



*Division of Enrollment Management*

**DIVISION OF  
ENROLLMENT MANAGEMENT  
END OF YEAR SUMMARY  
2008-2009**



*Division of Enrollment Management*

## **Mission Statement**

- To contribute to the mission of the University by harmonizing all essential operations that support student affinity to the University and to support the academic enterprise in meeting the institutional enrollment goals.

## **Vision Statement**

- To be known as a premier institution delivering exemplary customer service to all we serve.

## **Core Values**

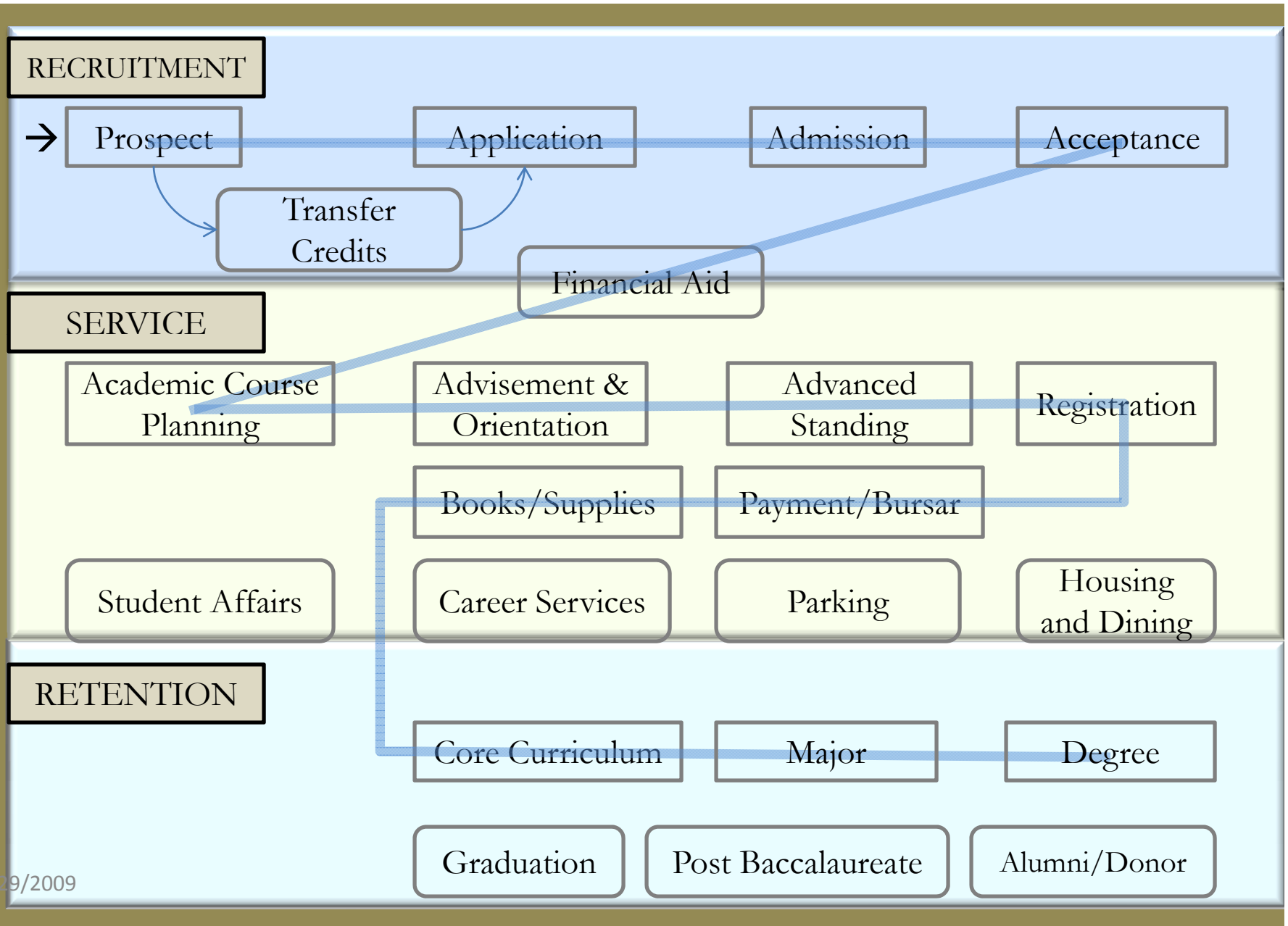
- First class team driven by mission, goals and mutual respect.
- Personal best – do it right and do it now – quality work, quickly done.
- Positive and effective communication (honest and straight forward with each other and those we serve).
- We will make a difference with all we serve and we will help all students reach their full potential and possibilities.
- We will listen to all our students, faculty and staff – we will have the courage to change what needs to be changed, whether it is behavior, rules, regulations or processes.

