END OF YEAR
REPORT

Period: July 1, 2022 to May 15, 2023

Aggie One Stop
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NM STATE

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New Mexico State University

About Us

The Aggie One Stop office is a one-stop student service center and resource students turn to for guidance and assistance. We provide answers, foster connections, and formulate areas of developmental higher education knowledge to all students. Our staff is cross trained in multiple areas of student support services. We take the approach of being inclusive to all students at any stage of their academic journey and helping answer questions or connecting with appropriate resources when needed.

Our office has developed shared services with Admissions, International Student and Scholarship Services, Student Records, Financial Aid, University Accounts Receivable, NMSU Global, and Academic Advising, to assist students with general questions and concerns. Our ability to share these services allows an increase in student services across all areas, alleviating workload during high traffic times, and freeing up resources within the home offices.

Our Mission Statement

Aggie One Stop provides value to current NMSU undergraduate students, graduate students, and prospective students, by consolidating campus transactions while providing outstanding service. Cross-trained staff provide live, accessible assistance with NMSU student support services, including registration, advising, records, financial aid, billing, payment, and veterans' benefits. We support student success and persistence to graduation through a consistent, personalized experience. Aggie One Stop staff engage with students through multiple delivery modes including text chat, video chat, phone and email.

Vision Statement

We strive to Empower Students through a strategic and seamless one-stop student services experience. At New Mexico State University, our Aggie One Stop's vision is to create an engaging environment where students find success academically, personally, and professionally.

We envision a one-stop student resource service that serves as a central hub, providing comprehensive support and guidance to meet the diverse needs of all our students, colleagues, and NMSU community.

We provide excellent customer service in a streamlined and student-centric model. Our cross-trained staff are knowledgeable and capable of providing administrative support, while holistically supporting students to remove academic and personal barriers they face.

Our Strategic Plan

The following strategic plan and values was created and developed in 2020 with LEADS 2025 in mind. We focus on the following areas:

- Goal 1 Enhance Student Success and Social Mobility
- Goal 4 Build a Robust University System

AGGIE ONE STOP STRATEGIC PLAN

Long Term Outcome:
To sustain and expand Aggie One Stop into a robust recruitment, retention, and outreach center in order to increase student enrollment and retention. This plan is intended to align with the universities strategic plan of **LEADS 2025.**

Strategic Area	LEADS 2025	Goal	Initiatives	Success indicators
Develop clear Aggie One Stop objectives and services available to prospective, enrolled, and graduate students	1.1	• Provide a clear definition of services provided for cross departmental collaboration • Support students in navigating their educational journey • Train and develop One stop counselors to provide a high level of student support	• Develop levels of support for services from Self-Service to Specialized Care • Meet student service offices to develop metrics that will support each area and create more specialized care for students • Annual specialized staff trainings	• Reduced number of Self-Service requests by department • Increased services provided by One Stop staff • Sustained interactions year over year • Increase of Tier 1 and 2 Interactions
Aggie One Stop Outreach and Connection	1.2	• Presentations to First Year Students to educate on student services and support • Create awareness of support for prospective students	• Presentations at Aggie Welcome and Orientation • Tabling during Aggie Experience & move-in weekend	• Increase in student connection • More students completing tasks prior to deadlines • Increase in retention
Create a seamless transition to specialized services	1.3	• Provide a seamless hand off to specialized services beyond Aggie One Stop • Reduce the student "Run Around"	• Utilize Navigate and Slate to schedule appointments for students • Reduce/eliminate blind transfers	• Increase in departments providing focused support • Tracking of Tier 3 Escalations
Utilize NMSU's Technology for outreach, services, and staff development	4.2	• Aggie One Stop staff should become proficient in Navigate, Slate, and Banner to provide clear services to students • Website tutorials/info	• In depth training to familiarize staff to various platforms • Continued education through webinars and tutorial videos • Maximize efforts through technology	• Increase of resolved student issues year over year • Cross-disciplinary staff providing high levels of customer service
Expansion of service availability	1.1	• Extended hours of service • Multiple Locations • University wide Services	• Become flexible and available for students with non-traditional hours • Become visible across campus	• Number of students assisted and increased year over year

AGGIE ONE STOP
Values

Office Culture

To provide a high level of customer service and support to **ALL**. Regardless of problem or college status, Aggie One Stop should be prepared to assist with any matter brought to this office. One Stop Counselor's will do their very best to resolve any matter at the time of student contact. For problems that are beyond Aggie One Stop level of service, students will be **CONNECTED** with specialized care. A student should be handed off to each area with an introduction and explanation of needed care.

