



California State University | California Community Colleges | University of California

## California Higher Education Innovation Honors

### **FOCUS ON EFFICIENCY Abstract Achievement Awards**

**Improved Performance, Service, and Outcomes**

**Prized Abstracts will be recognized at the  
2017 CALIFORNIA HIGHER EDUCATION  
COLLABORATIVE CONFERENCE**

**Submission Deadline: September 17, 2017**



The 2017 California Higher Education Collaborative Conference planners invite you to share stories of success that demonstrate a FOCUS ON EFFICIENCY, representing innovative practices that have been implemented to improve operational performance, services, and outcomes for California Higher Education.

The conference will be held at the University of California, Irvine campus October 23 - 25. Winners will be notified by September 29, and all abstracts will be recognized and shared on **UKNOWLEDGESHARE.COM**

**Abstract outline should be limited to one to two pages and consider the following:**

- Project Headline
- Summary
- Abstract Brief
- Milestones
- Project Team
- Quantification & Results
- Opportunities & Solutions
- Impact & Benefit
- Quality, Cost, & Delivery
- Lessons Learned
- References (optional)
- Illustrations (optional)

More information can be found at [www.uknowledgeshare.com/2017-conference/](http://www.uknowledgeshare.com/2017-conference/)

**Submit abstract outlines to [strategicinitiatives@calstate.edu](mailto:strategicinitiatives@calstate.edu)**

For questions, please contact Mike Redmond, CSU Assistant Vice Chancellor, Strategic Initiatives and Support Services; (562) 951-4345 - [mredmond@calstate.edu](mailto:mredmond@calstate.edu).



# CALL FOR ABSTRACTS: FOCUS ON EFFICIENCY

## Submission Form

SECTION	DESCRIPTION / PURPOSE	STYLE / LENGTH
PROJECT HEADLINE		Title case (1-5 words)
SUMMARY		1-2 sentences (25-30 words)
ABSTRACT BRIEF		4-5 paragraphs (275-300 words)
MILESTONES		List of 8-10 bullets (50-60 words)
PROJECT TEAM		List of 6-10 bullets (40-50 words)
QUANTIFICATION AND RESULTS		List of 6-10 bullets (40-50 words)
OPPORTUNITIES AND SOLUTIONS		3-4 sentences (30-50 words)
IMPACT AND BENEFIT		3-4 sentences (30-50 words)
QUALITY, COST, & DELIVERY		1-2 sentences (10-20 words)
LESSONS LEARNED		List of 2-4 bullets (30-50 words)
REFERENCES (optional)		Bulleted list with hyperlinks
ILLUSTRATIONS (optional)		PDF, JPG, GIF, PNG, or TIFF.

# CALL FOR ABSTRACTS: FOCUS ON EFFICIENCY

## Submission Guidelines

SECTION	DESCRIPTION / PURPOSE	STYLE / LENGTH
<b>PROJECT HEADLINE</b>	Title of project, such as <i>Spend Analytics, Smart Planner, or Campus Marketplace</i> .	Title case (1-5 words)
<b>SUMMARY</b>	Elevator speech: This should be a succinct description of the project and its benefit to the university.	1-2 sentences (25-30 words)
<b>ABSTRACT BRIEF</b>	Concise but brief explanation of how/why the project began, barriers overcome, and final result. Include current state, challenges met, and conditions resolved.	4-5 paragraphs (275-300 words)
<b>MILESTONES</b>	A timeline focused on the turning points and key achievements. Include month and year for each.	List of 8-10 bullets (50-60 words)
<b>PROJECT TEAM</b>	Identify leadership, subject matter experts, and others in all campuses involved. Include name and title for each.	List of 6-10 bullets (40-50 words)
<b>QUANTIFICATION AND RESULTS</b>	Quantify success and explain facts evidencing achievement. Include numbers, statistics, and figures.	List of 6-10 bullets (40-50 words)
<b>OPPORTUNITIES AND SOLUTIONS</b>	Explanation of opportunities this project has created and next steps for the future.	3-4 sentences (30-50 words)
<b>IMPACT AND BENEFIT</b>	Explanation of the impact this project has had and how much better things are as a result of the changes or improvements.	3-4 sentences (30-50 words)
<b>QUALITY, COST, &amp; DELIVERY</b>	Explanation of how this project has improved Quality, Cost, or Delivery in a measureable way. (ex. Reduced time by 30% or reduced cost by 15%.)	1-2 sentences (10-20 words)
<b>LESSONS LEARNED</b>	Useful information that can be applied to future efforts, and potential roadblocks that should be avoided.	List of 2-4 bullets (30-50 words)
<b>REFERENCES (optional)</b>	Additional evidentiary support for your conclusions. Include useful references if available.	Bulleted list with hyperlinks
<b>ILLUSTRATIONS (optional)</b>	Pictures and Charts if applicable. Include exhibits, illustrations, and graphic depiction of the effort.	PDF, JPG, GIF, PNG, or TIFF.

