

Efficiency & Effectiveness

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Definitions

Effective

- Adequate to accomplish a purpose
- Producing the intended or expected result

Efficient

- Performing or functioning in the best possible manner with the least waste of time and effort

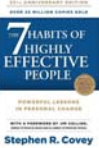
Effectiveness



A cartoon illustration showing a motorboat and a canoe on a body of water. The motorboat has a sign that says 'Ice' and a speech bubble that says 'THIS WILL GO A HUNDRED TIMES FASTER!'. The canoe has a speech bubble that says 'YEAH - IN THE WRONG DIRECTION.' The cartoon is signed '© 2008 by [unreadable]'.

Effective People

- 1 • Be Proactive
- 2 • Begin With the End in Mind
- 3 • Put First Things First
- 4 • Think Win/Win
- 5 • Seek First to Understand, Then to be Understood
- 6 • Synergize
- 7 • Sharpen the Saw



The End Goal

- ▶ Provides the direction
- ▶ Keeps you focused
- ▶ Creates a sense of accomplishment
- ▶ Makes tasks more meaningful

"An effective goal focuses primarily on results rather than activity. It identifies where you want to be, and in the process, helps you determine where you are. It gives you important information on how to get there, and it tells you when you have arrived."
 Stephen Covey

People

- ▶ You can be efficient with things. You must be effective with people.
- ▶ Be respectful
- ▶ Listen to understand

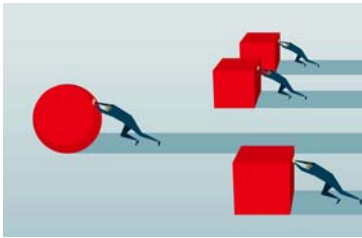
"A [student] is not dependent upon us, we are dependent upon him. A [student] is not an interruption of our work, he is the purpose of it!"

Small Steps to Become Effective

- ▶ Be Proactive
- ▶ Take Responsibility
- ▶ Build Teams
- ▶ Create Your Efficiency System



Efficiency



Efficient Processes

- ▶ What takes time in your office?
- ▶ Ask "Why?"
- ▶ Flow charting helps
- ▶ Look for Process Improvement Groups



Where Do You Live?

	Urgent	Not Urgent
Important	Quadrant I: Crises Pressing Problems Deadline-driven projects	Quadrant II: Prevention activities Planning Recreation Recognizing new opportunities
Not Important	Quadrant III: Interruptions: call, email Meetings	Quadrant IV: Busy work Mail, calls

Covey, Stephen. (1989). *The 7 Habits of Highly Effective People*. Simon & Schuster, New York.


How to get into Quadrant II

- ▶ Time Management
- ▶ Email
- ▶ To-Do Lists
- ▶ Delegate




Time Management

- ▶ Track Your Time
- ▶ Assign Project Time Lengths
- ▶ Create a Weekly Schedule
- ▶ Include Emergency Slots
- ▶ Stick to It



Email

- ▶ Joselyn Gleit *Unsubscribe*
- ▶ Use apps to organize and snooze messages
- ▶ Batch your box
- ▶ Create folders




To-Do Lists

- ▶ Use whatever you like
- ▶ Set deadlines for accountability
- ▶ Break them apart
- ▶ Savor the success



Delegate

- ▶ Trust others
- ▶ Communicate results
- ▶ Set parameters
- ▶ Offer resources
- ▶ Provide accountability



Practice: An Average Day at the Office

- A. Have lunch with your Associate Director (1.5 hrs)
- B. Email is overflowing (1 hour)
- C. Catch up on NASFAA's Today's News articles (1 hour)
- D. Prepare a presentation for conference (3 hours)
- E. Attend scheduled meeting with enrollment team (2 hours)
- F. Media wants an interview about loan default (1/2 hour)
- G. Advisor requests a meeting with you (1 hour)
- H. Learned something is missing from your P&P, needs research (2 hours)
- I. Student with major issues needs your assistance (1 hour)
- J. Annual budget report is due in 3 days (3 hours)

My Answer

8:00	
8:30	Organize & Respond to Email
9:00	Create Agenda for Enrollment Team Meetings (limit to 90 min)
9:30	Media Interview
10:00	Student with issues
10:30	
11:00	Make outline for conference presentation
11:30	
12:00	Lunch with Assoc. Director
12:30	
1:00	NASFAA Today's News Articles & Reflection
1:30	
2:00	
2:30	Enrollment Team Meeting
3:00	
3:30	Meet with Advisor
4:00	
4:30	Create outline for budget report

What one thing could you do in your personal and professional life that, if you did it on a regular basis, would make a tremendous positive difference in your life?

Questions & Comments