**Build it and they will come**, a very 70s statement that is no longer accurate. In today's global market and increased competition, **customer service is what drives business**; if customers are satisfied with our services and our educational product chances are we will retain them, they will graduate and they will recommend UNM to others as well. Customer service is not an added value or a nice to have anymore: it is a **strategic and indispensable part of our business today**. In fact it is what makes the **difference** in today's educational environment.

For enrollment management initiatives to work customer service must be in the forefront of everything we do.



# ENROLLMENT PATHWAY





*Division of Enrollment Management*

## **STRATEGIC SERVICE GOALS**

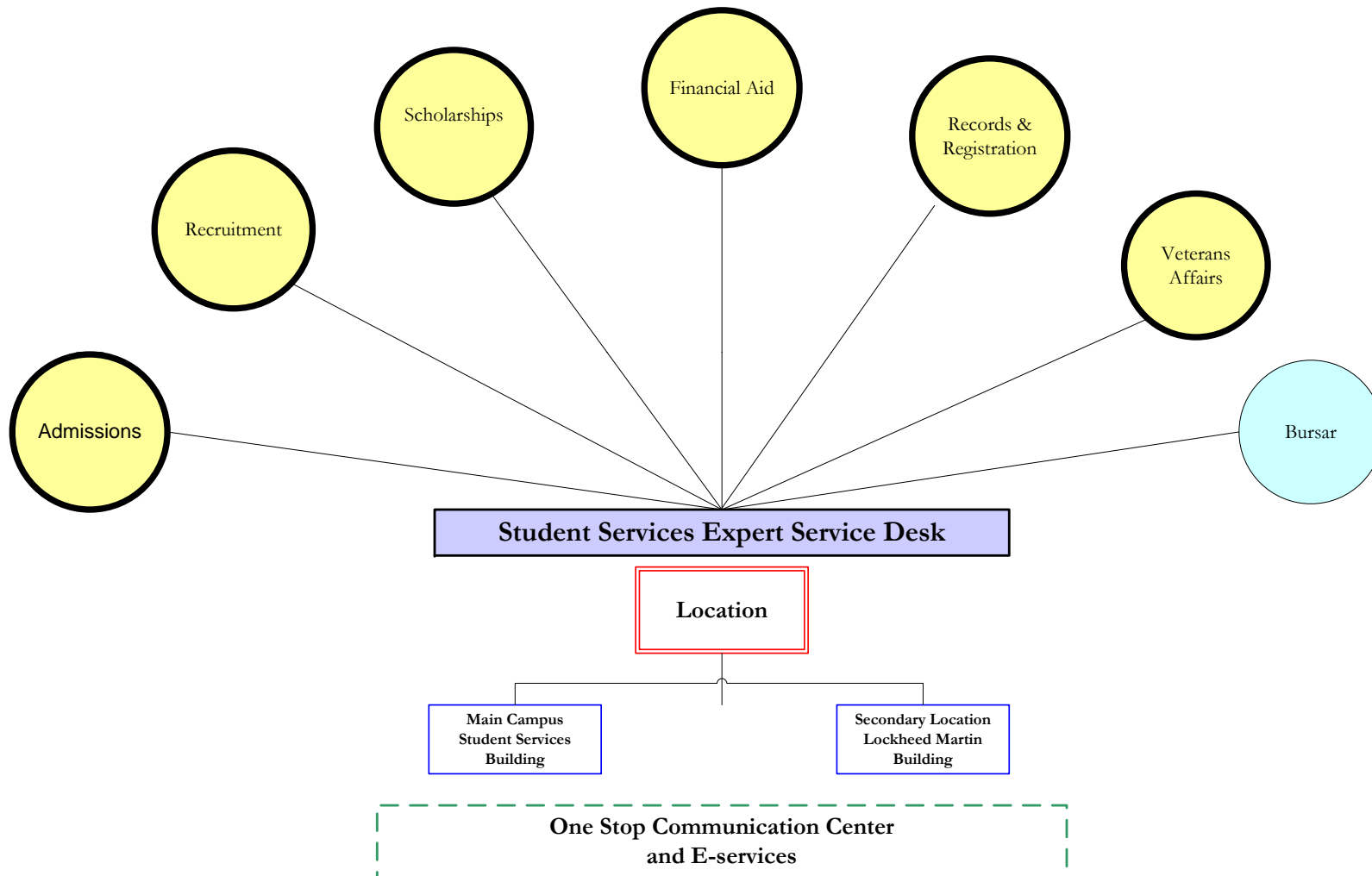
### **2008 - 2009**

- Continued improvements in service quality that will bring the **convenience** of 21<sup>st</sup> century technology to students, parents, staff and faculty.
- Speedier, more efficient, businesslike **merging** of back-office processing operations to speed enrollment decisions, registration, transfers of credits, financial aid and scholarships.
- **Enhance** our services by establishing “**One-Stop**” assistance with Admissions, Financial Aid, Scholarships and Registration.
- **Online One Stop E-service** to provide high performance services on a 24-7 basis.
- A **Communications Center** to expedite the processing of incoming calls with accountability to ensure that calls are handled promptly and politely.