Leadership

Great customer service starts at the top. Create clear processes for handling student traffic, documents, and virtual meetings. Ensure the offices success through organizational and strategic structuring.

Staff

Aggie One Stop Counselor's and student staff will be cross trained and knowledgeable in a variety of student services areas. Counselors will be there to provide the first level of student support in any area. The cross training will allow any counselor to serve any student.

Outreach and Connection

We must be active in connecting and engaging with the student population. Aggie One Stop can help the students navigate the business of going to college at any stage of their academic journey. Early outreach to first year students can promote better participation and engagement. Presentations for Aggie One Stop should include services that can help students achieve more with early access. These presentations can be given during orientation or to any departments that requests the information.

A Seamless Transition of Support

The goal of creating a seamless transition of support is to connect the student with an appropriate specialist in student services. "Connection" refers to the way a student is referred to another office. If the student is on the phone, Aggie One Stop should make the connection with the office and explain what the student is needing prior to transferring the call. Too often, students are caught repeating the same story to multiple offices, thus creating frustration and a poor experience. Reducing the number of blind transfers will provide the students with a better transition of support. In the case of email or virtual communication, a greeting of introduction should be made.

Utilizing Technology (Banner, Slate, Navigate, MS Teams)

The better we understand the technology we have, the better experience we can provide each student. Becoming cross trained and proficient in multiple systems can provide more detailed services to the student as a whole. Being able to set up meetings for the student and provide support in any stage of academics, helps provide a better student experience. Utilizing what we have to create helpful guides that can help students through each process of college business. These guides can be linked to our website to help navigate the student through the process.

Expansion of Services

Not all students are created equal. We focus our efforts within the first year to expanding our availability of services. There are a population of non-traditional students who are not always available during the 8-5 work week. During peak times, offering the flexibility of extended hours will provide some relief to our upperclassmen students, as well as our graduate students. Within a 5 year period, expanding these services into another on campus location for better accessibility for the continuing student population.

Our Strategic Plan Advancement to the Universities Strategic Goals

- Goal 1 Enhance Student Success and Social Mobility

  Providing knowledge and support in a central location allows us to support our students and fellow colleagues. The relationships and shared services between Undergraduate Admissions, Financial Aid, University Accounts Receivable, University Student Records, and NMSU Global, has allowed Aggie One Stop to provide additional student support and become a resource to student success.

- Goal 4 Build a Robust University System

  Our cross trained staff who are specialists in overlapping areas, builds knowledge, collaboration and working relationships between multiple departments. The relationships and communication between multiple departments and offices across campus has improved productivity by reducing time needed to assist students. These improvements have also lead to an improved working relationship between colleagues and departments..

Key Performance Indicators (KPI) and Essential Data Monitored
(See Appendix A for Navigate, Ocelot, and Outreach Calling Campaign Specific Data)

Number of Interactions:

Number of interactions are tracked to determine the volume of inquires at any given time. This allows adequate staffing during the year to provide a positive student experience. Interactions are completed via multiple channels of communication such as: Phone, Email, In Person Services, Live Chat, and Virtual Appointments. Average Time taken allows us to ensure students are provided enough support wile attempting to maximize our resources.

Number of Total Interactions: (7/1/2022-5/15/2023)	23,863	Average Time Taken Assisting Students:	5.13 Min

Number of Students Assisted By Area (Top 6)

Department/Office	#	%
Undergraduate Admissions	6,120	26%
Financial Aid	5,404	23%
University Accounts Receivable	1,878	8%
University Student Records	1,592	7%
Center for Academic Advising and Student Support	1,523	6%
International Student and Scholarship Services	1,513	6%

After-hours Interactions

5:00 PM-6:30 PM	#
Students Assisted	374

Contact to Resolved

Time Taken	#	%
Less than 5 Minutes	14,384	63%
5 Minutes	6,050	26%
10 Minutes	1,290	6%
More than 10 Minutes	2,139	5%

Level of Service

Our office uses a Tier system to better track and manage our services. Tier 1 interactions are handled by all staff in the office. Tier 2 interactions are escalations to our professional counselors for assistance. Tier 3 requires assistance from our home office partners.

