



March 17, 2022

**TO:** THE DISTRICT BOARD OF TRUSTEES OF VALENCIA COLLEGE

**FROM:** DR. KATHLEEN PLINSKE  
President

**RE:** CALL CENTER SERVICES – INSOURCE SERVICES GROUP, LLC.

As the College undertakes a full review and redesign of student support services, the long-term strategy for call center services has not yet been developed. The current call center support team (Enrollment Services) is equipped to support in-bound student inquiries via phone and email during “non-peak” times of the year during regular business hours. As we rethink our student support services, we are cognizant of students’ needs to reach live support via phone, email, and chat during expanded evening, weekend, and holiday hours. Additionally, our current call center staffing is not able to provide expedient service during “peak” times.

In the late spring and summer of 2022, we expect a significant increase in inquiries about Valencia programs and services. In order to provide expedient service from 8 a.m. – 12 a.m., 7 days a week, including holidays, and to enable the expansion of support available during “peak” times, the College seeks to engage InSource Services Group, LLC., a higher education call center support service, to augment our existing enrollment services team for one year. The arrangement with InSource Services Group, LLC. would allow the College to better manage staffing and support based on actual demand and to provide expanded hours during which students may receive timely support.

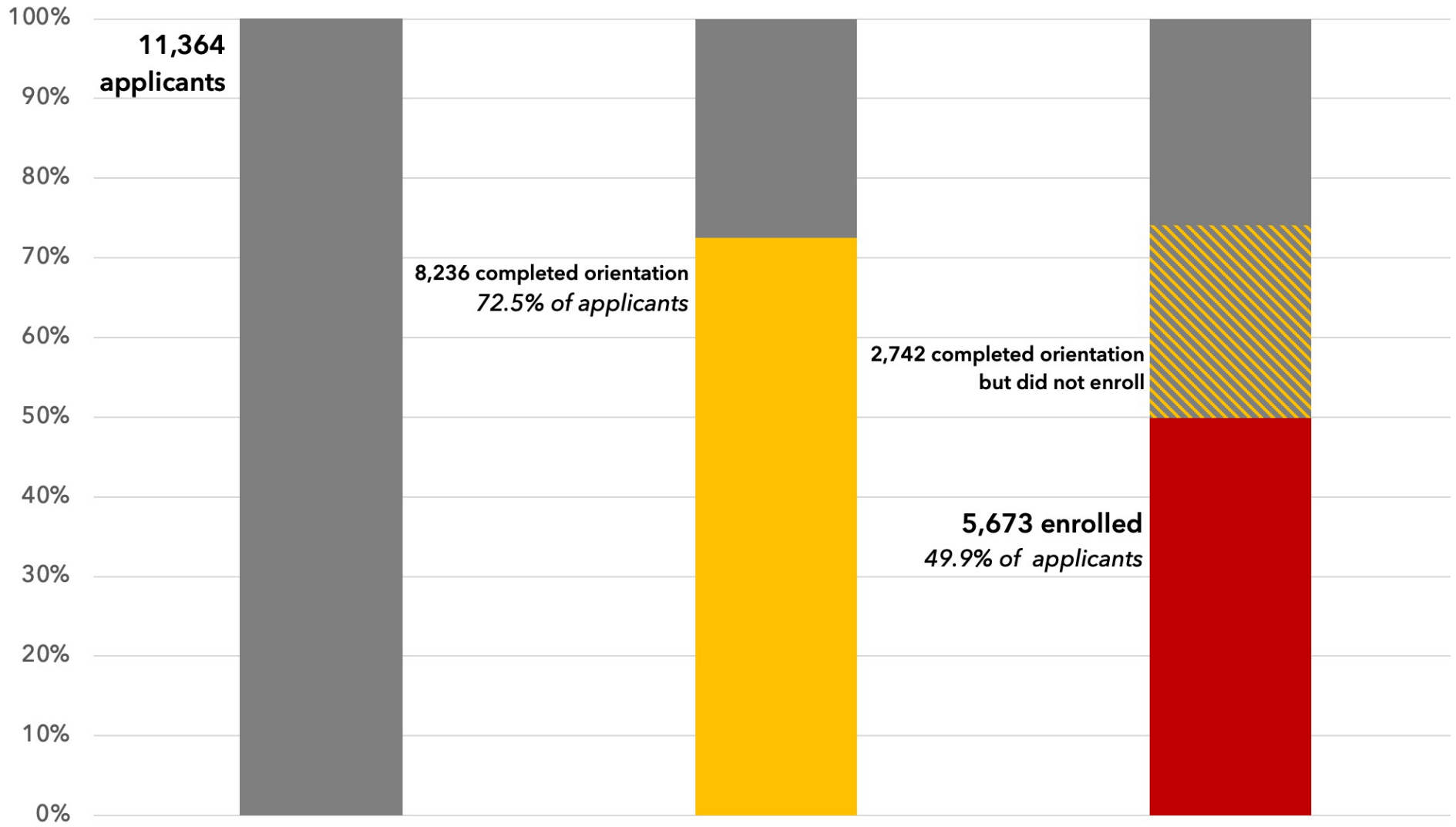
As permitted by law, the College leveraged Florida Administrative Code (F.A.C.) 6A-14.0734 (2)(f), Procurement Requirements, to negotiate a proposed one year contract, at an estimated, not-to-exceed budget of \$425,600 with InSource Services Group, LLC. to provide general call center services in the areas of admissions, registration, and financial aid. This approach was taken to meet student expectations for service availability while the College undertakes a review and redesign of student services that may reshape the delivery of call center services. We anticipate that with the conclusion of the redesign, and the data collected from the services performed under this contract, the College will be in a better position to define a Scope of Work that meets the operational and long term needs of the College. Once completed, it is the intent of the College to conduct a competitive solicitation for the procurement of these and/or similar services.

