

# Students as Customers

Discussion Slides for: Online Sloan-C  
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URL: [http://www.ao.uiuc.edu/ucear/studentCustomers\\_Resources.cfm](http://www.ao.uiuc.edu/ucear/studentCustomers_Resources.cfm)

What is Student Bill of Rights?

# Student Bill of Rights: It is NOT about?

- Government regulation (to legislature behavior).
- Litigation and compensation (to students).
- Student control (of educational process).
- Grade inflation (to please students).
- Airline (passenger bill of rights).

# Student Bill of Rights: It is ABOUT

- Brand (what it represents).
- Quality services (to all students across all organizational units).
- Creating loyal alumni (by nurturing, and maintaining relationships with students).
- Accountability (about the quality of services).
- Student retention.

# Student Bill of Rights: It is LIKE

- One stop travel services model
  - Travelocity
  - Expedia
- Quality educational experiences (like in Kindergarten)

Educational services?

Format of educational services?

Quality of educational services?

# Educational Services: Such As

- Recruitment
- Admissions
- Student Accounts
- Advising
- Orientation
- IT Services (Help-desk)
- Library Services
- Teaching & Learning Environment
- Learning Community
- Graduation & Placement

# Services Framework :Multi-Tier

## Synchronous & Asynchronous Blend

- Online tutorials and simulations
- Download (files & programs)
- Knowledge base (searchable FAQs)
- Contact online
- Toll-free 24 / 7 help-desk
- Live web-based chat (real time)

# Service Quality: Accountability & Metrics

- SERVQUAL (1988).
- E-S-Qual (2005).
- DL\_sQUAL (2007).

**DL\_sQUAL: Distance Learning Service Quality (Online Version)**

[http://www.ao.uiuc.edu/eval/serviceQuality/DL\\_sQUAL.cfm](http://www.ao.uiuc.edu/eval/serviceQuality/DL_sQUAL.cfm)

Shaik, N., Lowe, S., & Pinegar, K. (2006). DL\_sQUAL: A Multiple-Item Scale for Measuring Service Quality of Online Distance Learning Programs. *Online Journal of Distance Learning Administration*, 9(2), Summer 2006.

# Superior Economic Model

- Competition can replicate mass marketing and cheap promotions.
- Competition cannot replicate quality services and relationships that you nurture and maintain with students.
- Satisfied students complete the program.
- Satisfied students become loyal alumni and do not compete for marketing dollars.
- Alumni are a source of steady revenue stream to the institution.