Amidst Hurricanes, Earthquakes and Pandemics

Challenges and Opportunities for Academic Files Compliance

Elisandra Rodríguez Moreno
Executive Director of Student Affairs
Ponce Health Sciences University
Public Relations Professional- Lic PR-911
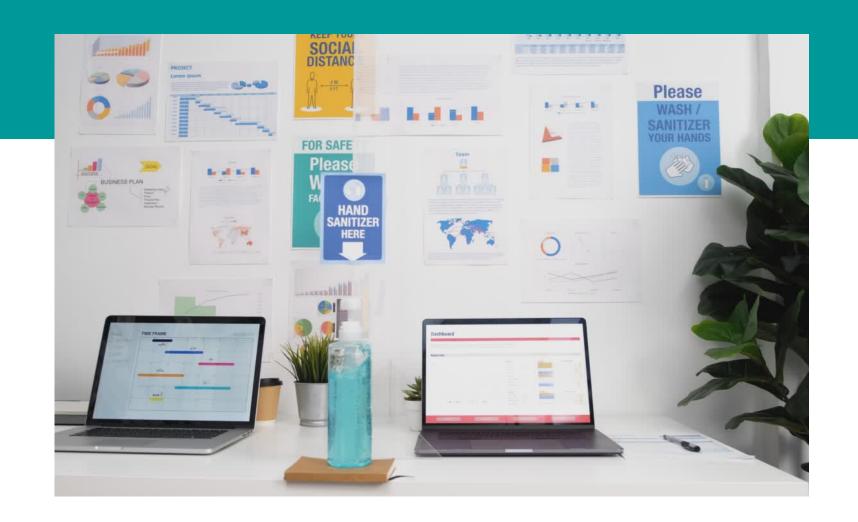
A little bit about me

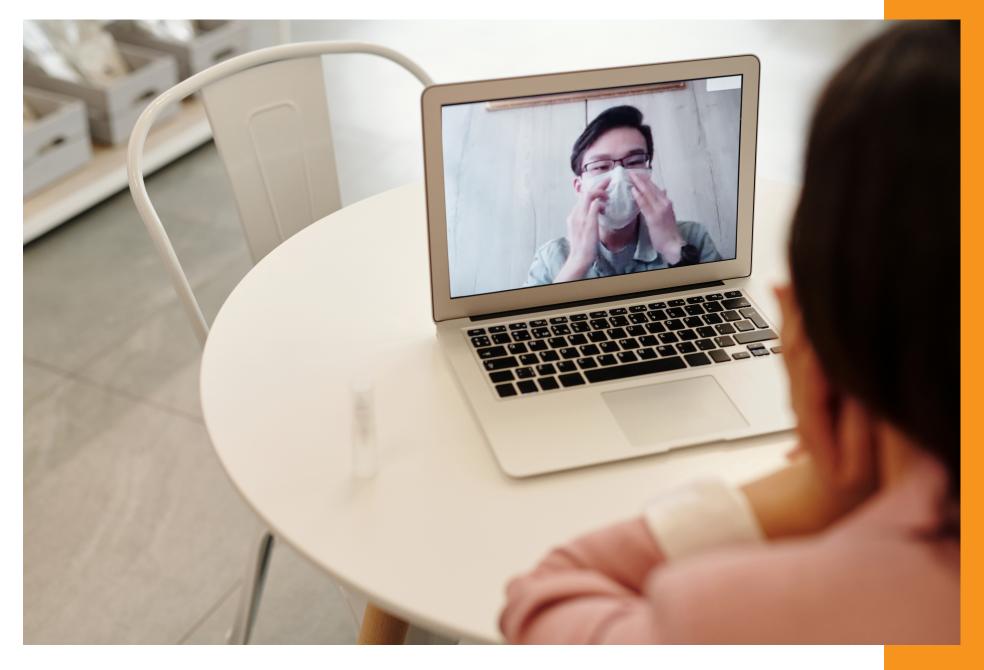Background Education in Public Relations, Marketing and Advertisement

11 Years of Experience in Higher Ed

-Student Services

-Admissions

-Strategic Leadership

-Team Player

- Let's make it happen!

Agenda

Challenges and opportunities amidst hurricanes, eartquakes and pandemics

- We will talk about the crisis management approach and how to be better prepare for the "unexpected".