**RECOMMENDED ACTION:**

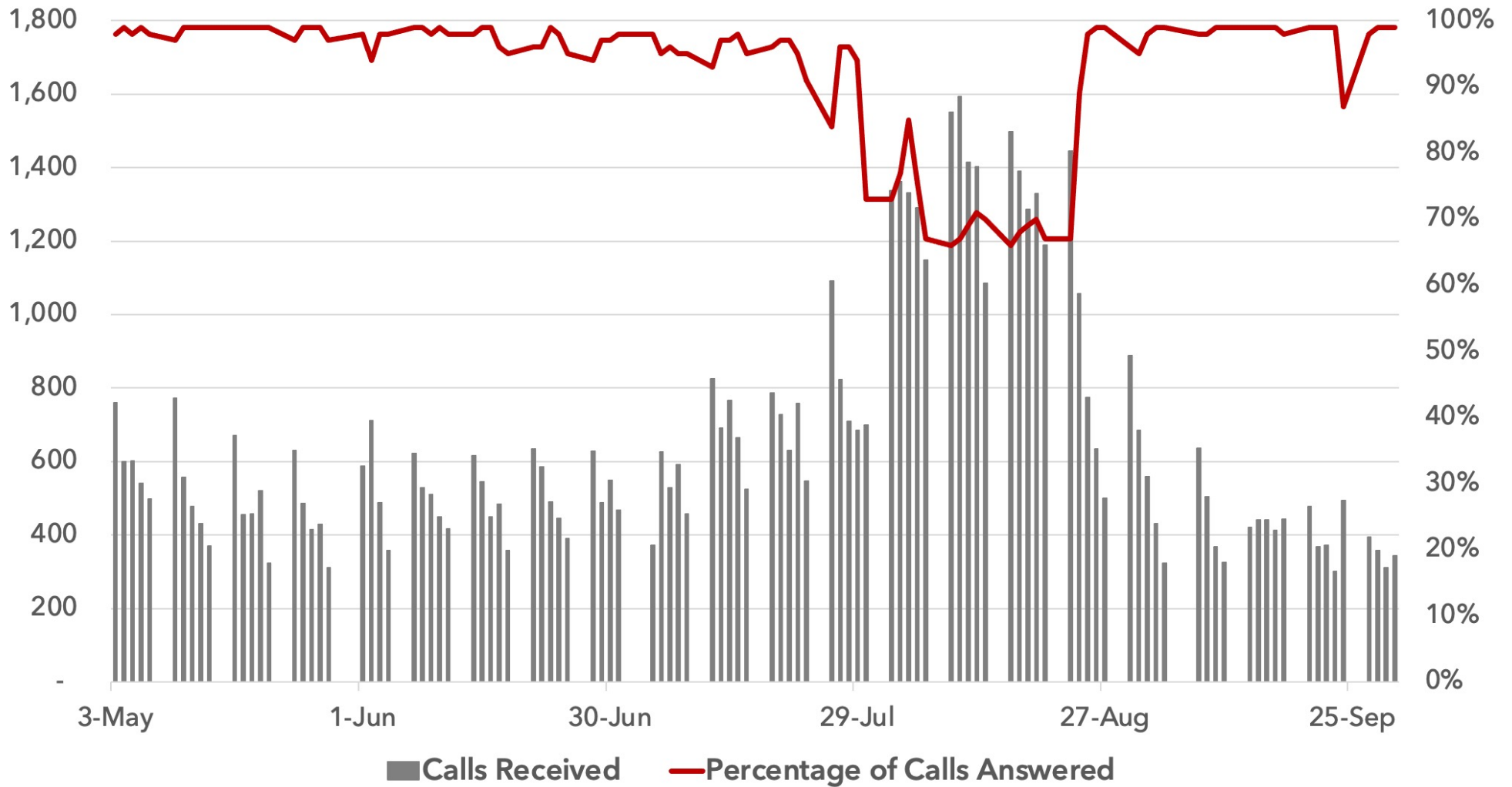
The President recommends that the District Board of Trustees of Valencia College authorize the College to enter into a mutually agreeable contract for services with InSource Services Group with a not-to-exceed budget of \$425,600, as presented.

  
\_\_\_\_\_  
President

## Valencia College First-Time-in-College Applicants, Fall 2021



**Number of Calls Received During Business Hours by Valencia College Enrollment Services  
and Percentage of Calls Answered, May - September 2021**



# ISG Call Center Support Services

## **Proposed Hours of Service:**

- 8:00 a.m. - midnight, 365 days per year

## **Key Performance Indicators:**

- Target response time for live interactions (phone or chat):  
90% within 60 seconds
- Target response time for asynchronous interactions:  
90% within 4 hours
- Target satisfaction rating: greater than 90%
- First level resolution: greater than 60%