

Transforming Services Delivery for Students Success

Overview

The University of California, Berkeley, is in the middle of a multi-year project replacing a number of systems for Admissions, Student Records, Financial Aid, Billing, and Advising for over 37,500 students. Primary design goals include demystify and supporting the academic journeys of first-generation and low-income students that have limited resources and experiences navigating a complex institution. A case study within this project is Financial Aid and moving from a confusing menu driven system to a more intuitive user-driven and platform-agnostic design.

Design Tools and Methodologies

- Platform Choice: CalCentral as the service experience delivery platform.
- Agile work within a Waterfall project: as a way to get rapid ongoing feedback
- Service Design Disciplines: Including experience and journey mapping, service blueprinting, and design workshops with students
- End-user Advocacy: It is critical that the voices and insights of end-users are discussed and actively included in all design discussions.

The Benefits of Design

For the Customer:

- One system, one place for students.
- Maximize agency and minimize hand-holding in the financial aid process.
- Provide clarity and simplicity of use.

On the organisation

- Increase student self-service, and improve staff efficiencies by reducing advising
- Positively impact Financial Literacy initiatives on campus
- Support student success factors through more effective communications

On the competition / market

- Improve students' impressions of an institution and their alumni giving.

Effect

CalCentral as a platform has been rapidly adopted on campus and rated highly by students as the defacto system with regular usage by 20-33,000 students each week. Benchmark data, however, for the legacy Financial Aid systems, is a grade D for Learning and Usability using the Systems Usability Scale.

The effect of CalCentral with the new SIS, which continues to impact the campus with the implementation of new functionality, are reduced lines at the service center, improved service experience by students and ability to solve their own problems. Additionally, staff can spend their time on more complex issues.