7/29/2009

**STUDENT SUCCESS SERVICES**

(Three locations where students can receive service.)





*Division of Enrollment Management*

# Enrollment Management

## New Initiatives and Accomplishments

- Expanded our communication capacity by purchasing Hobson's EMT E-Mail software that allows us to communicate more frequently and effectively with all students.
- Developed email letterhead prototype for all enrollment units.
- Began re-engineering the admissions office to allow for more accountability and productivity of staff and service level.
- Set service level expectations for admissions to two working days. We are now committed to communicating with students within two working days of receipt of documents.
- Began re-engineering the financial aid office that reduced the intake of forms; a reduction of 7,000 pieces of paper.
  - We no longer require verification of childcare expenses as we will be using average cost of childcare.
  - Driver's license number is no longer required for the FAFSA form.
  - No forms needed for second bachelors degree as we can retrieve this information through Banner.
  - No need for graduation date change form as it can be pulled from Banner.



*Division of Enrollment Management*

# Enrollment Management

## New Initiatives and Accomplishments

- Began the process of establishment of a Communications Center that will handle all incoming calls for the entire division as well as provide telecounseling efforts in the evening. Additionally, the Center will house “Chat With Us” initiative that will allow students to engage with us by way of online chat.
- Rolled out “How Can We Help You” campaign during Fall registration. This campaign will be ongoing during every registration period where staff will be deployed to assist students with their registration questions. All personnel involved with this campaign will wear “How Can We Help You” stickers so that students will know that we are here to assist them.
- Initiated the first comprehensive recruitment plan for transfer students.
- Enhanced the recruitment strategies for first time college students.
- Began using the imaging product (Hershey) at the initial intake of documents, not when the file is completed. This ensures that students will no longer have to bring the same documents multiple times because they were misplaced.
- Created workflow in the image process so that staff assigned to a given alphabet will work with all documents received on a daily basis.





*Division of Enrollment Management*

# Enrollment Management

## New Initiatives and Accomplishments

- Hired a regional recruiter for Florida.
- Began plan for cross-training of staff.
- Further enhanced communication for prospective students by designing and implementing various positioning statements, postcards and emails that will go out to prospective students.
- Introduced Enrollment Management Work Plan; all directors and associates have identified critical issues that need to be resolved or implemented in support of the University enrollment goals. This plan allows us to monitor closely the progress of the initiatives and ensure that we are within the allotted timeframe.
- Began working on the plan for the establishment of the One-Stop Services. Work closely with Sue Brawley, a space utilization consultant to identify, design, and implement this initiative.
- Implemented the National American Indian Academic Recognition Program.
- Redesigning Gateway program for 2009 class that will allow more students to accept the UNM offer, it will expand program to other educational partners; San Juan Community College, Santa Fe Community College and our branch campuses.
- Re-engineered Financial Aid distribution that allows transfer and graduate students provisionally admitted to receive early financial aid awards.

7/29/2009



*Division of Enrollment Management*

# Enrollment Management

## New Initiatives and Accomplishments

- Re-designed the Admissions letter that now includes a congratulatory envelope and a newly designed Bridge to Success Scholarship certificate.
- Developing a brochure called 10 Reasons to Attend UNM. This new communication would assist the university in improving the yield. Yield is the percentage of students admitted that enroll. Currently, the university is approximately at a 57% yield and for a flagship institution we should be at 80%.
- Began designing communication protocol to parents in collaboration with the Parent Association.
- Instituted an email communication to all those students that visit the financial aid office. A message from the Director is going out weekly to them asking if they were able to get their financial aid need resolved.
- Service questionnaire is being developed and we should begin disseminating this instrument by March 2009.
- The Registrar's office has begun work in establishing a multi-term registration process which will allow students to register for two semesters at a time. This would allow the university better class planning and ensure that students' class needs are met.



*Division of Enrollment Management*

# Enrollment Management

## New Initiatives and Accomplishments

- We began planning for a degree audit upgrade that would allow students an easier, more efficient way of retrieving their graduation requirement and it would also allow early class schedule planning. This will assist students with graduating early and it will improve the university's graduation rate. This new project will be referred to as Graduation Express. The projected completion date will be December 2009.
- Working closely with CNM and appropriate staff at UNM to begin planning for electronic transfer of records. Students attending CNM will no longer have to chase their transcript but rather each respective Registrar's office will request the student's records.
- Working with ITS to develop auto-admit for all undergraduate students that meet the university minimum requirements as this will provide quicker admission decisions to students.
- Working with ITS to provide prospective students with self-service information. This will allow new, prospective students to search for the information they need to complete their admissions file on the web.



