

At Your Service!

Curating Community and Elevating the Student Experience with a Student Concierge

•••••

Gary Gervais & Jasmin Geling









ni Danino

Jasmin

hkoshiyama

Gary Gervais

Norman gilbert

ne Ng

Shuyan(Summer) Ya...

Ratchawut Pengphasuk

Fernanda

stanley

Michael-Heartland En...

joey mak

Keira Bulloch

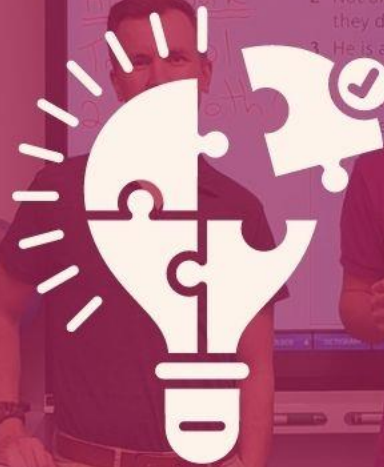
O GONG

Jeneen

Wasim Alkabani

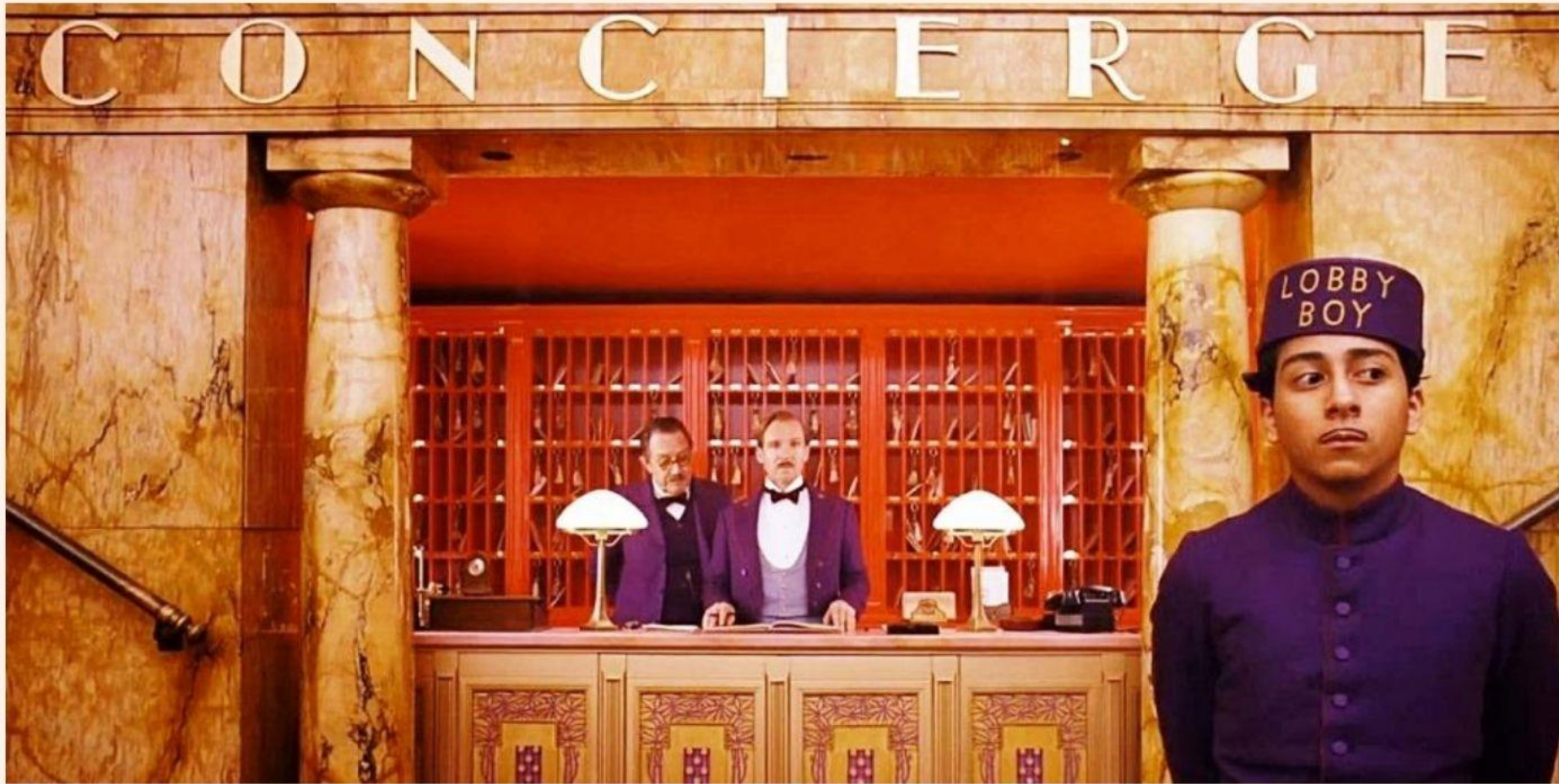
COVID CHANGED EVERYTHING

