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# Laker Solution 2019 Update

October 31, 2019



# LAKER SOLUTION COMMITTEE MEMBERS

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## PROJECT LEADERS

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## TEAM MEMBERS

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CaPE Laker Solution will require the following:

- CaPE Process Timeline
- Database created or linked to CaPE website
- Faculty/Staff
- Resources Assigned Internal/External
- Pricing Strategy
- Marketing & Media Strategy
- Quality/ Customer Service Metrics
- Staff Training
- Pilot Test
- Roll Out

# PROPOSED PROCESS TIMELINE



ESTIMATED				
Timeline By Quarter	Start Date	START NOW	ON-GOING	DUE DATE
DEVELOP A DATABASE TO CAPTURE INQUIRIES, RESPONSES, ETC	QTR/1-2020	X		QTR/2-2021
IDENTIFY THE CUSTOMERS	QTR/1-2020	X	X	
IDENTIFY THE FACULTY/STAFF	QTR/1-2020	X	X	
RECRUIT MEMBERS AS INTERNAL RESOURCES	QTR/1-2020	X		
DEVELOP FORMS TO CAPTURE THE CUSTOMER'S NEED	QTR/2-2020			
DEVELOP PRICING PLAN	QTR/1-2021			
MARKETING PLAN	QTR/2-2021			
STAFF TRAINING	QTR/1-2022			
PILOT TEST	QTR/1-2022			
ROLL OUT	2022			

# CREATE OR MODIFY DATABASE

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Database will be interactive

- Search capability on
  - Faculty or Staff
  - External Customer
  - Internal member
- Database will collect data to analyze cases
  - Customer profile
  - Customer case number
  - Customer status
  - Case History
  - Etc.
- Expected insert, delete, modify, search functionality
- Map the faculty with their skills
- Secured authorization “only need to know bases”

# RECRUITING FACULTY & STAFF

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- What We Need:
  - Interested Faculty & Staff
  - Institutional Research
  - Capture the skills & experience
  - Identify relevant thesis
  - Student involvement

# PRICING STRATEGY

## CATEGORIES OF FOCUS:



*\* Pricing Is Justified By Business Size/Per Each Specific Category of Focus*

- Applied Research
- Consultation and Education/Training/Professional Development
  - Operational Management
  - Assessment and Development
- Policy and Practice

# MARKETING & MEDIA PLAN

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- Start Marketing Campaign
  - Come up with a marketing campaign
  - Blitz Social Media
  - Produce “Laker Solution” flyer to distribution at events
  - Additional web page exclusively for Laker Solution
- Attend events and reach out to the community
  - Provide Survey to the Chamber of Commerce
  - Announce at Open House
  - Announce at Town Hall



# CUSTOMER SERVICE/ QUALITY METRIC

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## Determine Review Process

- Service Customer metric
  - Satisfaction rating
    - Internal
    - External
- Quality metric
  - Opportunities approved
  - Opportunities denied
  - Completion rate

# ROLL-OUT

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## Pre-Rollout

- Evaluate the Pilot Test Results
- Determine the date to Release

## Announcement via

- Laker Solution web site
- Campus News
- Social Media

**QUESTIONS ??**