Tier 1 & 2 Solved within the AOS Office	76%
Tier 3 Required Assistance from Home Office	24%

Our office presented at 13 Aggie Welcome and Orientations. We tabled at Aggie Experience and Graduation fairs to promote our services. During Fall 2022 Move-In weekend, we opened the office to assist new students during the beginning of the semester. We conducted calling campaigns to remove registration holds and barriers students are facing to allow continued persistence.

Assistance by Source

Aggie One Stop office continues to provide multiple channels of engagement with our prospective students, current students, and NMSU community. Below is a summary of interactions by source.

Source of Interaction	#	%
Phone	20,396	85.47%
Walk In	1,568	6.57%
Email	1,236	5.18%
Navigate Appointments	499	2.09%
Ocelot Live Chat	119	0.50%
Mainstay Oli Text Chat	45	0.19%

Our Work Toward Division of Student Success' Engage/Empower/Guide

- Aggie One Stop supporting students via multiple communication channels. Allowing us to reach student in a method that works best for them. Our goal is to meet the students where they are most comfortable.
- We take a holistic review of each student we assist, identifying potential academic and personal barriers students may face. Going beyond the reason for their initial concern.
- We are implementing a new ticketing system that will assist in identifying issues students are facing to become proactive in support with our home offices.
- We take a teach/learn approach when guiding students. Giving student the tools and knowledge to address the issues they are facing.

Our Progress Toward HSI and MSI Missions

Our services are geared to serving all student. Our main mission of consolidating resources into one central location also links to support the HSI and MSI missions. In conversations with families of students during orientation, appreciation for a One Stop was expressed. Students arriving from small communities and coming from first gen families, extended gratitude for Aggie One Stop being a resource their student can turn to for assistance.

Highlights From The Year

- In August 2022 we were fortunate to expand our Aggie One Stop team with an addition to our staff due to an increase of interactions. A new position was created and approved to help improve our response time in answering students questions.
- Our One Stop Counselor, Frances Munoz, was promoted to One Stop Counselor Sr. Frances began taking on additional duties and responsibilities to better assist our students.
- Our office was once again able to produce a student resource guide. A helpful and interactive guide to assist students in connecting with multiple resources across campus. Current version can be found: **https://onestop.nmsu.edu/currentstudents/2022-2023-Student-Success-Guide.pdf**
- Aggie One Stop had two student employees finish their degree's while working in our office. Ashlynn Little (Spring 2023) had been with our office for 2 years and Sheena Merino (Fall 2022) was with our office for a year.

APPENDIX A

Opportunity Scholarship Appeal Calling Campaign
Goal: To inform students of the ability to submit an appeal for Opportunity due to max timeframe
Total Called Total: 105

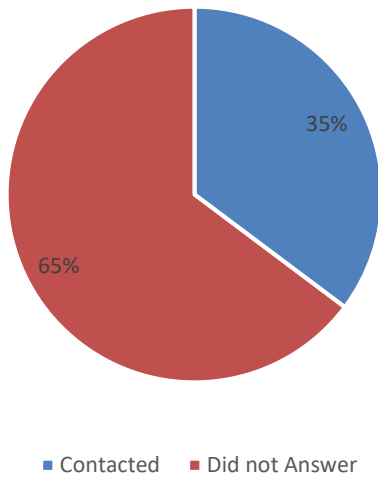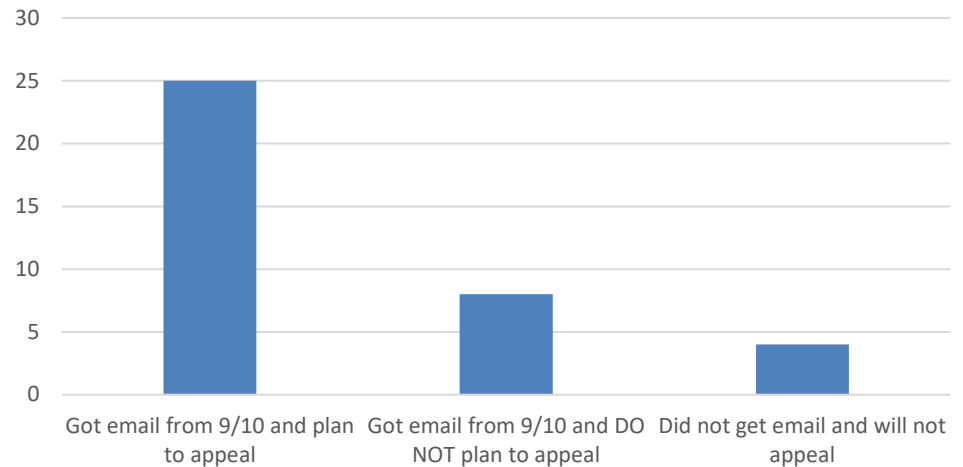| This Calling Campaign was Completed on 9/28/2022 |
|---|
| Target Population: Students who lost opportunity due to time frame and has not submitted an appeal |
| Reason: Encourage appeal and check academic progress, refer to resources. |
| # Targeted Students: 106 |

