

Fall 2016

## Service Excellence Newsletter, Fall 2016

Rollins College Service Excellence Team

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# SERVICE EXCELLENCE

FALL ISSUE • 2016

## DEPARTMENT SPOTLIGHT



Alexa Gordon, assistant director of Residential Life & Explorations, teaches RCC 200, a transition seminar that helps prepare transfer students for success at Rollins.

## Residential Life & Explorations

The Office of Residential Life & Explorations (RLE) was created from two separate offices in the summer of 2015, bringing together a team of more than 150 people dedicated to providing a high level of care and support to on-campus residents as well as incoming first-year and transfer students. This spring, the RLE team was recognized for that dedication with the 2016 Service Excellence Departmental Award.

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“We create a high-quality first impression for parents and students, allowing them to learn about Rollins and its mission from their very first day on campus.”

**Q: What are your office's primary areas of focus and responsibilities?**

**A:** We focus on four primary areas: on-campus housing (we have 19 halls with 1,300 beds); orientation experiences for incoming College of Liberal Arts students; first-year and transfer student transition support and outreach; and peer education programs. All staff members in our office—from student workers to the senior director—are relationship builders, leaders, and educators.

**Q: How does your office add value to Rollins and its mission?**

**A:** The on-campus living experience can be very educational and transformational. Students learn about global citizenship and responsible leadership in very practical ways by living with their peers. If you think about value monetarily, we contribute \$10.5 million annually to the College's operating budget through on-campus housing fees. Through our orientation programs, we create a high-quality first impression for parents and students, allowing them to learn about Rollins and its mission from their very first day on campus.

**Q: Is there any aspect of your office's role that might surprise the campus community?**

**A:** One thing that might be surprising is that departments and organizations can reserve our equipment at no charge. Want popcorn at your next event? Let us know! We will provide the machine and all of the supplies.

**Q: What's the best part of the job?**

**A:** There are so many amazing parts to what we get to do on a daily basis. We get to watch students grow

and develop throughout their time at Rollins. We work with a wonderful group of student leaders, and due to the nature of our work, we develop close, personal relationships. We are able to collaborate across campus with so many offices to make great things happen in our on-campus housing, during orientation, and throughout the RCC experience.

**Q: What's the most challenging part of the job?**

**A:** Intervening with students engaged in high-risk behaviors that impact their safety and the safety of others. Additionally, it can be challenging to balance customer service and student learning. Sometimes, due to policies or procedures, we have to give answers that a student doesn't necessarily want to hear. We are always intentional in explaining the “why” behind all of our answers.

**Q: What does Service Excellence mean to you and how does your staff embody Rollins' service standards?**

**A:** Even before the service standards were adopted, RLE practiced the “plus one” philosophy. This means that we strive to do our best—giving everyone we work with the time, energy, and effort that we would want in return—and then following up by going one step further to provide excellent service.

**Q: Any surprising or funny anecdotes?**

**A:** All of our professional staff members have degrees from Rollins. We are not only proud staff members, but we are also proud alumni. Fun fact: We refer to each of our halls by the last name of its namesake, except one. Can you think of which hall that is?

## ARE YOU A ROLLINS HISTORY BUFF?

TEST YOUR ROLLINS COLLEGE IQ.

In what year was the Congregational Church bell, which tolled on the first-ever day of classes, installed in the Knowles Memorial Chapel tower?

- 1885  
 1956  
 1985

What was the name of Rollins' former preparatory and sub-prep school?

- The Academy  
 Child Development Center  
 Rollins Prep

Which Rollins professor inspired the Conference Plan?

- John Ford  
 Hoyt Edge  
 Edwin Grover

Which two Rollins presidents had the longest tenures at the College?

- Thaddeus Seymour and Hamilton Holt  
 Hugh McKean and Lewis Duncan  
 Hamilton Holt and Hugh McKean

TAKE THE FULL QUIZ AT [BIT.LY/ROLLINSQUIZ](http://BIT.LY/ROLLINSQUIZ). THEN BRUSH UP ON THE COLLEGE'S HISTORY WITH THE NEW ROLLINS COFFEE TABLE BOOK. LEARN MORE AT [ROLLINS.EDU/BOOK](http://ROLLINS.EDU/BOOK).

## what SERVICE EXCELLENCE means to me



“Service Excellence is the warm welcome and the high-quality, timely responses that are deeply embedded into the Rollins culture. It's the joy on colleagues' faces as they cheer for a colleague being recognized with a visit from Tommy Tar. Service Excellence is a way we model living meaningfully for our students and each other.”

— Susan Singer, Vice President for Academic Affairs and Provost

# WOW!



## what people are saying...



### Tysheika Fisher

My team has needed some office supplies over the past two months that as a temporary employee I was unable to purchase on my own. Tysheika has stepped up and offered to assist and has been an invaluable asset to me and my team at CCLP. She has made the process seamless and easy and I so appreciate her help and assistance this fall.

Tami Diebel



### Micki Meyer

After last fall's Candlewish ceremony for incoming students, President Cornwell said he would like the event to be enhanced to offer a more meaningful and memorable experience for our new students. Micki undertook that revision and created an entirely new Rollins tradition that will become an anchor of orientation and a treasured memory for the members of the Class of 2020 and their successors. She mobilized cast and crew and brought in a brightly shining hit.

Lorrie Kyle



### Sharon Williams

As I was walking into the library yesterday morning, I saw Sharon ahead of me. As she walked towards the front of the library, she bent over to pick up trash. I commend Sharon's attention to the details of the appearance of the campus and the library. It shows she cares and it sends the right message to our users—we care. Thanks, Sharon, for making us all look good.