# CALL FOR ABSTRACTS: FOCUS ON EFFICIENCY

## Submission Guidelines

SECTION	DESCRIPTION / PURPOSE	STYLE / LENGTH
<b>PROJECT HEADLINE</b>	Parking in the Cloud	Title case (1-5 words)
<b>SUMMARY</b>	Parking Management Bureau (PMB), an auxiliary of California State University, Stanislaus, in partnership with the university's Mailroom/Print Shop has simplified and tailored the parking permit delivery system. We currently offer a permit delivery program to four CCCs and three CSUs.	1-2 sentences (25-30 words)
<b>ABSTRACT BRIEF</b>	<p>Many universities and colleges face a common gridlock with parking permit delivery and long customer service lines for parking permit purchase. PMB has simplified parking permit delivery with a customized, tailored program.</p> <p>With PMB's creation, the Stanislaus State University Police Department is able to purchase necessary equipment, supplies and vehicles; in addition to funding thousands of dollars in scholarship opportunities and donations to programs benefitting local communities. As parking citation processing was mastered, the next logical step was simplifying the permit delivery process.</p> <p>PMB's permit delivery model is simple, everything related to permit distribution for each campus is centrally managed.</p> <p>PMB constructed an online permit store. The biggest benefit is users are able to order permits using their computers or smart phones from anywhere. PMB also oversees, handles and processes all payments in a secure web checkout service.</p>	4-5 paragraphs (275-300 words)
<b>MILESTONES</b>	<ul style="list-style-type: none"> <li>• 2013 - Project timeline created</li> <li>• June '15 - Initial Stanislaus system test</li> <li>• July '15 - Testing completed - live site launched</li> <li>• May '16 - 3 more campuses began utilizing online permit delivery system</li> <li>• June '16 - CSU East Bay joins PMB</li> </ul>	List of 8-10 bullets (50-60 words)
<b>PROJECT TEAM</b>	STANISLAUS STATE: <ul style="list-style-type: none"> <li>• Francisco Pena</li> </ul>	List of 6-10 bullets (40-50 words)

## CALL FOR ABSTRACTS: FOCUS ON EFFICIENCY

### Submission Guidelines

	<ul style="list-style-type: none"> <li>• Chief Andy Roy</li> <li>• Craig Boucher</li> <li>• Donevon Murrell</li> <li>• Lt. Clint Strode</li> <li>• Huong Armstrong</li> <li>• Frank Borrelli</li> <li>• Darin Skaliner</li> <li>• Heather Reyes</li> </ul>	
<b>QUANTIFICATION AND RESULTS</b>	<ul style="list-style-type: none"> <li>• Savings of more than 250 staff hours per year.</li> <li>• 32,250 permits sold since 2015 live date.</li> <li>• Hired essential staff.</li> <li>• Mail Room/Print Shop production up 25 percent.</li> </ul>	List of 6-10 bullets (40-50 words)
<b>OPPORTUNITIES AND SOLUTIONS</b>	<ul style="list-style-type: none"> <li>• Free up staff time and resources.</li> <li>• Order parking permits in one location.</li> <li>• Improves parking management technology.</li> <li>• Can expand to other Higher Ed institutions.</li> </ul>	3-4 sentences (30-50 words)
<b>IMPACT AND BENEFIT</b>	<ul style="list-style-type: none"> <li>• Online permits shipped to any valid U.S. address.</li> <li>• Eliminates long lines at in-person sales locations.</li> <li>• Permits are available to buy 24/7.</li> <li>• Campus agencies advance permit sales.</li> <li>• Savings of more than 250 staff hours per year.</li> </ul>	3-4 sentences (30-50 words)
<b>QUALITY, COST, &amp; DELIVERY</b>	PMB's software can read current status of campus users in real time, differentiate user groups, and determine what permit each user can purchase and at what price.	1-2 sentences (10-20 words)
<b>LESSONS LEARNED</b>	<ul style="list-style-type: none"> <li>• Communication between internal partners is essential for success.</li> <li>• Effective marketing is essential</li> <li>• Shifting campus community members' habits from established patterns can be difficult.</li> </ul>	List of 2-4 bullets (30-50 words)

# PARKING IN THE CLOUD

FOCUS ON EFFICIENCY

*Parking Management Bureau (PMB), an auxiliary of California State University, Stanislaus, in partnership with the university's Mailroom/Print Shop has simplified and tailored parking permit delivery system. We currently offer permit delivery program to four community colleges and three California State Universities.*

Many universities and colleges face a common gridlock with parking permit delivery and long customer service lines for parking permit purchase. PMB has simplified parking permit delivery with a customized, tailored program.