Calling Campaign Results		
Contacted	37	35%
Did not Answer	68	65%
Total	105	100%

Contacted Student Results		
Got email from 9/10 and plan to appeal	25	68%
Got email from 9/10 and DO NOT plan to appeal	8	22%
Did not get email and will not appeal	4	11%
Total	37	100%

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Opportunity Scholarship Appeal Calling Campaign (2nd Attempt)
Goal: To inform students of the ability to submit an appeal for Opportunity due to max timeframe
Total Called Total: 68

This Calling Campaign was Completed on 10/07/2022
Target Population: Students who did not answer on first attempt 09/28/2022.
Reason: Encourage appeal and check academic progress, refer to resources.
Targeted Students: 106

Calling Campaign Results		
Appeal Submitted between calling campaigns	5	7%
Contacted	13	19%
Did not Answer	49	73%
Total	67	100%

Contacted Student Results		
Got email from 9/10 and plan to appeal	9	69%
Got email from 9/10 and Unsure if they will submit appe	3	23%
Did not get email and will not appeal	1	8%
Total	13	100%
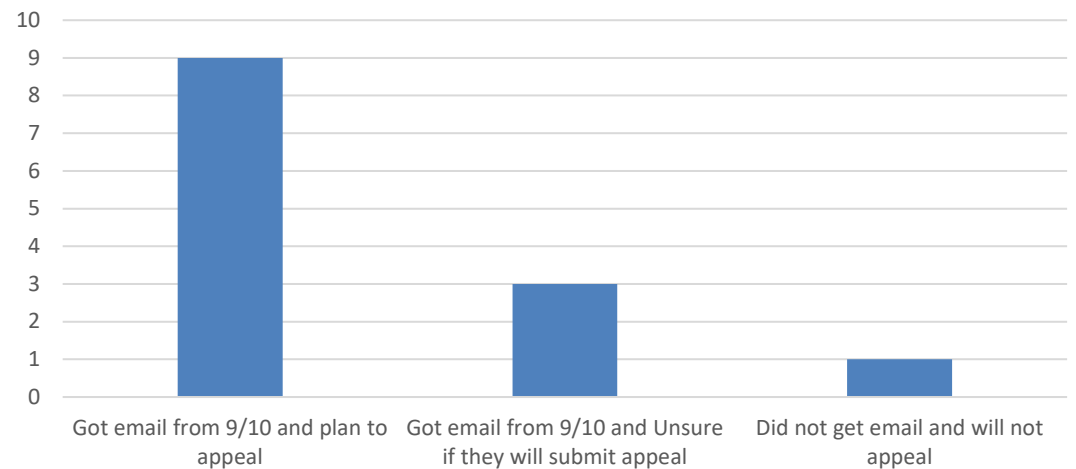
Spring 2023 Tentative to Final Calling Campaign (1st Run) Results

Date Started/Completed: February 14, 2023

Resources Student Staff	Start Time	End Calling Campaign	Time	Total Minutes (Two Staff)	Avg Min per call
2	2:18pm	4:45pm	2 Hours 27 Minutes	294	3.20

Total Students	Total Spoke with Student	No Answer Text Message Sent*	Wrong or invalid number	Did not call
92	24	62	2	4
	26.09%	67.39%	2.17%	4.35%

*We did see ~10+ returned calls during and after the calling campaign regarding a text they received. Number not in total.

