

THE FIVE STAR EXPERIENCE:

WHAT DOES THIS MEAN FOR ENGAGEMENT?

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WELCOME!

- LOVE: UNCONQUERED AND UNCOMMON
- HAVE YOU EVER BEEN ENGAGED?
- WHAT IS YOUR WHY?
- MACRO vs. MICRO



STUDENT ENGAGEMENT

WHAT?

ENGAGEMENT DEFINED

Four components are always present when a student is engaged:

- 1.** The engaged student is attentive, in the sense that he or she pays attention to and focuses on the tasks associated with the work being done.
- 2.** The engaged student is committed. He or she voluntarily (that is, with-out the promise of extrinsic rewards or the threat of negative consequences) deploys scarce resources under his or her control (time, attention, and effort, for example) to support the activity called for by the task.
- 3.** The engaged student is persistent. He or she sticks with the task even when it presents difficulties.
- 4.** The engaged student finds meaning and value in the tasks that make up the work.

From Engaging Students: The Next Level of Working on the Work
by Phillip C. Schlechty

STUDENT ENGAGEMENT

WHY?

Enhancing student engagement

“

... enhancing student engagement is a fundamental strategy for improving student retention, success and outcomes ... however, engagement is not the sole responsibility of the student as it concerns **students interacting with the learning environment**”

”

(Crosling, Heagney & Thomas 2009)

STUDENT ENGAGEMENT

WHO?

Enhancing student engagement

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STUDENT ENGAGEMENT

HOW?

Conditions That Fosters Learning

- Sharing a definition of student engagement;
- Having a clear articulation of learning criteria with clear, immediate, and constructive feedback;
- Showing students the skills they need to be successful are within their grasp by clearly and systematically demonstrating these skills; and
- Demonstrating engagement in learning as a valuable aspect of their personalities.

5 – FIVE-STAR EXPERIENCE

- **From the first point of contact, we convey our Christian mission and hospitality.**
 - Concordia's Citizen-Mentor archetype means our commitment to guide and direct gently while demonstrating Christ-like care and concern is inherent and apparent.
 - All of our communication—from drip campaigns to acceptance letters—is reviewed at least twice annually to ensure our Christian mission and message are present and clear.
 - We are at our best when we guide others to fulfill their personal and professional callings.

What does this look like for you in the classroom?

5 – FIVE-STAR EXPERIENCE

- **At every opportunity, we exhibit customer-centered communication and focus.**
 - First and foremost, we consider the needs of those whom we serve and infuse trustworthiness, honesty, and reliability into our interactions.
 - Built into our communication protocol is a check-in point we initiate which asks, “Have we addressed all of your needs, questions, and expectations?”
 - Our daily work is not only transactional but also transformational. Intentional transformational touch points could include handwritten notes, personalized texts, hallway conversations, etc.

What does this look like for you in the classroom?

5 – FIVE-STAR EXPERIENCE

- **Customers' expectations are exceeded by concierge quality service and direct connections.**
 - The Concordia five-star experience is characterized as kind, knowledgeable, and reassuring.
 - We do not simply tell customers whom they should call or indicate that something is not our responsibility. We go the extra mile and link them to needed resources directly or provide the information sought on behalf of a colleague.
 - The SEE team is seen and valued as a “one stop” resource for those we serve.

What does this look like for you in the classroom?

5 – FIVE-STAR EXPERIENCE

- **There is universal accountability for accurate and real-time information.**
 - If we do not know something, it becomes our primary responsibility to obtain useful information.
 - All of our communication—from cut sheets to website copy—is reviewed at least twice annually.
 - Concordia will be known to provide open access to excellent and holistic education and formation.

What does this look like for you in the classroom?

5 – FIVE-STAR EXPERIENCE

- **Concordia is distinctive in the marketplace for our timely and engaging responsiveness.**
 - We enthusiastically seek opportunities to connect with current and future Concordians, adding value into every interaction.
 - While there are market factors we cannot control directly, we will never be “outworked” in customer service or responsiveness due to the determination and grit of the Concordia team.
 - Each customer relationship will evidence the Rule of Five: all questions and concerns are addressed directly within five days, and each customer has at least five transformational touchpoints within the first twelve months of our relationship.

What does this look like for you in the classroom?

1 – THE POWER OF ONE

- One team
- One mission
- Helping one another live an uncommon life