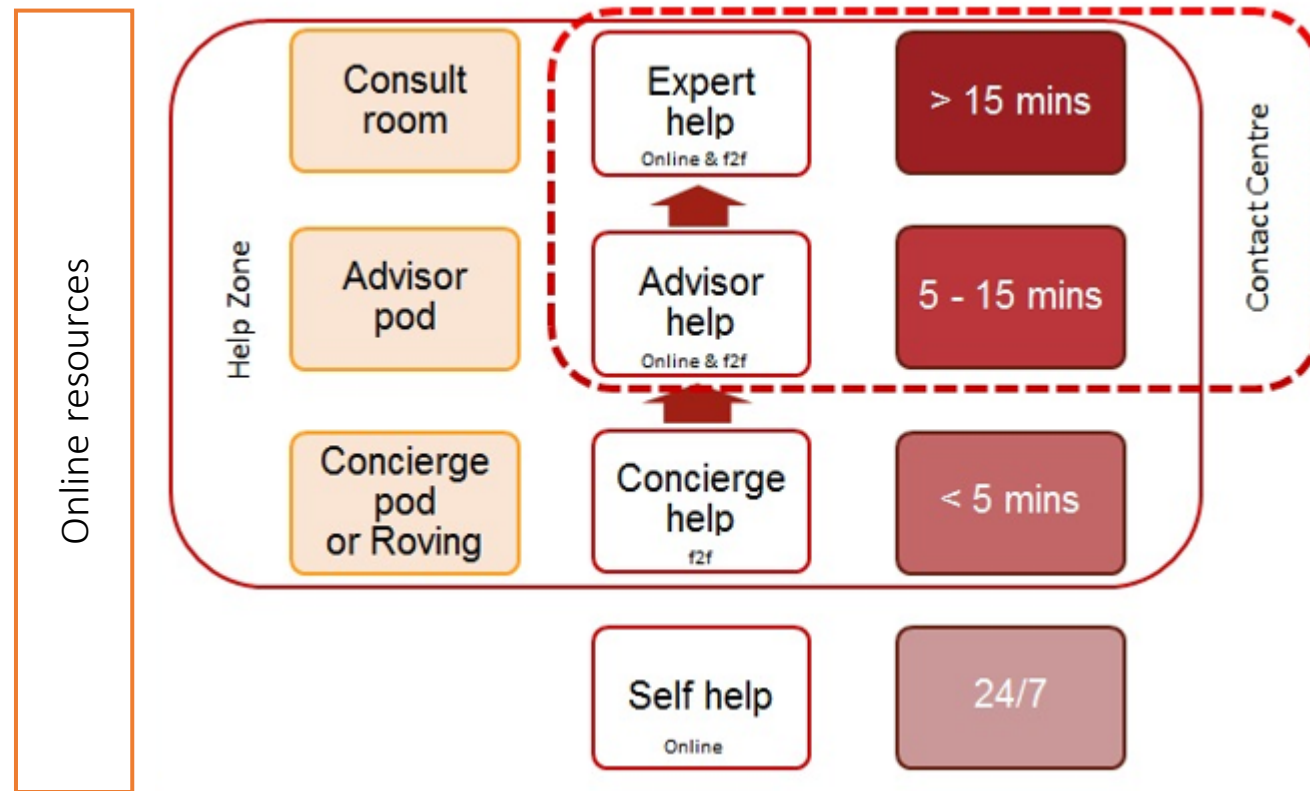
ASK La Trobe service pillars



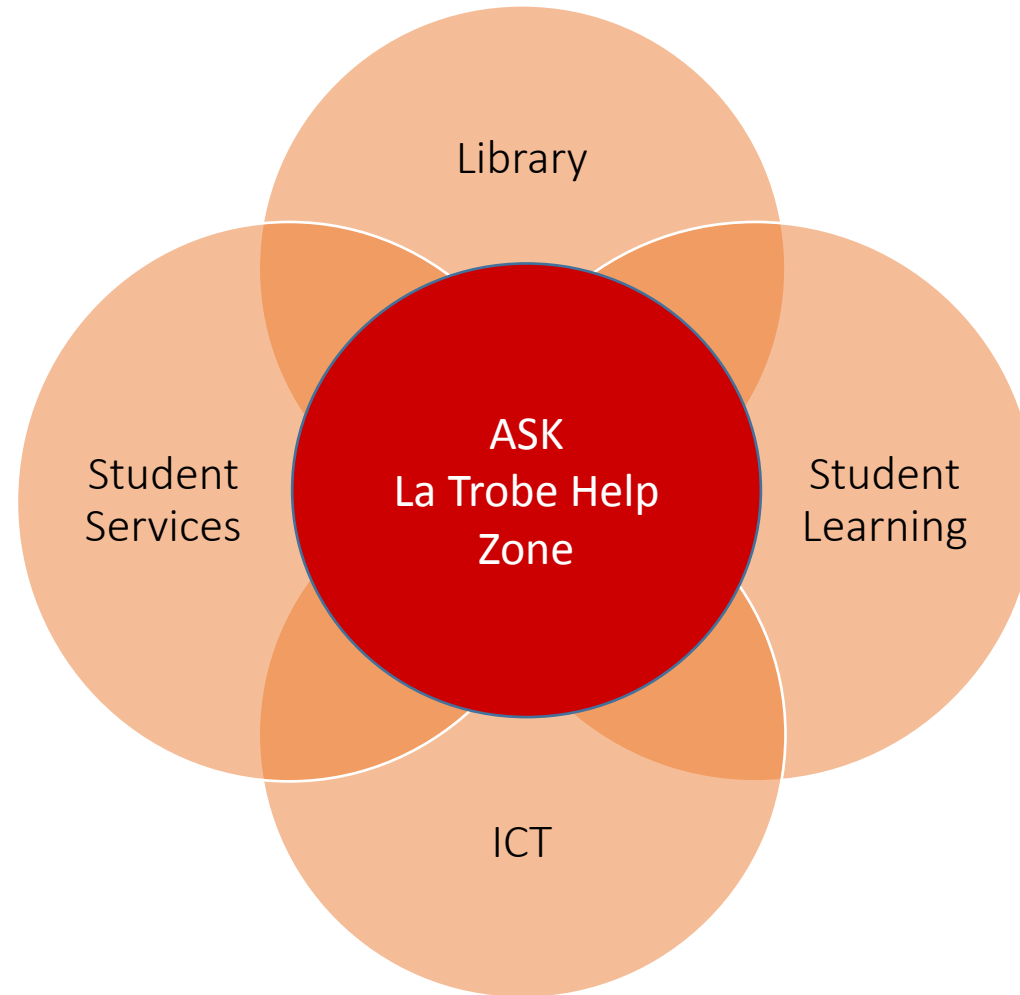
ASK La Trobe governance model



Updated ASK La Trobe service model



4 operational teams = 1 help zone team



ASK La Trobe Review: Process

Feedback gathered via:

- Facilitated workshops at Bundoora and Bendigo
- Staff comments wall and suggestion box
- Staff survey
- Student survey
- Observations

Four feedback themes:

- Physical – layout; signage; equipment
- Organisational – training; integration; roles and responsibilities
- Operational – processes and procedures
- Strategic – vision; goals; communication; leadership

ASK La Trobe review: summary of key issues

Feedback	Responsibility
Physical layout of Help Zones not appropriate for staff and confusing for students	Operations team / Steering Committee
Current physical and digital signage not adequate	Operations team / Steering Committee
More clearly articulated service vision, values and goals	Steering Committee
Greater role clarity	Line managers
Improved communication between Help Zone partners / other areas of the University	Operations team
Coordinated staff development and training	Operations team

Building a shared service culture

- Clarification of the meaning of integration
- Integrated or shared?
- Is it the right word for our vision?
- Does it describe our approach?

Next steps

- Fit-for-purpose design for Help Zones
- Increased delivery of self service
- An integrated staff training program
- A culture that is (even more!) collaborative and is (even more!) committed to excellent customer service
- Active benchmarking activities and collection of relevant statistics to inform continuous improvement
- Implementing the ASK La Trobe service at other LTU campuses

Thank you