Spring 2023 Tentative to Final Calling Campaign 92 Students
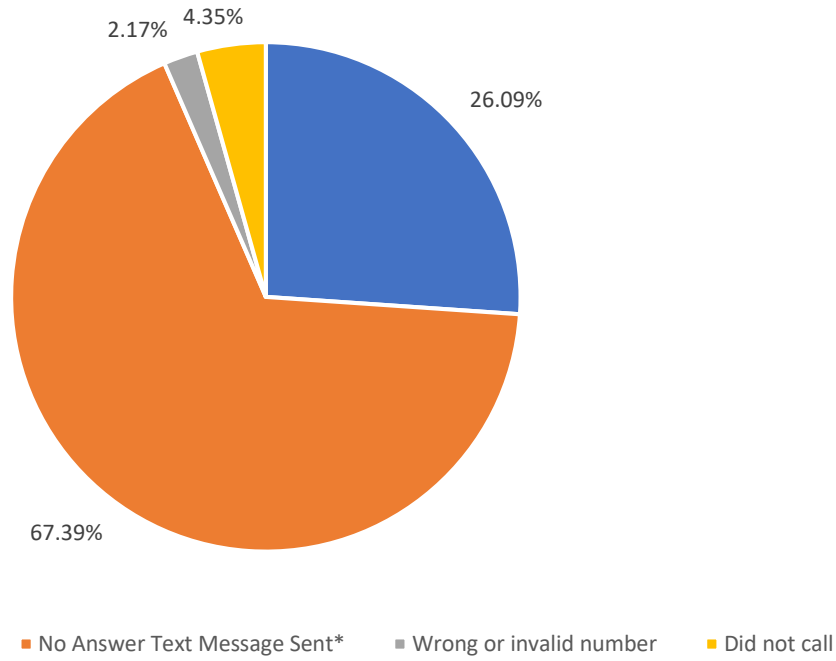
- Total Spoke with Student
- No Answer Text Message Sent*
- Wrong or invalid number
- Did not call

Staff Performance	Calls Made	Success (Spoke with Student)	SMS/Wrong #/Did not call	Contact Rate %	No Contact Rate %
Abigail Wood	48	8	40	16.67%	83.33%
Carlos Ortega Sandoval	44	16	28	36.36%	63.64%

Staff Performance
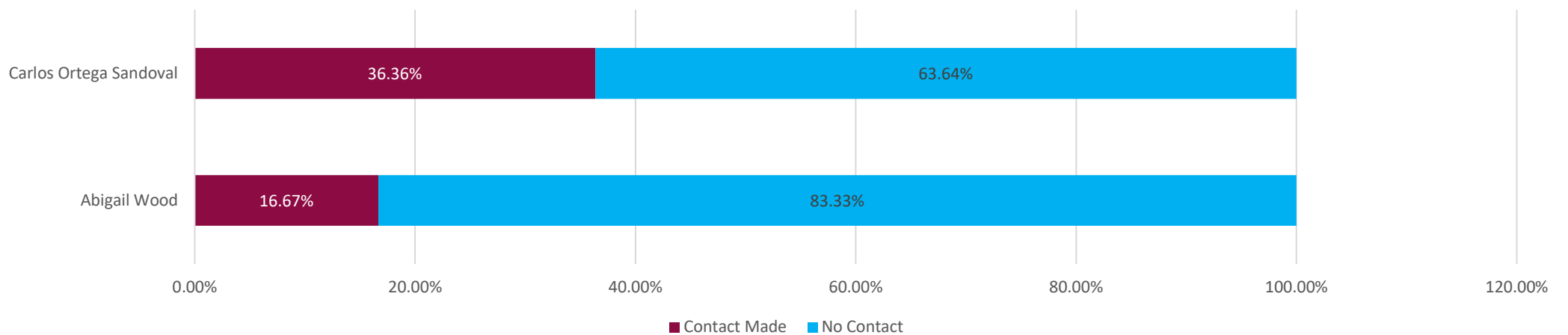
- Contact Made
- No Contact

Spring 2023 Tentative to Final Calling Campaign (2nd Run) Results

Date Started/Completed: March 21,, 2023

Resources Student Staff	Start Time	End Calling Campaign	Time	Total Minutes (Two Staff)	Avg Min per call
2	3:33pm	4:38pm	1 Hours 05 Minutes	130	1.94

Total Students	Total Spoke with Student	No Answer Text Message Sent*	Wrong or invalid number	Did not call
67	12	53	2	0
	17.91%	79.10%	2.99%	0.00%

*We did see ~10+ returned calls during and after the calling campaign regarding a text they received. Number not in total.