How do we react?





Friday Cultural Activities

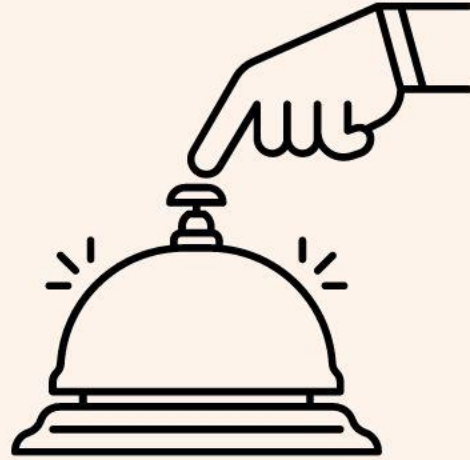


The Student Concierge Position

DOWNTOWN
COMMONS

What makes service exceptional?





**Did a student concierge exist?
What did it look like?**

Case Study: New Mexico State University

FORBES > LIFESTYLE > TRAVEL

A College Concierge? It's About Time

THE RITZ - CARLTON



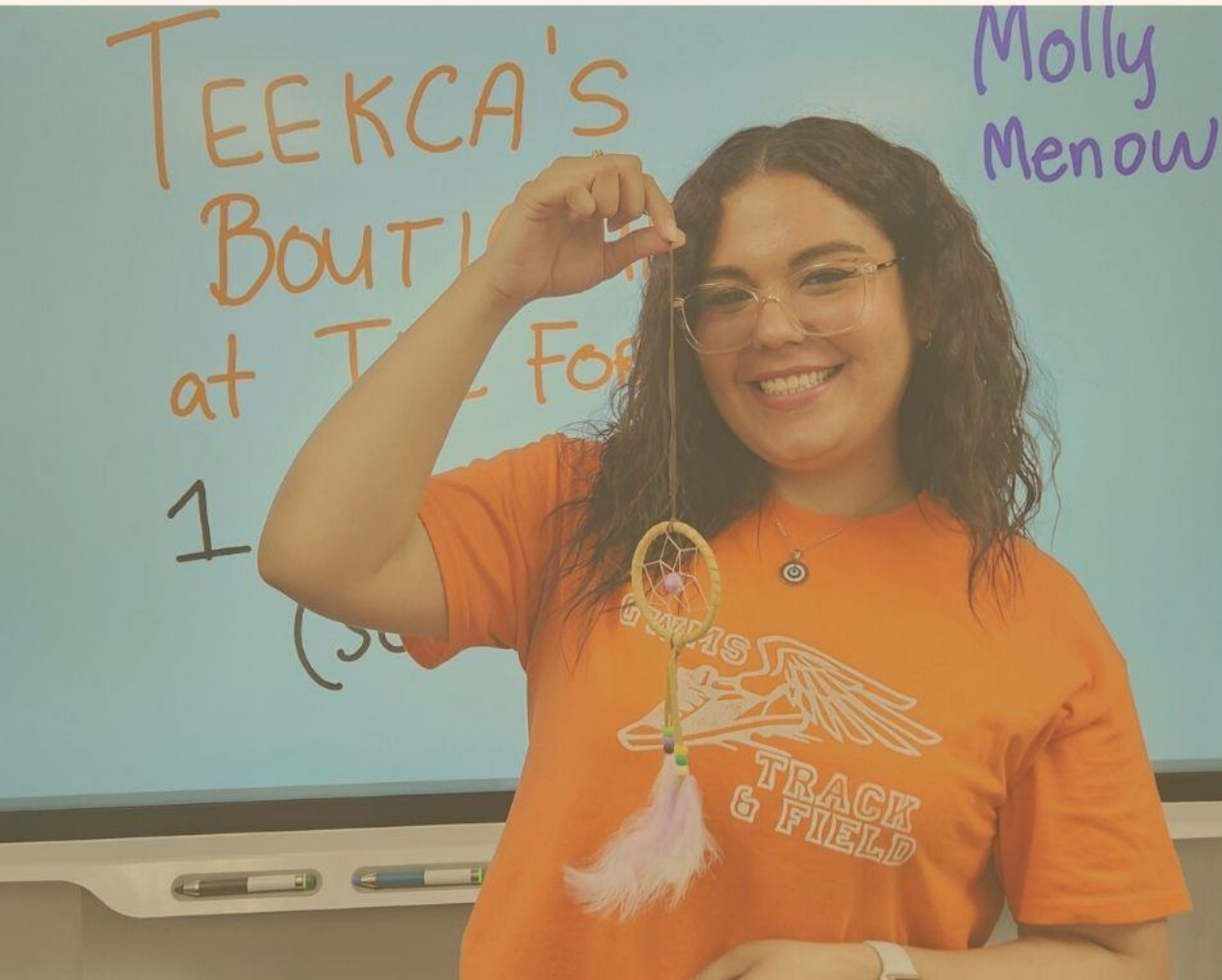
**THE RITZ - CARLTON
LEADERSHIP CENTER**



