Transforming Services Delivery for Students

University of California, Berkeley

1. Overview

Many student systems and a disjointed set of experiences

The University of California, Berkeley, is in the midst of a very large business transformation initiative with the Student Information Systems (SIS) Project. The core systems that serve Admissions, Student Records, Financial Aid, Billing, and Advising are being replaced, impacting over 37,500 students, ongoing. Core business units have developed their own siloed systems, creating a constellation of disjointed services lacking integration, and each having their own look and feel. While each of these systems is highly functional, the lack of centralization adversely affects students and the staff that support them.

CalCentral as the unifying platform

A core part of the strategy is to use CalCentral, a Berkeley-developed unifying platform. Launched in 2014, CalCentral delivers a personalized set of information, alerts and campus navigation tools with the aim of supporting students' academic success.

Financial Aid, a case study in service design

The SIS Project's UX team re-designed a menu-driven and complex financial aid system using service design tools and methods. The resulting solution presents budget information and funding sources on a single screen to support student understanding and decision making. The design was created with low-income and first generation college students in mind, and aiming to demystify and support their experiences navigating a complex institution.

CALCENTRAL
Your campus info...anywhere!

- classes / books GPA / exams
- status / alerts
- email / calendars
- bills / Cal 1 card financial aid

calcentral.berkeley.edu

2. Process

Journey mapping and student workshops

Mapping how students fund and pay for their education

Student Testing

Interviews and 1:1 usage testing

3. The Benefits of design

On students

One system, one place for all things student-related
Agency and empowerment
Clarity and simplicity of information and decision making

On UC Berkeley

Staff efficiencies for increases students self-service
Positive impacts to Financial Literacy initiatives
Supportins student success factors through improved communications and streamlined workflows

On the market

Improve students' impressions of an instution and alumni giving
Compliment and enhance the institution's brand image through service excellence

4. Effect

Cause and effect

CalCentral as a platform has been rapidly adopted on campus and rated highly by students as the defacto system with regular usage by 20-33,000 students each week. Benchmark data, however, for the legacy Financial Aid systems, is a grade D for Learning and Usability using the Systems Usability Scale.

Scale of effect

The effect of CalCentral with the new SIS, which continues to impact the campus with the implementation of new functionality, are reduced lines at the service center, improved service experience by students and ability to solve their own problems. Additionally, staff can spend their time on more complex issues.

CALCENTRAL | My Finances
Your campus info...anywhere!

Jennifer Georgevich @jen… 4d
#calsis #designworkshop presentations ucberkeley -- I'm hopeful for the future experience of Cal…
instagram.com/p/1RyZYeHU4M/
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Billing summary

Billing activity

Works on your mobile device

calcentral.berkeley.edu