Spring 2023 Tentative to Final Calling Campaign (2nd Run) 67 Students
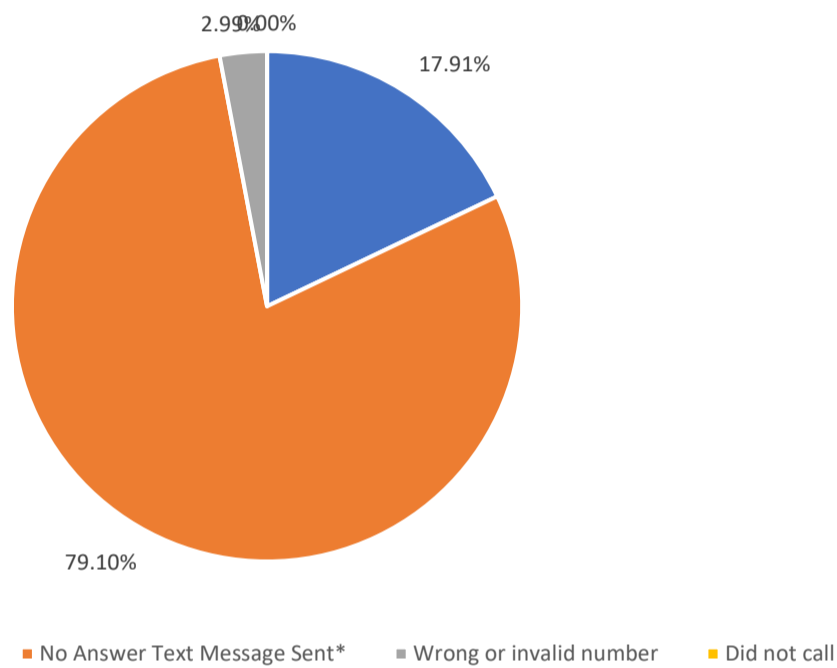
Staff Performance	Calls Made	Success (Spoke with Student)	SMS/Wrong #/Did not call	Contact Rate %	No Contact Rate %
Ashlynn Little	18	4	14	22.22%	77.78%
Carlos Ortega Sandoval	42	8	34	19.05%	80.95%
Angelina Essick	7	0	0	0	100%

Staff Performance
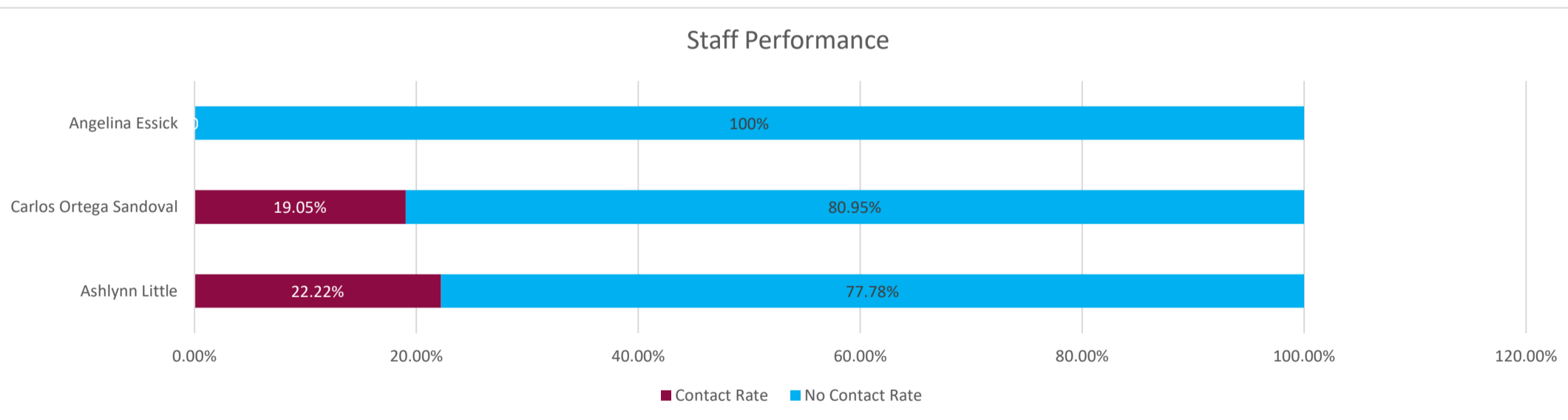
Appointment Attributes

SCHEDULED DATE RANGE

Jul 1 2022 - May 15 2023

APPOINTMENT TYPE

All

LOCATION

Aggie One-Stop, Aggie On…

STAFF TEAM

All

STAFF

All

MEETING TYPE

All

REASON/STUDENT SERVICE

All

REPORT FILED?

