MANAGING BEYOND MILLENNIALS

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FSUCARD OVERVIEW

3 KEY PRINCIPALS FOR MANAGING STUDENT WORKERS

CURRENT FSUCARD PROJECTS
FSUCARD CENTER OVERVIEW

- **Location:** in the center of campus
- **Community Population:** 41,000+ students, 14,000+ faculty and staff
- **Orientation Traffic:** over 6,000 students in 6-weeks
- **Suite of Services:** ID Services, Cashiering, Seminole Dining, Banking, Transportation & Parking Services (TAPS), Bookstore
KEY PRINCIPLES

Know Your Business
Know Your Environment
Build Relationships

- What can you do to offer value for the student working experience?
- How can you engage your student staff to have ownership of their position?
- What can you do to manage the expectations of constant connectivity with the workplace?

We play a role in student success by servicing their needs and managing them.
FAST FACTS
WHO ARE OUR STUDENT WORKERS?

The post-millennial generation - GenZ.

There is not a general consensus on the starting birth year for this generation, however, the most accepted range is 1995–2000.

This age group identifies as being fully connected with smart devices and completely comfortable with technology. In fact, they will perform tasks with up to three screens going at one time.

85% of college Freshman in 2016 agreed that at least one staff member they encountered took an interest in their development.
KNOW YOUR BUSINESS

As a manager, do you communicate:

- How card center operations relate to other areas on campus?
- How customer service plays a key role in every interaction we have?
- How divisional projects and campus initiatives effect your office?
KNOW YOUR BUSINESS

Involving your student workers in knowing the business of your area allows you to offer more services. The FSUCard Front Desk currently:

- Provides email and phone customer service support for FSUCard, Vending Services, and Student Printing
- Provides refunds for vending services
- Maintains and troubleshoots PHIL station equipment
- Maintains logs of printing errors, departmental cards for billing, and waived charges
- Assists records retention area
- Provides assistance to students and families for campus resources
- Takes payments for any monies owed to the university
KNOW YOUR BUSINESS

Since we are housed with various areas, we are able to involve our student workers in departmental projects, adding value to their work experience and generating ownership of their position.

Finance - explain our contract relationships and any regulations that apply, explain budgeting processes

Marketing - surveys, presenting at Orientation, social media, advertising and promotions

English - writing copy and editing website content, proofreading print material, creating standard replies and FAQs, revising and updating of manuals

IT - see how various university systems communicate and interact, troubleshoot equipment, work on websites, see real world application of sensitive data best practices
KNOW YOUR ENVIRONMENT

Knowing the environment of your campus and what the student population is facing makes it easier to provide a supportive, yet structured, office to help your student workers succeed. Since we employ a diverse group of students, there is no one size fits all approach to managing.
KNOW YOUR ENVIRONMENT

Anxiety is the #1 health issue facing college campuses today and is produced by a variety of factors including academic performance and separation from connected devices.

- Acknowledge and understand you students' struggles.
- Direct them to the proper campus resources if necessary.
- Offer “gamification” and structured breaks to stem smart device usage.
- Create a space where students can speak freely about their experiences.
KNOW YOUR ENVIRONMENT

Learning is different for everyone, so it’s important to adjust your approach for maximum effectiveness.

You may consider offering:

- Step by step manuals for technical learners
- Personal training for hands-on learners
- Online training for “connected” learners (i.e. Lynda.com)
- Peer training for those who may be nervous being trained by a manager

Flexibility is key when employing student workers.

- Understand that you are working with class and test schedules for each student.
Know Your Environment

Work Ethic may decrease as academic and campus involvement increases.

- Set expectations and be consistent with policies and procedures.
- Be the example you want your student workers to imitate.
- Help workers to understand how they present themselves is important.
- Offer task lists to help your student workers know their duties.
- Have one-on-one meetings to set individual goals and offer constructive feedback.
BUILD RELATIONSHIPS

As managers, we have the unique opportunity to help our students build relationships with Faculty, Staff, students, campus departments, and campus partners.
BUILD RELATIONSHIPS

IN OUR OFFICE

Every ID that we make is an opportunity to build a relationship with a customer!

Students are trained to present to students and families during the Orientation session dedicated to the FSUCard.

We offer space to do homework, review resumes, conduct mock interviews, and help students prepare for class presentations.

We reward great work and show appreciation through customer service awards, breakfast during mid-terms/finals, and acknowledging and celebrating goal achievements.
BUILD RELATIONSHIPS

OUTSIDE OUR OFFICE

- Do we serve on a committee that they can attend with us?
- Do we introduce them to departments we work with the most?
- Do we empower them through tasks and projects where they can work directly with members of the campus community?
Current projects underway for the FSUCard Program include:

- Launching a call center at the FSUCard front desk to support all OBS Services
- FSUCard redesign
- Online declining balance refund requests