- We will discuss communication strategies for mandatory communications and file documentation to achieve academic files compliance.
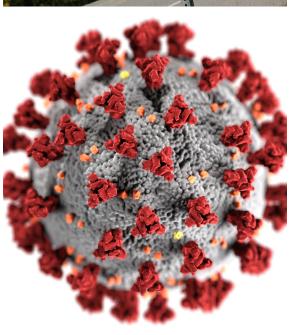
UNUSUAL TIMES

Amidst Hurricanes, Eartquakes and Pandemic

Challenges and Opportunities

Crisis Communication & Management to achieve Compliance

Hurricane María

No access to Communications, Internet, Electricity or Water
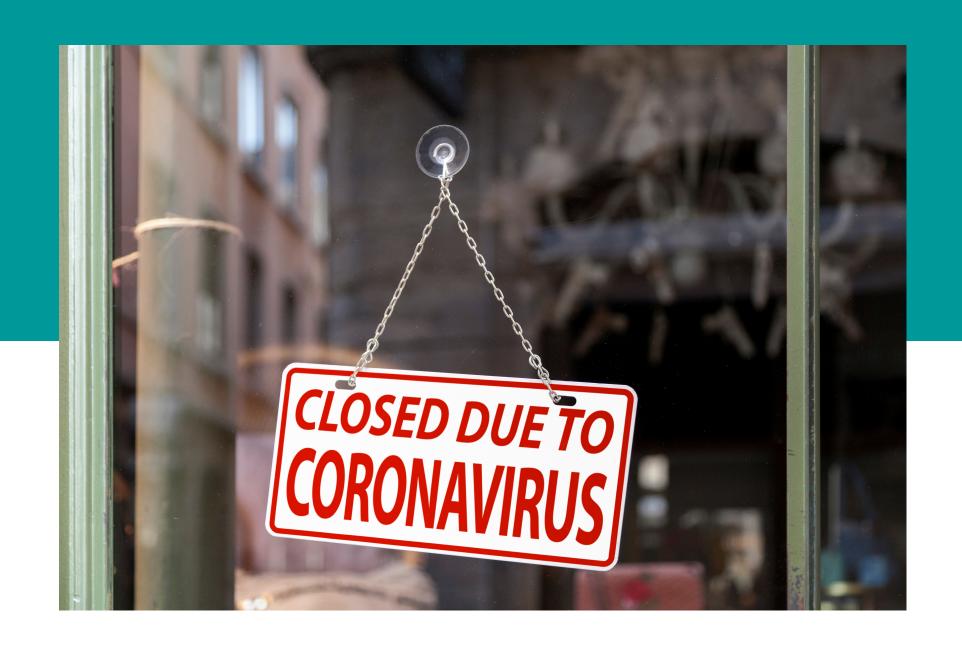
What did we do?

Eartquakes

Focalized groups without appropriate living conditions, new reality about facilities security

What did we do?

Coronavirus

Limited access to facilities and transition to online format

What did we do?

What Changed?

THE WORLD...

Hurricane María, the January eartquakes and the Coronavirus Pandemic... Higher Ed Institutions have been pushed to change. Admissions and Registrar's offices not only need to be aware of the crisis, they need to be ahead of it.

THOSE WHO SIT AND WAIT...
PASSIVE

THOSE WHO STAND AND MAKE CHANGES...
ACTIVE

Crisis Management Communication and Compliance

COMPLIANCE

Conformity in fullfilling official requirements.

Webster Dictionary

How to Achieve Compliance?

Compliance is mainly achieve through the correct planning of regulatory, strategic, and internal communications. Knowing is the first step towards compliance.

CRISIS

A troubling event with three characteristics:
1. Comes as a surprise
2. Is a threat for the organization
3. Forces a response in a short period of time

Charles Frazer Hermann (1963)

Challenges

OFFICIAL DOCUMENTS- HOW TO GET THEM?

Difficulty to receive the requirements of admissions (TC, Immunizations, etc.)

ACCESS TO INFORMATION

Many institutions did not possessed digital academic files prior to the crisis.

CLOSE SCHOOLS

How do we reach the prospects?

TEAM COMMUNICATION

Difficulties to provide follow up to plans due to distance (teleworking) among the team

POLICIES AND REGULATIONS

How to comply during the crisis?

ONLINE FORMAT- UNIVERSITIES & AGENCIES

Key contacts not easily reachable

Crisis Management Approach

Helps Identify the Challenges and Risks but also the Opportunities and Strenghts

Helps to identify Strategies, allies and possible solutions

Helps to keep calm under stressful or difficult circumstances

Allows the team to understand and execute their individual parts

Crisis Management & Compliance Communication

Analysis of Situation

What are the opportunity areas?
5 W's
Audit of current process/format
What are the past and current scenarios?