The Guest/Student as "Customer"

Concierge Stories:

Enhancing The Individual Experience



Concierge Stories: **Surviving**



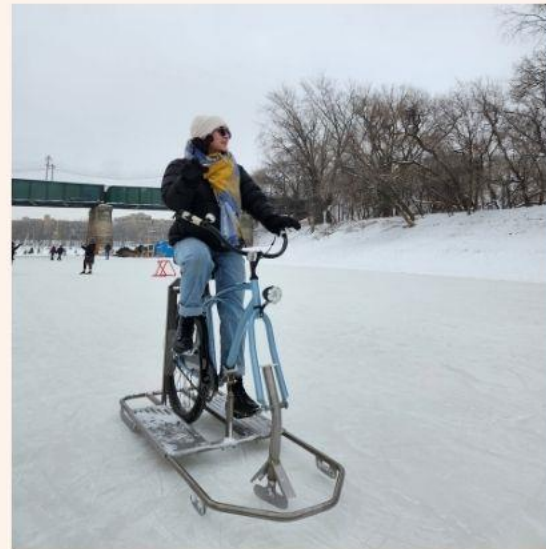
Concierge Stories: **Settling**



Concierge Stories: Connecting



Concierge Stories: Flourishing



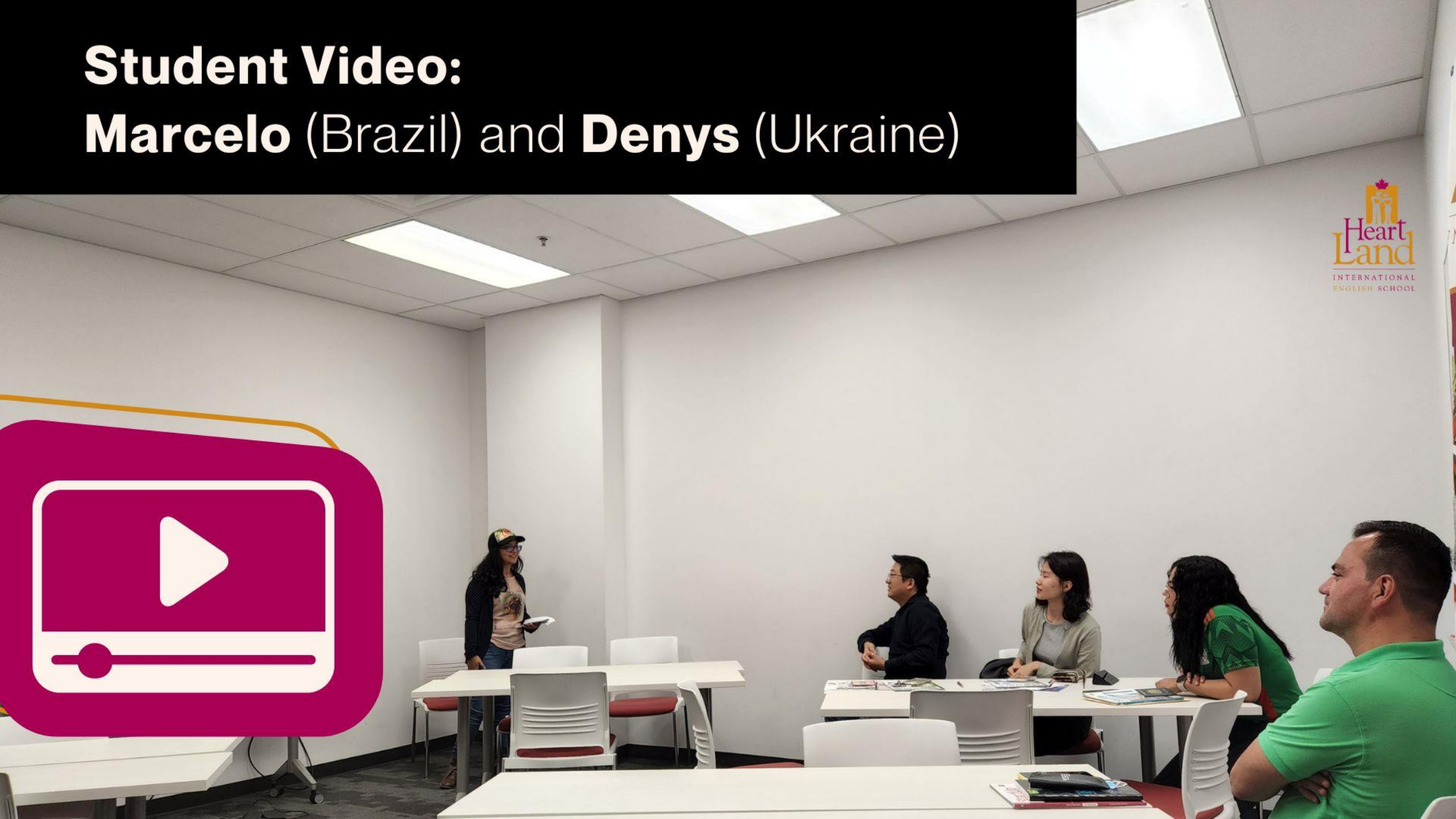
Concierge Stories: **There are limits!**



Concierge Stories: **Exploring**



Student Video: Marcelo (Brazil) and Denys (Ukraine)



The Job Description in Retrospect



INFORMATION GATHERING



- In order to deliver our service, we must understand each student's needs, painpoints, and interests
 - Everything from basic necessities to longer term goals
- Accessing an overall snapshot of each student



WHAT IS THE STUDENT JOURNEY?

- Check-in points at multiple stages of their journey to build trust:
 - Pre-arrival
 - First day/week
 - First month
 - Throughout program
 - Reconnecting with alumni



ADAPTING TO THE ROLE:

- Understanding the behaviors and attitudes needed to build trust and reputation with students:
 - Curiosity
 - Active listening
 - Non-judgemental
 - Meeting the student where they are at
 - Sitting with discomfort



COMMUNICATION & PROMOTION



- Understand students' preferred methods of communication
- Maximize physical spaces for information distribution
- **Getting the message across: repeat, repeat, repeat!**
- Sensitive to overburdening students
- Create an environment that fosters connection & community