THE UNIVERSITY of  
NEW MEXICO

DIVISION of  
ENROLLMENT MANAGEMENT



### IS IT REALLY TRUE THAT HARD WORK PAYS OFF? HOW DOES \$50 MILLION SOUND TO YOU?

If you've worked hard to be one of the top students at your high school, you'll be glad to know that the University of New Mexico is paying attention — and paying thousands of dollars each year in merit-based scholarships. There are literally hundreds of different opportunities available. I won't kid you — it's a very competitive process and the academic level is high. But so are the rewards.

And isn't that one of the good reasons you did all the hard work in the first place?

That's the University of New Mexico in Albuquerque. A leading research university, with more than 200 respected degree programs, renowned faculty, a lovely one-of-a-kind campus and a richly diverse student body — world-class education and world-class value, in one of the most unique, most sunny and most beautiful places in America.

I look forward to showing UNM to you and your family,  
*Corine Gonzales, Associate Director of Admissions*

The University of New Mexico  
The World Is Right Here.



The University of New Mexico, Albuquerque, NM 87131, 1-800-CALL UNM (225-5866)



THE UNIVERSITY of  
NEW MEXICO

DIVISION of  
ENROLLMENT MANAGEMENT

**NO MATTER WHERE YOU WANT TO GO IN LIFE,  
YOU CAN GET THERE FROM HERE.**

WITH MORE THAN 200 TOP-QUALITY ACADEMIC DEGREE PROGRAMS, THERE'S NO CAREER, NO FUTURE — NO LIFE — YOU CAN'T REACH WHEN YOU BEGIN AT THE UNIVERSITY OF NEW MEXICO IN ALBUQUERQUE. A LEADING RESEARCH UNIVERSITY, WITH RENOWNED FACULTY AND EXCEPTIONAL FACILITIES FOR LEARNING AND EXPLORING, UNM IS ALSO ONE OF THE BEST EDUCATIONAL VALUES IN THE COUNTRY.

SO WHAT DO YOU WANT TO DO? BUSINESS, ENGINEERING, ENVIRONMENTAL SCIENCES, MUSIC, ART, PHYSICS, JOURNALISM, LATIN AMERICAN STUDIES, ARCHITECTURE, LAW, MEDICINE, NURSING — THE LIST MAY NOT BE ENDLESS, BUT YOUR OPPORTUNITIES ARE. AND WITH MORE THAN 100 MASTER'S AND DOCTORAL PROGRAMS, YOU CAN TAKE YOUR EDUCATION AS FAR AS YOU WANT.

THAT'S THE UNIVERSITY OF NEW MEXICO IN ALBUQUERQUE. A RESPECTED UNIVERSITY, WITH A LOVELY ONE-OF-A-KIND CAMPUS AND A RICHLY DIVERSE STUDENT BODY — WORLD-CLASS EDUCATION AND WORLD-CLASS VALUE, IN ONE OF THE MOST UNIQUE, MOST SUNNY AND MOST BEAUTIFUL PLACES IN AMERICA.

I LOOK FORWARD TO SHOWING UNM TO YOU AND YOUR FAMILY,  
*CORINE GONZALES, Associate Director of Admissions*

**THE UNIVERSITY OF NEW MEXICO  
THE WORLD IS RIGHT HERE.**



7/29/2009





THE UNIVERSITY of  
NEW MEXICO

DIVISION of  
ENROLLMENT MANAGEMENT

**WHEN YOU THINK ABOUT WHERE YOU WANT TO LEARN,  
THINK ABOUT WHERE YOU WANT TO LIVE.**

I KNOW YOU'VE HEARD IT A MILLION TIMES — BUT THAT DOESN'T STOP IT FROM BEING TRUE: LOCATION, LOCATION, LOCATION. MEANING THAT THERE ARE DOZENS OF GREAT COLLEGES OUT THERE, SO WHY NOT CHOOSE ONE THAT ALSO HAS AN AMAZING LOCATION?

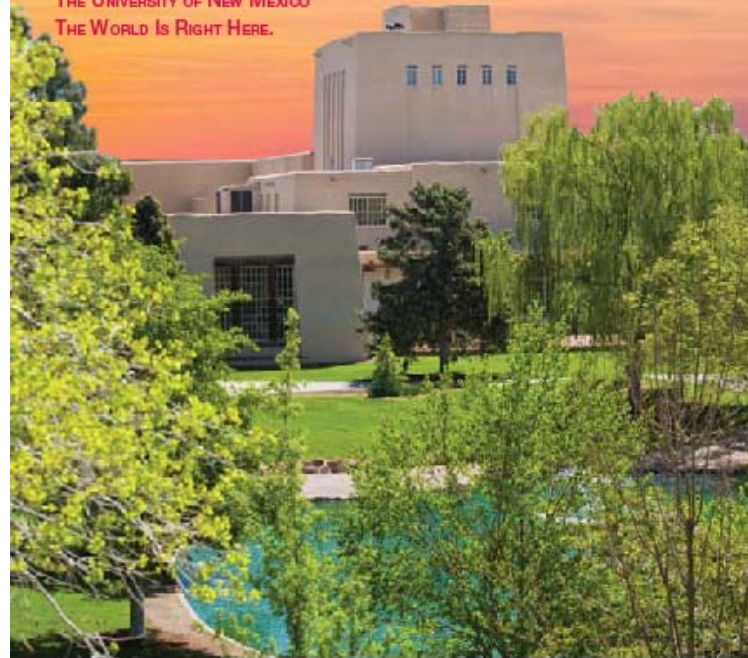
A LOCATION THAT ENJOYS 310 DAYS OF SUNSHINE PER YEAR. A LOCATION TOTALLY SURROUNDED BY NATURAL BEAUTY AND UNMATCHED SPORTS AND RECREATION OPPORTUNITIES.