All

Current Student Information

CLASSIFICATION

All

COLLEGE

All

MAJOR

All

DEGREE

All

CONCENTRATION

All

GROUP

All

CATEGORY

All

TAG

All

Appointments and Students

The total counts of appointments and distinct students are displayed regardless of attendances.
This dashboard now includes kiosk visits, so the appointment and student numbers may not match those in the appointment report.

Appointments Created
499

Distinct Students
409

Attendance Categories

"Scheduled" and "Drop-In" include attendances that have not been marked Canceled or No-Show on the evaluation.
Note: Canceled and No-Show attendances may not be mutually exclusive, so an attendance could appear in both categories.

Scheduled
219

Drop-In
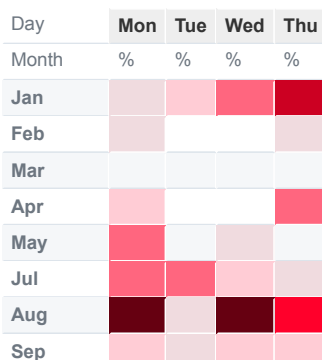0

No-Show
161

Canceled
128

Attended

By Week
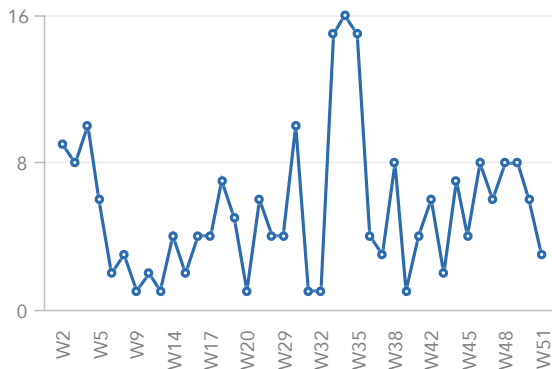
By Day

By Hour
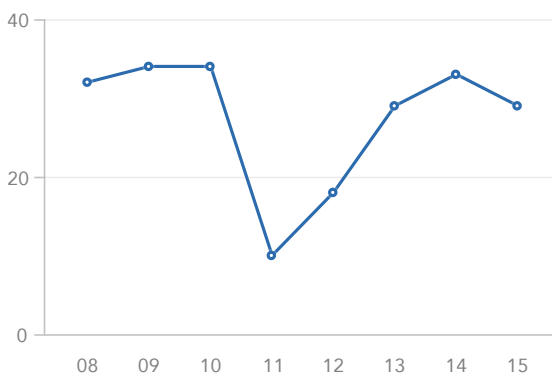
■ Scheduled   ■ Drop-In

Attendance Heat Map By Day and Month

Day	Mon	Tue	Wed	Thu
Month	%	%	%	%
Jan				
Feb				
Mar				
Apr				
May				
Jul				
Aug				
Sep				