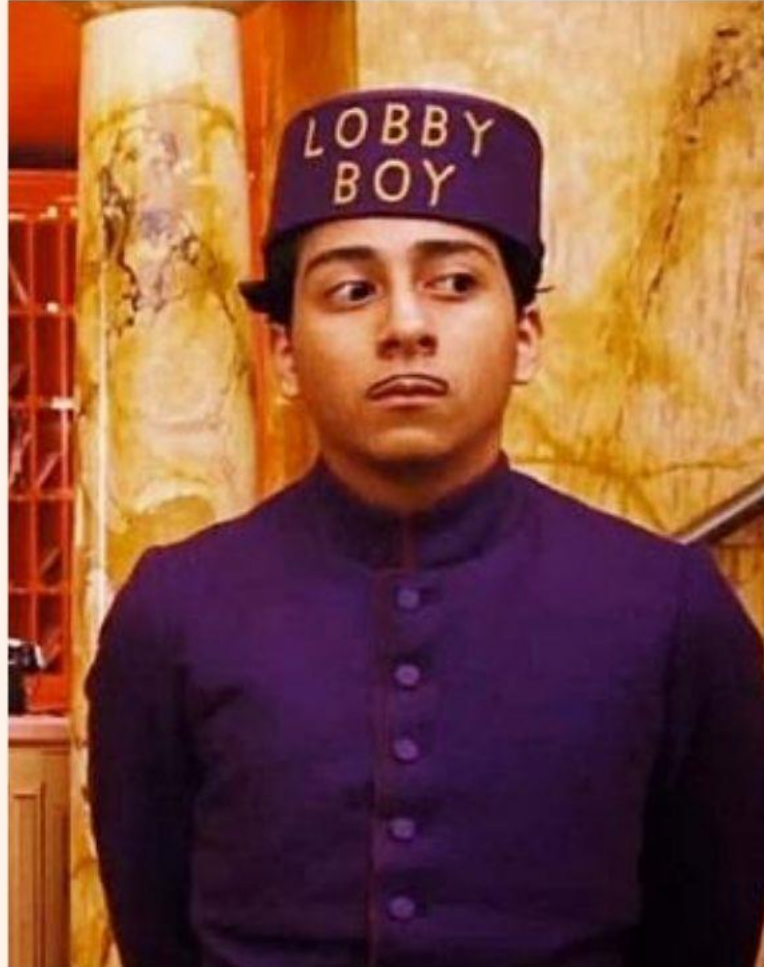
STUDENT OUTCOMES



- Real-Time Information
(Reduced Cognitive Load)
- Empowerment & Equity
- Core Memories