SWOT

Identify Strengths, Weaknesses, Opportunities and Threaths

Design of the Plan

Resources
Messages
Formats

5 W's for Compliance Communication

What needs to be known?

Regulations? Rules?
Internal Policy?
Outcomes? Laws?

Who needs to know?

Management? Officers?
Processors (QC)?
Students? Prospects?
Parents? Agencies?

Why they need to know?

Decision making?
Procedural updates?
Audits?

When they need to know?

Once a year? Monthly?
Every two years? Daily?

How they need to know?

Web page? Reports?
Official Notifications?
Emails?

Academic Files Compliance

Prospects

Drug, Alcohol & Violence Free Campus Notification
Campus Security/ Student Right to Know
FERPA
Program Costs and Other Estimated Costs
Availability to Catalog and School Policies

Applicants

Admissions Requirements
Communications for deadlines & Interviews
Determination Letters

Accepted/Enrolled

Acceptance Documents
Enrollment Agreement
Catalog/ Student Policy Manual
Charges Acceptance

Active Students

Annual Ferpa Notification
Drug, Alcohol & Violence Free Campus Notification
Annual Student Right to Know Update Notification
Notification of Services or Procedural Changes

Format for Temporary Policies

BEING READY IS A NEED!

ADMISSIONS ENTRANCE EXAMS WAIVER- A COVID-19 TEMPORARY POLICY

Reasonable Accommodation Procedure

APPLIED PRACTICE SUMMER EXPERIENCES COURSE COVID-19 TEMPORARY POLICY

Temporary USMLE Policy amendment due to COVID 19 Pandemic
For students out of regular curriculum

TEMPORARY POLICY FOR CONDITIONAL ADMISSIONS Covid-19

MEMO

ADMISSIONS OFFICE

STUDENT AFFAIRS

Student Name:

Case verify by:

Date:

RE:

1. Reason 1
2. Reason 2
3. Reason 3

Write, write & write...

DOCUMENT EVERYTHING!

Documenting files, specially those with special circumstances is imperative. This documentation needs to be done since day one.

Standardizing processes is the best way to have references to train people consistently and efficiently across all campuses and individuals.

Document # [PHSU-ADM-01]	Title: **Processing Acceptance Withdrawals or Acceptance Denials**	Print Date: **7/18/2019**
Revision # **1.0**	Prepared By: **Elisandra Rodríguez/ Emsley Vázquez**	Date Prepared: **7/15/2019**
Effective Date: **[7/22/2019]**	Reviewed By: **Dr. José Torres/ Dra. Olga Rodríguez**	Date Reviewed:
Standard: **Admissions Department**	Approved By: **Dr. José Torres-Ruíz**	Date Approved:

Policy: Admissions Process for the Registration of Acceptance Withdrawals and Acceptance Denials

Purpose: Establish a standard procedure to uphold a process for documenting and processing the denials or withdrawals of acceptances to the PHSU Academic Programs, specially the Medical Education Program.

Scope: This SOP will impact prospect students, accepted applicants, employees, and administrators.

Definitions:

SOP- Standardized Operating Procedure- A procedure determine for operations standardization; it provides guidance of processes.

PHSU- Ponce Health Sciences University

ADM Rep- Admissions Representative

ACCWD- Accepted Withdrawal- is an applicant status in Jenzabar that reflects one of the following:

STITCH -IN

Admissions and Registrar offices are recommended to promote a healthy and continuous communication to ensure compliance. Make sure to stitch it!

How?

- Discuss at risk cases
- Establish specific action plans
- Setup deadlines...and respect them!
- Collaborate and constantly communicate updates
- Develop business format agreements

Opportunity Areas

DEVELOPMENT OF CRISIS MANAGEMENT PLAN FOR COMPLIANCE

Stay ahead!

PROJECTS FOR ACCESIBILIZATION OF INFORMATION

Time to digitize!

DIVERSIFICATION FOR ONLINE SERVICES

Services online?

DEVELOPMENT OF TECHNOLOGY PROFICIENCY AMONG EMPLOYEES

Trainning for efficiency.

DEVELOPMENT OF STANDARDIZED FILE DOCUMENTATION

Make it easier and clearer.

"*If I had eight hours to chop down a tree, I'd spend six sharpening my axe.*"

- Abraham Lincoln

Thank you for your attention!

Ponce Health Sciences University

PO BOX 7004 Ponce, PR 00732-7004

Landline

787-840-2575 Ext. 4824/ 5723

Email

elirodriguez@psm.edu