



**NCURA 2008 Satellite Broadcast Workshop Series**  
**Good Customer Service for Research Administrators:**  
**How to Support the Research Endeavor at Your Institution**  
**September 9, 2008**  
**11:30 am – 3:30 pm EDT**

**Moderator**

**Kim Moreland**, Associate Vice Chancellor for Research Administration and Director, Research and Sponsored Programs, University of Wisconsin – Madison

**Faculty**

**Stephen Hansen**, Associate Provost for Research and Dean, Graduate School, Southern Illinois University at Edwardsville

**David Richardson**, Assistant Vice President for Research and Director, Office of Sponsored Programs, Pennsylvania State University

**Cindy White**, Director, Sponsored Programs, Belmont University

Time EST	Segment Time	Main topic	Key Issues	Supplemental Information
10:30	01:00	Test slate	Test Slate	
11:30	00:05	Welcome	Kathleen Larmett	
11:35	00:05	1. Introduction	<ul style="list-style-type: none"> <li>• Level of interest in the topic</li> <li>• Focus on academic research</li> </ul>	Top Ten Service Errors in Research Admin <i>(read ahead material)</i>  <i>*Please note all read ahead material is located at this link:</i> <a href="http://www.ncura.edu/content/misc/vid/eoseries/custsvc90908/docs/CustomerServiceReadAhead.doc">http://www.ncura.edu/content/misc/vid/eoseries/custsvc90908/docs/CustomerServiceReadAhead.doc</a>
11:40	00:20	2. What are the major problems?	<ul style="list-style-type: none"> <li>• Society of poor service</li> <li>• Research admin and service</li> </ul>	
12:00	00:20	3. What do we mean by customer service?	<ul style="list-style-type: none"> <li>• Definitions</li> <li>• Is the customer always right?</li> </ul>	Ten Deadly Phrases and Ten Magic Phrases <i>(read ahead material)</i>
12:20	00:20	4. Who are our customers and what do they need?	<ul style="list-style-type: none"> <li>• Faculty</li> <li>• Staff</li> <li>• Institutional officials</li> </ul>	Customer as Individuals <i>(read ahead material)</i>

			<ul style="list-style-type: none"> <li>• Sponsors</li> </ul>	Customer Perceptions of Service <i>(read ahead material)</i>
12:40	00:20	5. How do we regulate and facilitate at the same time?	<ul style="list-style-type: none"> <li>• Review v. risk</li> <li>• Finding balance</li> </ul>	
1:00	00:30	Break for Lunch	<b>NCURA Upcoming Events</b>	
1:30	00:05	Welcome back	Kathleen Larmett	
1:35	00:25	6. What are the indicators of good customer service?	<ul style="list-style-type: none"> <li>• Speed</li> <li>• Accuracy</li> <li>• Transparency</li> <li>• Courtesy</li> <li>• Responsiveness</li> <li>• Expertise</li> </ul>	<p>Sample Negotiation Guidelines <i>(read ahead material)</i></p> <p>Sample Negotiator Status Report <i>(read ahead material)</i></p>
2:00	00:15	7. What are the critical elements of good customer service?	<ul style="list-style-type: none"> <li>• Civility</li> <li>• Communications</li> <li>• Knowledge</li> <li>• Resource management</li> </ul>	<p>Commandments of Customer Service <i>(read ahead material)</i></p> <p>The Chronicle <i>Taming the Rampant Incivility in Academe</i> <a href="http://www.ncura.edu/content/misc/vid/eoseries/custsvc90908/docs/TamingtheRampantIncivility.pdf">http://www.ncura.edu/content/misc/vid/eoseries/custsvc90908/docs/TamingtheRampantIncivility.pdf</a></p> <p>Academic Universe <i>Civility</i> <a href="http://www.ncura.edu/content/misc/vid/eoseries/custsvc90908/docs/Civility.pdf">http://www.ncura.edu/content/misc/vid/eoseries/custsvc90908/docs/Civility.pdf</a></p> <p>Executive Excellence <i>Six Sales Priorities</i> <a href="http://www.ncura.edu/content/misc/vid/eoseries/custsvc90908/docs/SixSalesPriorities.pdf">http://www.ncura.edu/content/misc/vid/eoseries/custsvc90908/docs/SixSalesPriorities.pdf</a></p>

				<p>Saturday Evening Post <i>Rules of Civility</i> <a href="http://www.ncura.edu/content/misc/vid_eoseries/custsvc90908/docs/RulesofCivility.pdf">http://www.ncura.edu/content/misc/vid_eoseries/custsvc90908/docs/RulesofCivility.pdf</a></p> <p>Communications in Research Administration: The Farmer, the Cowman, and the Liaison in Sponsored Research Administration: A Guide to Effective Strategies and Recommended Practices, NCURA, 2007 <a href="http://www.ncura.edu/content/misc/vid_eoseries/custsvc90908/docs/Communications.pdf">http://www.ncura.edu/content/misc/vid_eoseries/custsvc90908/docs/Communications.pdf</a></p>
2:15	00:20	8. How do we develop customer service skills in staff?	<ul style="list-style-type: none"> <li>• Recruitment</li> <li>• Training</li> <li>• Culture of collaboration</li> <li>• Recognition and reward</li> </ul>	<p>Tips from Verbal Judo <i>(read ahead material)</i></p> <p>The Omaha World-Herald Company <i>Verbal Judo</i> <a href="http://www.ncura.edu/content/misc/vid_eoseries/custsvc90908/docs/VerbalJudo.pdf">http://www.ncura.edu/content/misc/vid_eoseries/custsvc90908/docs/VerbalJudo.pdf</a></p> <p>Hiring the Right People <i>(read ahead material)</i></p> <p>Leadership Reinforcement Tips <i>(read ahead material)</i></p> <p>Areas of Customer Experience <i>(read ahead material)</i></p>
2:35	00:10	Break	<b>NCURA Upcoming Events</b>	

2:45	00:05	Welcome back	Kathleen Larmett	
2:50	00:10	9. How do customer expectations impact service?	<ul style="list-style-type: none"> <li>• Faculty and staff</li> <li>• Gender</li> <li>• Cultural</li> <li>• Executive and employee</li> </ul>	
3:00	00:20	10. How does organizational structure impact customer service?	<ul style="list-style-type: none"> <li>• Unified office v. separate pre and post groups</li> <li>• Constituency-based staff v. agency-based staff</li> </ul>	
3:20	00:05	11. Summary and conclusions		<p>Additional Resource Materials on Customer Service</p> <p><a href="http://www.ncura.edu/content/misc/vid/eoseries/custsvc90908/docs/CustomerServiceResources.pdf">http://www.ncura.edu/content/misc/vid/eoseries/custsvc90908/docs/CustomerServiceResources.pdf</a></p>
3:25	00:05	Broadcast wrap up	Kathleen Larmett	
3:30	3:30			

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