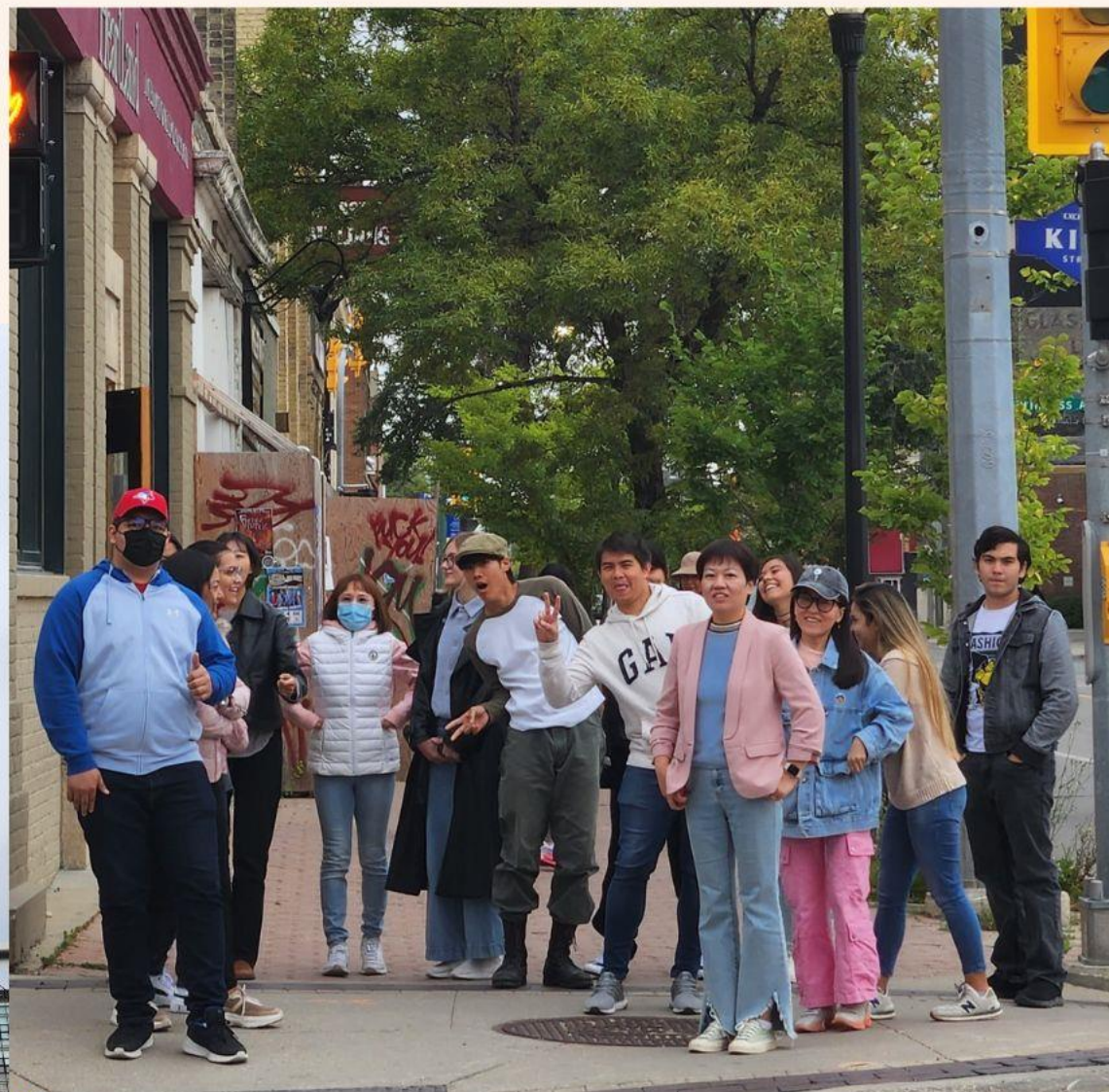


Coming Full Circle: Student Ambassador Program

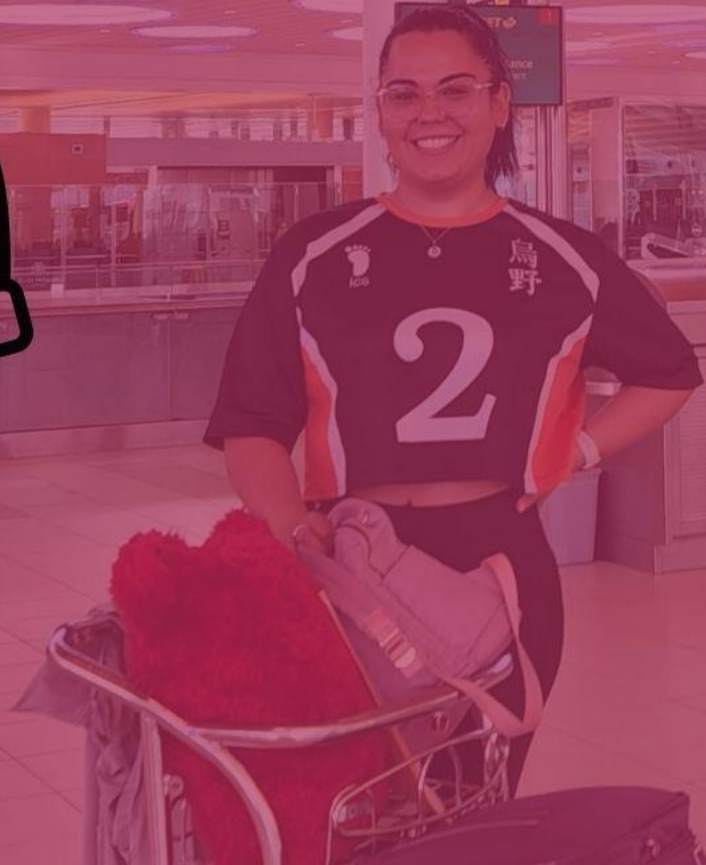


Did we achieve our goals?