Attendance Heat Map By Day and Hour

Day	Mon	Tue	Wed	Thu
Hour	%	%	%	%
08				
09				
10				
11				
12				
13				
14				
15				
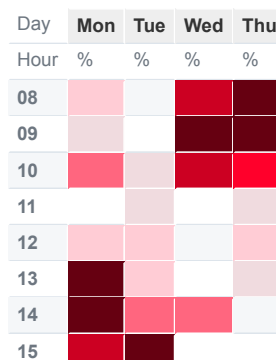
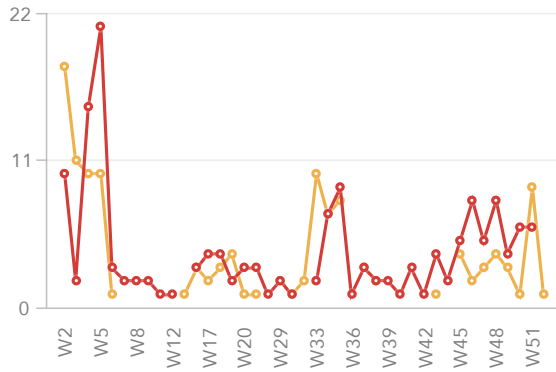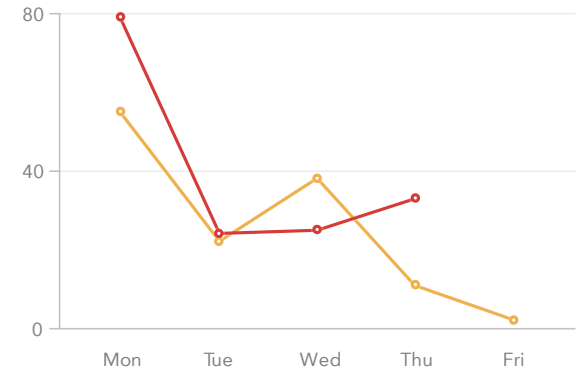|			
Oct			
Nov			
Dec			

Heat Maps include attendance for both "Scheduled" and "Drop-In" appointments. Darker shades correspond to higher values
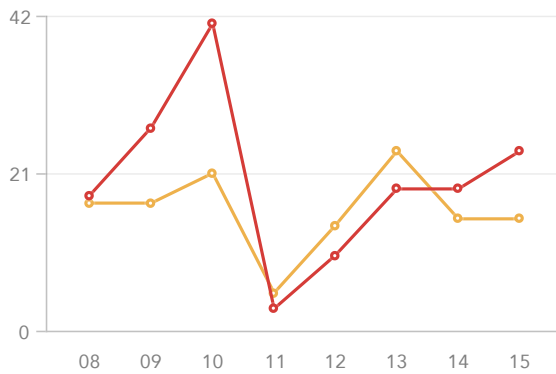
Did Not Attend

By Week

By Day

By Hour

■ No-Show   ■ Canceled

Data sent by your institution (e.g., SIS data) will typically update in the dashboard within two business days. Data generated within Navigate (e.g., appointments, summaries, etc.) will typically update in the dashboard within one business day. Exceptions may occur.

Dashboard

Monitor the performance of your live chat team in real-time.

Filter

Start Date
07/01/2022

End Date
05/15/2023

Chats (All-Time)
309

Avg. Wait Time
3.9
Minutes

Avg. Response Time
1.0
Minutes

Avg. Interactions Per Conversation
10

Avg. Agents Online By Hour

Chats Per Month

Chats Per Month
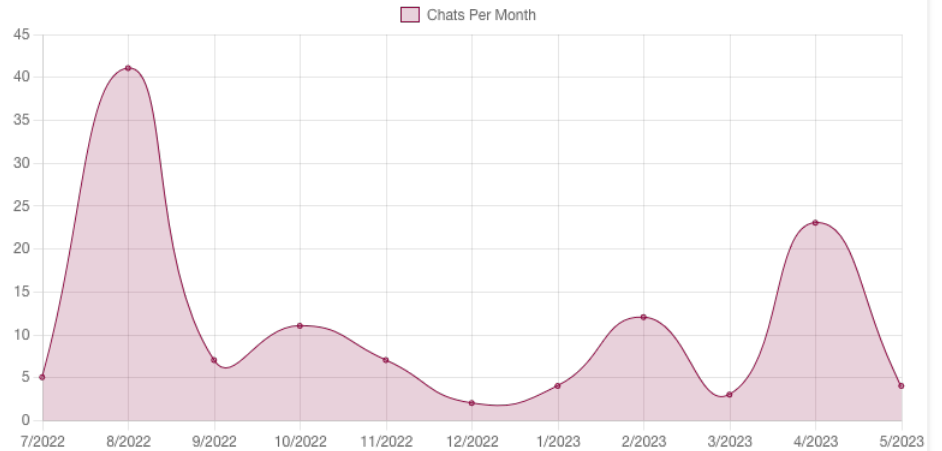
Avg. Chat Session Length
7.0
Minutes

Chats Per Agent

Missed Chats

30%

Avg. Agents Online By Day

Chats By Hour

Chats By Day