



## Constructing and Staffing a One-Stop Service Center for Transactions

In transacting administrative business at UC Berkeley, students and parents are often directed to multiple offices, engendering confusion and frustration. By constructing and staffing a physical office that would serve as a single point of service for students and family members, efficiencies would be realized, frustrations minimized, and communication and synergy between functions strengthened.

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### Summary

In addressing administrative tasks relating to enrolling in classes, obtaining financial aid, and paying bills, students often can't be assisted at their first point of contact and are referred elsewhere. Students and parents struggle to obtain complete and timely information through websites, many of which are currently unable to provide the information expected. When business must be conducted in-person, students are often referred between offices in Sproul Hall and University Hall—a 15-minute walk between the two.

By constructing and staffing a physical one-stop service center for transactions, students and parents would be able to get information and handle administrative tasks from a single physical location. Reporting to one entity but providing cross-functional information, this office would be staffed with service-oriented, cross-trained individuals who could address issues relating to financial aid, fees and billing, payments, disbursements, registration status, and sequencing issues. A "ticket" system would track referred students to ensure that they don't fall through the cracks. An additional benefit is the development of a broad knowledge base that would not only improve problem identification and resolution, but identify situations that are systemic and pervasive and developing solutions proactively.

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### Delivering the Vision

Constructing and staffing a physical one-stop service center for transactions will help achieve the vision of Operational Excellence by centralizing information and processes, improving student services, increasing efficiencies, and supporting a culture of continuous improvement. Its estimated \$310,000 investment is projected to result in annual savings of \$208,000.

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### Timeline

If approved by the Executive Committee, this project would commence in July 2011, with a physical space, trained staff, and an associated website established by June 2012. A pilot program would be undertaken between July 2012 and May 2013, with recommended changes implemented by December 2013. Expanded services would be considered/implemented by May 2014.

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### Leadership

Sponsor: Anne De Luca, University Registrar

Initiative Manager: Anne De Luca, University Registrar

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### For More Information

Complete copies of the Student Services Business Case as well as the Request for Resources and the proposed budget for Constructing and Staffing a Physical One-Stop Service Center for Transactions can be viewed online at the OE web site at <http://oe.berkeley.edu>

Questions and comments about this proposal for the initiative team: [oestudentservices@berkeley.edu](mailto:oestudentservices@berkeley.edu)

Questions about Operational Excellence: [oe@berkeley.edu](mailto:oe@berkeley.edu)