



# Webinar Series Registration Form

## **Customer Service Training For Front-Line Staff: 2-Part Webinar Series**

Once the live date has passed, these webinars will be available on demand.

### **Webinar 1: Training Front Office Staff: Handling Difficult & Disruptive Behaviors**

**Wednesday, August 22 ~ 1:00-2:30pm (Eastern) & Friday, September 28 ~ 1:00-2:30pm (Eastern)**

Have you ever dealt with a frustrated, demanding, or threatening student, parent or even a fellow staff member? If you've worked the "front lines" of customer service in higher education, you have had this experience. Most often, you are "broad-sided" to the point where you are at a loss for words, defensive or even fearful. When this happens, it is often difficult to recover and continue to work toward a solution. Instead we are often caught up in the negative situation and our own reactions, and these interactions end badly for all involved. Are your frontline staff members trained to effectively deal with the various levels of frustration, emotions and escalations that often occur?

As we know, problems can occur in every area across campus and at varying levels of severity. Student demands can be vast and unrealistic, and yet we are still here to serve. Students, parents and even staff members may complain, yell, make a scene in front of others, and even become threatening to the point of needing to request campus safety support. So how can you handle the difficult or disruptive customer in a positive and safe manner?

This webinar will offer practical advice and tips for frontline staff on how to work with frustrated and difficult students, in person, on the phone, or through email. The presenter will discuss ways to prevent problems before they start, reduce escalation and conflict, and hopefully turn a negative into a positive.

### **Webinar 2: How To Achieve Exceptional Front-Line Customer Service In Higher Education**

**Wednesday, August 29 ~ 3:00-4:30pm (Eastern) & Wednesday, September 26 ~ 3:00-4:30pm (Eastern)**

How do our customers--our students and their families--want to be treated? What makes the job of serving students in higher education so unique? How do we know if we are living up to their customer service expectations?

The definition of customer service might look a little different to each one of us, but it is important to know that there are basic principles and proven techniques that help front-line staff provide exceptional service. This session will give participants an overview of different philosophies of customer service. We will also discuss methods of benchmarking and setting customer service standards, as well as ideas for how to evaluate your customers and assess their level of satisfaction. Further, we will explore techniques that can help you develop positive customer relationships with your students and get motivated and geared up with your staff to provide the exceptional service that your students deserve.



## Speaker(s)

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**Bitsy Cohn** is the past Director of Credit for Prior Learning, for the Colorado Community College System. Prior to this she worked for 22 years at Front Range Community College in Fort Collins Colorado as the Director of Learning Opportunity Center Services. She holds a BA in English and an MS in Organizational Leadership with a specialization in Online Teaching and Learning. Over the course of a 27 year career she has gained expertise in community college student affairs, customer service, conflict management, post-secondary disability services, at-risk retention strategies and credit for prior learning assessment. Since retiring from the Colorado Community College System, Bitsy has been working as a higher education consultant through her business Cohn Solutions Group, LLC.



**Dr. Julie Selander** has worked in higher education administration and finance for over 30 years and her experience includes a variety of leadership positions in student services and service operations. Prior to Julie's current role as the Director of the One Stop Student Services and University Veterans Services at the University of Minnesota, she collaborated with her colleagues to develop the "One Stop" model, providing seamless and integrated student services in the areas of enrollment, registration, financial aid, billing, academic records, and veteran services.

Julie presents frequently on various topics related to higher education student services and has written several articles for publication, including a chapter for NACUBO's Student Centered Financial Services: Innovations That Succeed. She is the President for the Institute for Student Services Professionals and consults for a variety of higher educational institutions on student services, customer service, and financial literacy topics.

Julie has her bachelor's, master's, and PhD degrees from the University of Minnesota. Her PhD is in Organizational Leadership, Policy, & Development with an emphasis in Higher Education. She has been a part-time instructor for several years at the University of Minnesota and has taught Strategic Customer Relationship Management and Customer Service Training.

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## Newsletter



## Registration Information .....

Print Name		Job Title	
Institution/Organization			
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax	Email	
Innovative Educators Password (Choose a password for our records and future registrations)		Assistant's email (For registration confirmations & pre-conference communication)	
How did you hear about this event? (email, listserv, colleague, conference, other) _____			

## Payment Method ..... *Registration Fee: \$645.00*

You can call us at 303.955.0415 or fax the completed form to 1.866.508.0860. If you would like to mail in the registration form and/or check, please send it to: Innovative Educators, 3277 Carbon Place, Boulder, CO 80301.

Paying by: (select one)     Credit Card     Check     Purchase Order (if applicable) P.O.#: \_\_\_\_\_  
(If you select PO as your payment method, a PO number is required.)

### Credit Card



Name on card		Account Number	
Billing Address	Billing City	Billing State	Billing Zip/Postal Code
Exp. Date	Security Code (last 3 digits on the back of Visa and MC)		



## Login Directions .....

The login directions provide the following information:

- A link and a password for the event.
- A link to test webinar access. Please test your computer prior to the event.
- The date and time of the webinar. Please be sure to reference the time zone converter on the login directions to confirm your event time.
- Audio instructions: You can stream the audio over your computer speakers, but you may want to have a phone available for backup purposes.

You will receive the login directions twice via email. The process is as follows:

- 1 week prior to the live event: You will receive login instructions.
- 1-2 days prior to the event: You will receive a link to the presentation and any additional handouts. Copies can be made for attendees if desired.
- The day of the event: Participants can login to the IE Webinar 30 minutes prior to the start time. Once logged in, participants can see the PowerPoint slides, ask questions, and make comments via the chat feature.
- Participants are encouraged to save and print the login directions to refer to on the day of the webinar.

## Site Connections .....

The basic registration fee allows you to access the webinar from one computer only. If you need multiple site connections, please register for the unlimited site connection price.

## Recording Information .....

The Monday following the live event you will receive a link to the recording, it can be forwarded to all faculty and staff for viewing anytime, anywhere.

**Recording Benefits:**

- Share the presentation with other staff members
- Pause presentation for convenient viewing
- Review the presentation after the live event
- Train new hires throughout the year
- Show during an in-service training

## Technical Details .....

Innovative Educators uses WebEx as its web conferencing provider. If you have not previously attended a WebEx event, please click here to make sure your computer is compatible with WebEx. Be sure to complete this test prior to the live conference. See system requirements for more information.

## What equipment is required? .....

An Internet connection, computer speakers, and LCD projector are required if a large group is viewing the presentation. Participants can call in via phone if they are having trouble retrieving the audio over the computer. Please be sure to reserve a meeting room prior to the live event that can accommodate these requirements as well as your attendees. You should reserve the room 30 minutes prior to the webinar start time and allow at least 15-30 minutes after the webinar for discussion.

## Cancellation Policy .....

- 30 days prior: Full refund
- 14 days prior: \$100 processing fee
- Less than 14 days: Credit towards another IE event

## Satisfaction Guaranteed .....

We want you to be satisfied with your purchase. For questions, concerns, or problems, please email [support@ieinfo.org](mailto:support@ieinfo.org) or call 303.955.0415.