Universities using PMB's Online Permit Delivery System include:

- College of the Redwoods
- Modesto Junior College
- Columbia College
- California State University, Monterey Bay
- California State University, East Bay
- California State University, Stanislaus

PMB was established in 1994 as an alternative funding source to cover budgetary gaps during a time when state funding to colleges and universities was limited. With PMB's creation, the Stanislaus State University Police Department is able to purchase necessary equipment, supplies and vehicles; in addition to funding thousands of dollars in scholarship opportunities and donations to programs benefitting local communities. As parking citation processing was mastered, the next logical step was simplifying the parking permit delivery process.

PMB's permit delivery model is simple, everything related to permit distribution for each campus is centrally managed. PMB constructed an online permit store tailored to each campus agency. Once permit orders are placed, PMB in conjunction with its university's Mail Room, handles processing, packaging and shipment of permits within 48 hours. PMB has reduced many of the difficulties and drawbacks of permit distribution that universities and colleges face today.

There are many benefits of PMB's online permit distribution system. The biggest benefit is users are able to order permits using their computers or smart phones from anywhere—their homes, offices or dorm rooms—at any time of day. In addition, by utilizing the university's People Management System, PMB's software is able to differentiate in real time the status of students, staff or faculty members. The system also can distinguish different user groups within each campus and determine what permit each user can purchase and at what price. This integration reduces errors from manual data entry.

PMB also oversees, handles and processes all payments in a secure web checkout service. This is valuable to campus agencies because PMB can perform audits of permit sales and deliveries.

## MILESTONES

Jun  
2016

- CSU East Bay joins PMB as the sixth campus to use the system.

May  
2016

- Three additional campuses began utilizing the online permit delivery system.

Jan  
2016

- Additional campus began utilizing the online permit delivery system.

Jul  
2015

- Marketing of new permit site began.
- Testing completed.
- Live site launched with Stanislaus State selling permits.

Jun  
2015

- Initial Stanislaus State system testing performed.

2013

- Brainstorming ideas and designs.
- Project timeline created.

The greatest advantage to PMB’s online permit distribution system is that it is fully integrated with PMB’s parking ticket processing system. Parking officers from campus agencies who utilize both systems are able to verify parking permits using the same hand-held device they use to issue parking citations.

## QUANTIFICATION AND RESULTS

- Savings of more than 250 staff hours per year.
- 32,250 permits sold since 2015 live date.
- Hired essential staff.
- Increased production by 25 percent in Mail Room / Print Shop.

### STANISLAUS STATE (PROJECT LEAD)

- Francisco Pena
- Chief Andy Roy
- Craig Boucher
- Donevon Murrell
- Lt. Clint Strobe
- Huong Armstrong
- Frank Borrelli
- Darin Skaliner
- Heather Reyes

## OPPORTUNITIES AND SOLUTIONS

- PMB’s online permit delivery system allows campuses to free up valuable staff time and resources. Staff members no longer must process and manage parking permit delivery and campus community members don’t have to endure long customer service lines. Users can order their parking permits in one location conveniently anywhere, anytime.
- Changes and improves traditional approaches to contemporary parking management technology.
- Opportunity to expand to other higher education institutions through a Master Enabling Agreement.

## IMPACT AND BENEFIT

- Campus users are able to order their permits online and have them shipped to any valid U.S. address.
- Eliminates long lines at in-person sales locations.
- Increased productivity and efficiency.
- Permits are available to purchase 24/7, 365 days a year.
- Campus agencies can prepare and plan permit sales dates in advance.

## QUALITY, COST, OR DELIVERY

PMB’s software is able to read in real time the current status of campus users, can differentiate user groups within the campus, and determine what permit each user can purchase and at what price. This integration reduces errors from manual data entry.

## LESSONS LEARNED

- 1 Savings of more than 250 staff hours per year.
- 2 Communication between internal partners is essential for success.
- 3 Effective marketing is essential for campuses who want to shift from an “on-site permit. distribution” to an “online permit distribution” system.
- 4 Shifting campus community members’ habits from established patterns, such as going from obtaining permits at the same campus location to an online platform, can be difficult.

SAMPLE