Challenges:



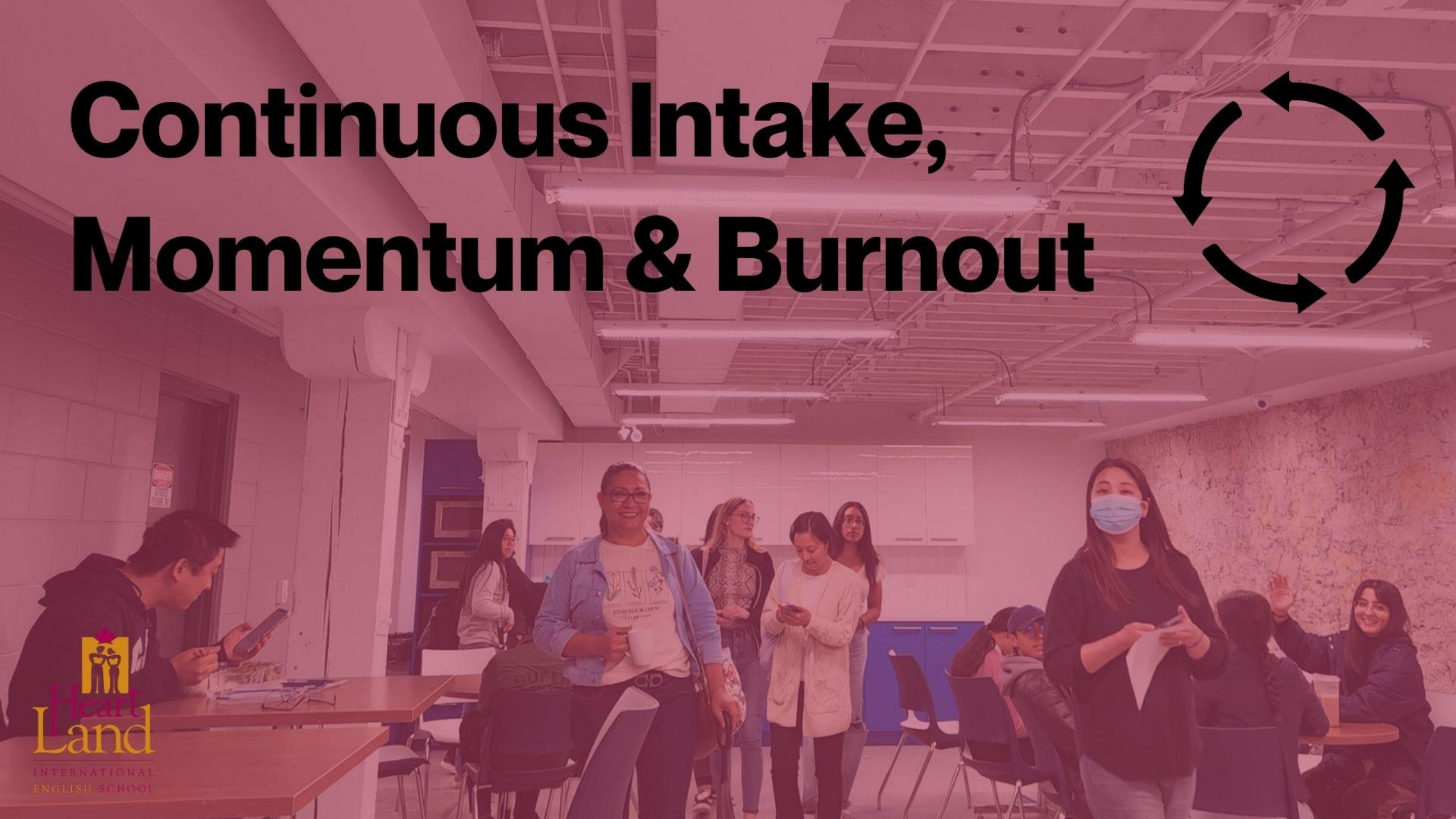
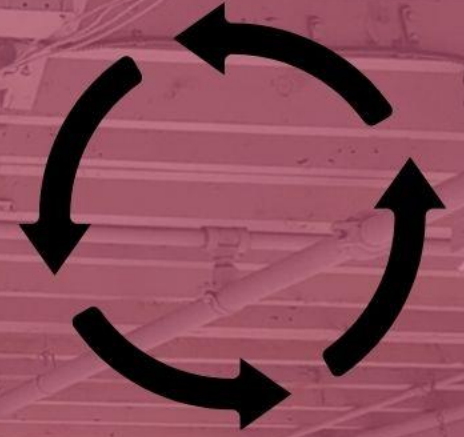
The Role of Technology



Condondrum: One vs. All



Continuous Intake, Momentum & Burnout





Questions?

