

**Estrella Mountain Community College
Quality Service Initiative**

**Plan Abstract
2001**

January 31, 2002

**Developed by the
Quality Service Initiative Steering Team**

Quality Service Initiative Plan

Plan Summary

Estrella Mountain's success strategy is: Your Success is Our Success. The Quality Service Initiative Plan will help the institution meet its goal of providing a culture and environment that supports the success of its internal and external customers.

The Quality Service Initiative plan is designed to ensure that Estrella Mountain continues to support (training, orientations, personal and professional development opportunities) staff to provide quality service to all its customers.

Vision of the Quality Service Initiative:

Promote the growth and development of a culture and environment committed to a system of quality service.

Guiding Principles:

The Estrella Mountain Core Values will serve as the Guiding Principles for the Quality Service Initiative.

Core Values:

Collaboration and Teamwork:

Work together toward common goals
Promote an ongoing exchange of ideas

Diversity:

Recognize that perspectives are shaped by backgrounds and experiences
Promote positive attitudes toward each other

Integrity:

Commit to the highest principles of academic and professional standards

Creative and Continuous Learning:

Commit to the success of students and employees
Encourage innovation
Promote a caring and supportive environment

Respect and Fairness:

Treat each other with respect
Act fairly and honestly with all

Goals, Objectives, and Strategies:

- **Goal 1: Develop methods to identify, understand, and measure (internal and external) customer needs and expectations.**

Objectives:

- Collect, review, and identify previous survey information gathered via previous institutional, employee group, and wellness surveys.
 - Develop a systematic process to gather needs information from internal and external customers.
 - Conduct employee group focus groups to identify training needs (July 30, 2001)
 - Conduct a benchmark survey to identify current employee training needs (July 30, 2001)
 - Coordinate QSI training with District Diversity Steering Team initiatives (January, 2002).
- **Goal 2: Develop an orientation program for new employees that includes information on culture, values, policies, and procedures.**

Objectives:

- Conduct interviews with employees hired within last two years to identify helpful/needed information.
 - Conduct SWOT based on results from the survey and current environmental scan data (June 1, 2000)
- Conduct interviews with managers and identify information they would want new employees to be presented with (June 1, 2001)
 - Develop a checklist for supervisors
 - Link college information with District Employee Orientation
- Review data identified from customer needs/expectations to include in initial employee orientation.
- Present information on new employee orientation to Leadership Council.
- Identify resources and materials to be included in the New Employee Hiring packet.
- Pilot orientation for new employees hired
 - Identify information currently available from other divisions/areas to be included in orientation.
 - Evaluate and update new employee orientation process.

- **Goal 3: Develop methods of communicating information regarding the Quality Service Initiative.**

Objectives:

- Develop a communication plan that is comprehensive and involves campus wide participation.
 - Develop a glossary of terms for the Quality Service Initiative
 - Develop newsletter to inform college regarding training.
 - Coordinate with campus leadership to identify resources to create an effective communication vehicle.
 - Identify and recruit additional campus members to serve on the subgroup (i.e. marketing).
 - Identify representatives that will serve as conduit to employee groups (MAT, PSA, and Faculty).
 - Create a BlackBoard Site that supports QSI team communication.
 - Create a BlackBoard Site that can be used as an electronic orientation for new employees.
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- **Goal 4: Develop a comprehensive employee-training program that provides employees the opportunity to enhance job skills.**

Objectives:

- Identify employee personal and professional development needs.
 - Review benchmark survey and focus group feedback to determine summer and fall training schedule.
 - Identify delivery/format that will meet employee needs.
 - Identify workshops/training that will support development of job skills.
 - Research what other campuses/literature are doing to promote personal and professional development (resources available).
 - Identify and recruit additional campus members to serve on the subgroup.
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- **Goal 5: Develop methods to provide recognition, incentives, and rewards to employees.**

Objectives:

- Conduct focus groups with established leadership groups, employee groups to identify opportunities for recognition, rewards, and incentives.
 - Pilot incentive programs with Fitness Center and Student Services divisions.
 - Coordinate League for Innovation recognition program.
- Coordinate a 'Creative and Continuous Learning Day' that emphasizes employee learning (July, 2001).
 - Write a Renewal Proposal to seek district funds to support the Learning Day.