A LOCATION THAT HAS BEEN CELEBRATED BY ARTISTS AND WRITERS FOR GENERATIONS. AND A LOCATION THAT OFFERS A THRIVING BUSINESS, TECHNOLOGY AND CULTURAL COMMUNITY.

THAT'S THE UNIVERSITY OF NEW MEXICO IN ALBUQUERQUE. A LEADING RESEARCH UNIVERSITY, WITH MORE THAN 200 RESPECTED DEGREE PROGRAMS, RENOWNED FACULTY, A LOVELY ONE-OF-A-KIND CAMPUS AND A RICHLY DIVERSE STUDENT BODY — WORLD-CLASS EDUCATION AND WORLD-CLASS VALUE, IN ONE OF THE MOST UNIQUE AND BEAUTIFUL PLACES IN AMERICA.

I LOOK FORWARD TO SHOWING UNM TO YOU AND YOUR FAMILY,  
*CORINE GONZALES, ASSOCIATE DIRECTOR OF ADMISSIONS*

THE UNIVERSITY OF NEW MEXICO  
THE WORLD IS RIGHT HERE.



The University of New Mexico, Albuquerque, NM 87131, 1-800-CALL UNM (225-5866)



THE UNIVERSITY of  
NEW MEXICO

DIVISION of  
ENROLLMENT MANAGEMENT



**IT'S GREAT FOR A UNIVERSITY TO HAVE A BIG-TIME, WORLD-RENOWNED FACULTY. IT'S EVEN BETTER WHEN THEY ARE REALLY PASSIONATE ABOUT TEACHING YOU.**

**C**heck out the faculty at the University of New Mexico and you'll find a Nobel Laureate, two MacArthur Fellows, 35 Fulbright scholars and several members of national academies. You'll find they've published in Scientific American, The New England Journal of Medicine and Nature. They've been quoted in Newsweek, the Los Angeles Times, Business Week, The New Yorker and many more. They have shared their expertise on CNN, the Today Show, Good Morning America, Nova and other news and science programs.

**B**ut here something even more important: The UNM faculty is all about teaching you. Committed to your education and success, first and foremost. Just ask anyone who has gone to school here — or come see for yourself.

**T**hat's the University of New Mexico in Albuquerque. A leading research university, with more than 200 respected degree programs, a lovely one-of-a-kind campus and a richly diverse student body — world-class education and world-class value, in one of the most unique, most sunny and most beautiful places in America.

I look forward to showing UNM to you and your family,  
*Corine Gonzales, Associate Director of Admissions*

**The University of New Mexico**  
**The World Is Right Here.**



The University of New Mexico, Albuquerque, NM 87131, 1-800-CALL UNM (225-5866)



THE UNIVERSITY of  
NEW MEXICO

DIVISION of  
ENROLLMENT MANAGEMENT



**WHEN YOU DO YOUR RESEARCH,  
THE UNIVERSITY OF NEW MEXICO IS YOUR DISCOVERY.**

MAYBE YOU PLAN TO BE A SCIENTIST OR A PHYSICIAN OR A TEACHER, AND YOU ALREADY KNOW WHY IT'S SO IMPORTANT TO GET YOUR EDUCATION AT A LEADING RESEARCH INSTITUTION. BUT JUST IN CASE YOU'RE THINKING ABOUT ONE OF UNM'S OTHER 200+ DEGREE PROGRAMS, LET GIVE THE MOST IMPORTANT REASON YOU SHOULD CARE THAT WE ARE THE STATE'S FLAGSHIP RESEARCH UNIVERSITY: OPPORTUNITY. YOUR OPPORTUNITY. BECAUSE A GREAT RESEARCH SCHOOL MEANS YOU HAVE THE OPPORTUNITY TO LEARN FROM THE FACULTY WHO ARE LITERALLY REWRITING THE KNOWLEDGE BASE. AND YOU EVEN HAVE THE OPPORTUNITY TO PARTICIPATE IN THEIR RESEARCH — WHICH HAPPENS TO LOOK PRETTY GOOD ON A RÉSUMÉ.