Jonathan Miller



### Susan Curran

I just want to acknowledge and thank Susan for her tireless work on the back end of our library system. She has been amazing to communicate with. She is timely, detail-oriented, and very helpful in finding solutions to our specific back-end issues. Thank you so much for your help and your continued support.

Aaron Trombley

Read more WOW acknowledgments at [bit.ly/wallofwow](http://bit.ly/wallofwow)



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## acknowledgments

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- ★ David Zajchowski
- ★ Gjenovefa Zendeli



## THREE EXPERT SERVICE SECRETS

When the world's top hospitality companies set out to improve their service standards, many call on Rob Hebel, the assistant dean of the Centers for Leadership Development and Management & Executive Education at Rollins' Crummer Graduate School of Business. Prior to joining Crummer, Hebel spent more than two decades in leadership positions with hospitality brands like Marriott, Ritz-Carlton, and Wyndham. We tapped Rollins' resident service expert for three secrets from the hospitality industry you can use to make the most of each on-campus interaction.

### The 10-5 Rule

A standard in the hospitality industry, this two-part rule may seem like common sense, but it has the potential to improve each of your on-campus interactions. First, the rule says you should visually recognize and make eye contact with a colleague, student, or campus visitor when you come within 10 feet of them. Within five feet, you should give them a positive, upbeat greeting. Sure, it sounds simple, but how often do you find yourself transfixed by your iPhone as you traverse campus?

### The Moment of Truth

In the hospitality industry, service interactions are often referred to as moments of truth. The stakes are high for each and every moment. In fact, studies have shown that it takes 10-12 positive experiences to overcome the negative feelings that result from just one bad experience. One of the best ways to ensure each moment is positive is to approach service as a choice rather than an obligation. Choose to provide a positive service experience, and you'll deliver it in a different way than you would if you're just obligated to do so.

### The LAST Process

LAST is an acronym for listen, apologize, serve, and thank, and it's an effective method of resolving service experiences gone awry. The first step is to listen to the person's complaint and try to understand why the experience wasn't positive. The next step is to issue a sincere and authentic apology. Once you have apologized, it's time to serve or provide a resolution. For example, if you were a barista whose customer has complained about his cup of coffee, you would provide a new cup of coffee or offer a free coffee on a future visit. The last step is to thank the customer for bringing the issue to your attention, because that's the only way the service experience will improve.

## READ TO LEAD

This spring, Service Excellence partnered with the Rollins Leadership Academy to offer a pilot Leadership Mastermind Alliance program for employees. The 10-month program is designed to help staff and faculty strengthen their leadership capacities in alignment with the College's service excellence principles. In addition to regular meetings and presentations, participants keep a topical reading schedule. Here, participants share their top takeaways from their favorite books from the program.

### 1 *Becoming a Leader is Becoming Yourself* by Russ S. Moxley

"This book focuses on the journey back to our authentic self. Moxley writes, 'courage comes from within; it comes when our leadership is grounded in our true self.' This statement stood out to me because courage to be ourselves is a trait I value greatly in others and strive to have myself." — *Jenifer Ruby, Director, International Student & Scholar Services*

### 2 *Triggers* by Marshall Goldsmith

"Goldsmith highlights the impact of the external environment on our behaviors and also outlines a very detailed self-monitoring approach as a systematic method for adult behavior change. As someone who appreciates clearly outlined systems and processes, I really connected with Goldsmith's approach." — *Millie Erichsen, Director of Development, Crummer*

### 3 *Reclaiming Conversation: The Power of Talk in a Digital Age* by Sherry Turkle

"Turkle introduces the reader to the concept of 'Always Elsewhere'—our need to be connected elsewhere, distracted somewhere, and not alone. With 'Always Elsewhere,' we lose the sense of place, time, and the moment by seemingly always wanting to be somewhere else than here in the moment. I wonder what this is costing us in terms of the quality of relationships, lost productivity, and reduced innovation." — *Rob Hebel, Assistant Dean, Centers for Leadership Development and Management & Executive Education*

### 4 *Superbosses* by Sydney Finkelstein

"Finkelstein explores the consistent patterns and personality traits of more than 200 so-called Superbosses like George Lucas, Calvin Klein, and Oprah Winfrey. The qualities that appear to stand out are integrity, creativity, competitiveness, and a willingness to take risks and think outside the box." — *Nadine Clarke, Assistant Director and Clinical Coordinator of Counseling, Wellness Center*

## ABOVE & BEYOND



This fall, the Winter Park Institute (WPI) sold more than 2,500 tickets to An Evening with Garrison Keillor, the first event in its 2016-17 season. The event was a resounding success—especially considering it was the first time the institute had sold tickets to an event. That

success wouldn't have been possible without the extraordinary efforts of Chelsea Hilend, marketing and box office manager at the Annie Russell Theatre.

With WPI moving to ticketed events for the first time, Executive Director Gail Sinclair approached Hilend for information about the theatre's ticketing process over the summer. Hilend went a step further, offering to incorporate WPI into the theatre's patron management system. Over the next several months, Hilend worked to architect a new ticketing process, constructing seating charts and expanding the theatre box office to accommodate five additional events. She also trained seven student employees on the new ticketing process and consulted with WPI volunteers on front-of-the-house operations. As a result, the box office is on pace to sell between 8,000 and 9,000 tickets this academic year, more than doubling tickets sales from the previous year.