INTRO

01. Kicking Off 2019!

02. 2017 in Summary

03. Guidance and Standardization Requested
ASSESS

What's the right organizational level for a survey service?
"Core" Services
Central to your unit's identity

Distinct from other services at the university
Functional Areas
Aim for 1 per functional area, if appropriate
SERVICES
2019 TAP Customer Satisfaction Survey
05.30.2018
A core service is a system for adding value to the University by delivering outcomes the community wants to achieve so that individual stakeholders do not have to assume costs and risks associated with the outcomes.

* special thanks to UW-IT for support with this definition
SYSTEM

Organized
Clear
Repeatable
ADDING VALUE

Strategically important to the whole UW

Significantly important to a group of stakeholders

Something the University's reputation would suffer without
DELIVERING OUTCOMES

A clear action verb with a clear end point
A service has clearly identifiable customers

"Tenured faculty"
"First year students"
"Everyone at the UW"
COSTS AND RISKS

Your customers can't, won't, or shouldn't do it for themselves
a core services IS NOT

Internal

External

Static
A function that *only* serves your unit

INTERNAL
A function that *only* or *mainly* serves stakeholders outside of UW
A service that you are not prepared to change
SERVICES
2019 TAP Customer Satisfaction Survey
05.30.2018
Strategic Consulting's Consulting Services provide strategic planning, process improvement, and business plan development services so that UW schools and colleges and central administrative units can identify and solve problems, build capacity, and increase effectiveness.
EXAMPLES
Global Affairs's UW Study Abroad offers advising, orientation, scholarships, and support so that UW students can engage in international study, research, and internships

EXAMPLES
SERVICES
2019 TAP Customer Satisfaction Survey
05.30.2018