THAT'S THE UNIVERSITY OF NEW MEXICO IN ALBUQUERQUE. A TOP RESEARCH UNIVERSITY, WITH A LOVELY ONE-OF-A-KIND CAMPUS AND A RICHLY DIVERSE STUDENT BODY — WORLD-CLASS EDUCATION AND WORLD-CLASS VALUE, IN ONE OF THE MOST UNIQUE, MOST SUNNY AND MOST BEAUTIFUL PLACES IN AMERICA.

I LOOK FORWARD TO SHOWING UNM TO YOU AND YOUR FAMILY,  
*Corine Gonzales, Associate Director of Admissions*

**THE UNIVERSITY OF NEW MEXICO  
THE WORLD IS RIGHT HERE.**



The University of New Mexico, Albuquerque, NM 87131, 1-800-CALL UNM (225-5866)



## Enrollment Management Work Plan 2008-2009

#	KEY STRATEGIES	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Enhancing our communication plan for prospective students, admitted and enrolled.	Corine Gonzales, Kathleen Sena, Ron Martinez, Deborah Kieltyka		Jan-09	Currently, communication is being sent out to transfer students from Spring 2009 reminding them to sign up for orientation. In addition, a checklist is provided reminding them to apply for financial aid, search for classes, explore career options, etc. 12/08-Corine's status piece-as for incoming freshmen, a communication plan is currently being developed and should be finalized by January 2009 to include admitted students.
2	Award financial aid funds to provisional admits prior to receipt and approval of final transcripts by the appropriate department, school or college.	Carmen A. Brown, Ron Martinez	Legal Affairs	Oct-08	Complete. Financial Aid is awarding/dispersing provisionally-admitted graduate/professional students.
3	Effectively develop and implement strategies for transfer student recruitment.	Corine Gonzales		Oct-08	12/09-Corine-Transfer strategies attached.
4	Develop additional recruitment strategy for transfer students - Spring 2009.	Carmen A. Brown, Terry Babbitt, Corine Gonzales, Kathleen Sena, Ron Martinez		Dec-08	12/09 Corine-Initiatives for Spring 2009 attached.
5	Establishment of Communications Center.	Alex Gonzalez	Tracy Hart, Ivan Boyd	Jan-09	Proposal in final stage; to be submitted to Provost and President no later than October 31, 2008.

7/29/2009

## Enrollment Management Work Plan 2008-2009

#	KEY STRATEGIES	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
6	Create auto admission on Banner for Freshmen then start planning for auto admission for transfers.	Deborah Kieltyka	ITS, Tom, Tanaya Brown, Deborah Kieltyka	Jul-09	
7	To build early awareness of higher education and to forge a stronger connection with the University of New Mexico through numerous pre-collegiate programs.	Lawrence Roybal	UNM Recruitment Team/Staff	Dec-08	
8	STARRS workflow, Banner workflow, Reorganize incoming/outgoing document, OCR Development, Data Entry/Processing.	Frances Pittman, Gloria Manzanares-Sandoval, Deborah Kieltyka	Pat McCarty, Mick Schein, Merle Kennedy, Tanaya Brown, ITS, Vivian Gadbury	Nov-08	Complete
9	Update current templates on Acoma Server, create auto refusal letters, create provisional reminder letters.	Deborah Kieltyka, Vivian Gadbury	ITS	Dec-08	Complete
10	Revisit ITS project to allow paper applicants to view status, verify new web app will allow review.	IT		Aug-09	
11	Communicate to Fall 2008 enrolled students, freshmen and transfer applicants to Spring 2009, continuing students who have not yet enrolled, and applicants who have not yet enrolled, reasons why they should attend Spring semester. Share unique challenges associated with Spring 2009, and specific positives why they should enroll or re-enroll.	Kathleen Sena, Jep Choate, Carmen Brown, Alec Reber,		Feb-09	
12	Research the availability of private vendor options for the purchase of an on-line early estimator tool. Simultaneously, SFAO staff will place this initiative on the SFA/ITS task list. SFA staff will work closely with Laura Olszewski and her ITS team to develop an online early estimator for use at UNM. The target is to have a tool in place by the close of December 2009.	Ron Martinez, Kathleen O'Keefe, Brian Malone		TBD	Completed. Financial Aid reported to Enrollment Management Council in November 2008.

7/29/2009

## Enrollment Management Work Plan 2008-2009

#	KEY STRATEGIES	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
13	Effectively market the advantages of the Consortium Agreement to non-resident prospects.	Kathleen O'Keefe, Corine Gonzales, Elizabeth Barton	Associate Directors, Kathleen Sena	Oct-08	12/09 Corine-Flyer has been drafted in in review mode-should be finalized by January 2009
14	Increase the efficacy of communications for students that have applied for Financial Aid.	Brian Malone, Kathleen O'Keefe		Nov-08	Complete. Enhancement/refining is continuous.
15	Through continued analysis, keep verification from 8% to 11% of Financial Aid population.	Brian Malone		Dec-08	Complete. Verification, through QA, is estimated to be between 10 and 12%. It is 1-2 points higher than 08-09 because of the number of errors on FAFSAs completed with estimated tax information. However, because of the reduction of several thousand requests for documents from our student population, we anticipate the number of student having to provide additional documentation to our office to decrease substantially.
16	Conduct a review of the current College Work-Study awarding process to ascertain if work-study funds are being awarded in an efficient and reasonable manner to support student and institutional enrollment goals.	Ron Martinez, Terry Babbitt, Brian Malone, Marisa Castaneda		Nov-08	

7/29/2009

## Enrollment Management Work Plan 2008-2009

#	KEY STRATEGIES	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
17	(1) Work closely with Mick Schein of the Admissions IT staff to better understand how scanning operates with work-flows and begin to develop the work-flow process for up-front scanning to work efficiently, (2) Research how other SFA operations are using scanning and work-flows and the number of staff devoted to this initiative vs. the number of documents scanned, (3) Secure funding to hire a full-time staff in support of this initiative to train and oversee full-time and student employees that will assist with the document scanning, (4) Develop training and implementation plans to ensure that documents are scanned into the Hershey Singularity System within 48 hours of receipt.	Ron Martinez, Kathleen O'Keefe, Brian Malone	Raul Rico, Mabel Gutierrez	Nov-08	All processing and verification documents are now processed by upfront scanning through workflows.
18	Organization, clarity, and efficiency within the FASTINFO knowledge base.	Kathleen O'Keefe, Brian Malone	Kim Luu, Eddie Salazar	Nov-08	Ongoing process. The FASTINFO knowledge base is in a continuous process of enhancement/and refining.
19	Student centered decision making (To be able to establish a new student's Net ID immediately upon admission to the University of New Mexico).	ITS	Alec Reber, Laura O., Linda Johansen, HR (co-sponsor)	Jun-09	
20	Connectivity to Purpose, student centered decision-making (Curb post census date registration activities).	Kathleen Sena	Paula Smith, Alec Reber, Liesje Kerkmans, Laura O.	Jan-09	
21	Student centered decision making (Enhancing summer schedule).	Wynn Goering	Jep Choate, Carolyn Gutierrez, Paul Chaco, Kathleen Sena	Apr-09	
22	Connectivity to Purpose, campus vitality, student centered decision-making (To eliminate late/last minute course cancellations by academic departments).	Jep Choate, Kathleen Sena, Carmen Brown		Jan-09	

## Enrollment Management Work Plan 2008-2009

#	KEY STRATEGIES	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
23	Student centered decision-making (Encourage students to register for 15 credit hours for Fall and Spring semesters).	Kathleen Sena, Paula Smith, Alec Reber, Laura O, Corine Gonzales		Feb-09	Corine will check with Kathleen Sena on her role. Kathleen Sena-first letter went out in October for students registered for Fall 2008. Second letter going out this week (December 2008) for students now registered fro Spring 2009, encouraging them to register now while classes are still open and available. LoboWeb will be available to them while the university is closed from December 24 - January 4. 12/09 Corine-I will check with Kathleen Sena on what exactly my role is on this project.
24	Student centered decision-making (Encourage students and advisors to utilize PROGRESS (on-line automatic degree audit).	Cindy Mortensen, ITS, Kathleen Sena,	DA/TA Team, College Academic Advisors	Nov-09	
25	Evaluate all classroom finishes, furniture and A/V equipment. Evaluate each facility for student/faculty comfort and teaching readiness. Establish guidelines.	Classroom modernization committee, Office of the Registrar, PPD		May-09	Jep Choate and Carolyn Gutierrez continue to work with the campus wide modernization committee to complete plans and needs for the Mitchell Hall renovation/remodel. They are working with the committee to determine what facilities are next to be considered for remodel/renovation.

7/29/2009

## Enrollment Management Work Plan 2008-2009

#	KEY STRATEGIES	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
26	Student centered decision making (More late starting courses).	Wynn Goering	EM Reporting Team, College Dean offices, Office of the Registrar	Dec-08	
27	To implement process to obtain customer service feedback from students utilizing EM services.	Carmen Brown, Kathleen Sena	ITS, Admissions, Financial Aid, Recruitment, ITS Student Group	Dec-08	
28	Implement red Lantern Interactive Degree audit software.	Carmen Brown, Kathleen Sena, Jennifer Chavez- Gomez	Laura O., Moira Gerrity, Cindy Mortensen, other ITS associates	Sep-09	
29	Expand our communication capacity by purchasing Hobson's EMT E-Mail software that allows us to communicate more frequently and effectively with all students.	Corine Gonzales			Complete
30	Develop email letterhead prototype for all enrollment units.	Carmen Brown, Corine Gonzales			Complete
31	Begin re-engineering the admissions office to allow for more accountability and productivity of staff and service level.	Deborah Kieltyka			Complete
32	Set service level expectations for admissions to two working days. We are now committed to communicating with students within two working days of receipt of documents.	Deborah Kieltyka, Tanaya Brown			Complete

7/29/2009

## Enrollment Management Work Plan 2008-2009

#	KEY STRATEGIES	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
33	Begin re-engineering the financial aid office that reduced the intake of forms; a reduction of 7,000 pieces of paper: (1) No longer require verification of childcare expenses as we will be using average cost of childcare, (2) driver's license number no longer required for FAFSA form, (3) no forms needed for second bachelor's degree-retrievable through Banner, (4) no need to graduation date change-retrievable from Banner.	Ron Martinez			Complete
34	Begin the process of establishment of a Communications Center that will handle all incoming calls for the entire division as well as provide telecounseling efforts in the evening. Additionally, the Center will house "Chat With Us" initiative that will allow students to engage with us by way of online chat.	Alex Gonzalez			Complete
35	Roll out "How Can We Help You" campaign during Fall registration. This campaign will be ongoing during every registration period where staff will be deployed to assist students with their registration questions. All personnel involved with this campaign will wear "How Can We Help You" stickers so that students will know that we are here to assist them.				Complete
36	Initiate the first comprehensive recruitment plan for transfer students.	Corine Gonzales			Complete
37	Enhance the recruitment strategies for first time college students.	Corine Gonzales			Complete
38	Begin using the imaging product (Hershey) at the initial intake of documents, not when the file is completed. This will ensure that students no longer will have to bring the same documents multiple times because they were misplaced.	Frances Pittman, Gloria Manzanares-Sandoval, Deborah Kielyka			Complete

7/29/2009

## Enrollment Management Work Plan 2008-2009

#	KEY STRATEGIES	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
39	Create a workflow in the image process so that staff assigned to a given alphabet will work with all documents received on a daily basis.	Frances Pittman, Gloria Manzanares-Sandoval, Deborah KIELTYKA			Complete
40	Hire a regional recruiter for Florida.	Corine Gonzales, Carmen Brown			Complete
41	Begin plan for cross-training of staff.	Terry Babbitt, Carmen Brown			Complete
42	Further enhance communication for prospective students by designing and implementing various positioning statements, postcards and emails that will go out to prospective students.	Corine Gonzales, Carmen Brown			Complete
43	Introduce Enrollment Management Work Plan; all directors and associates have identified critical issues that need to be resolved or implemented in support of the University enrollment goals. This plan allows us to monitor closely the progress of the initiatives and ensure that we are within the allotted timeframe.	Carmen Brown			Complete
44	Begin working on the plan for the establishment of the One-Stop Services. Work closely with Sue Brawley, a space utilization consultant to identify, design, and implement this initiative.	Carmen Brown, Sue Brawley, Alex Gonzales			Complete
45	Draft proposal for National American Indian Academic Recognition Program.	Terry Babbitt			Complete
46	Redesign Gateway program for 2009 class that will allow more students to accept the UNM offer, it will expand program to other educational partners; San Juan College, Santa Fe Community College and our branch campuses.	Kathleen Sena, Carmen Brown			Complete

7/29/2009





**Five Year Enrollment Projections  
Headcount**

Campus	Semester	2003-04	2004-05	2005-06	2006-07	2007-08	Projected Headcount					Increase 2007-2012
							2008-09	2009-10	2010-11	2011-12	2012-13	
Main	Summer	8,671	8,683	8,309	7,993	8,037	7,806	8,056	8,056	8,206	8,456	5.2%
Main	Fall	25,793	26,339	26,280	25,817	25,749	25,949	26,162	26,393	26,650	26,908	4.5%
Main	Spring	24,762	25,031	24,856	24,177	24,092	24,548	24,853	24,968	25,211	25,454	5.7%

**Student Credit Hours**

Campus by Student Credit Hours	Semester	2003-04	2004-05	2005-06	2006-07	2007-08	Projected SCH					Increase 2007-2012
							2008-09	2009-10	2010-11	2011-12	2012-13	
Main	Summer	40,980	40,161	38,264	36,565	38,340	37,561	38,358	38,704	39,059	39,418	2.8%
Main	Fall	281,809	289,480	292,977	289,543	290,262	293,745	296,517	299,185	301,931	304,705	5.0%
Main	Spring	267,221	272,773	273,982	268,146	268,167	271,548	273,989	276,454	278,992	281,555	5.0%
	TOTAL	590,010	602,414	605,223	594,254	596,769	602,854	608,864	614,342	619,981	625,677	4.8%
% Change from Base Year			2.10%	2.58%	0.72%	1.15%	2.18%	3.20%				
3% Band Goal							607,711	607,711				

**Unduplicated Headcount**

Campus by Unduplicated Headcount	Level	2003-04	2004-05	2005-06	2006-07	2007-08	Projected Undup. HC					Increase 2007-2012
							2008-09	2009-10	2010-11	2011-12	2012-13	
Main	Undergrad	20,866	21,914	21,843	22,030	21,533	21,885	22,064	21,941	22,155	22,369	3.9%
Main	Grad./Prof./ Nondegree	10,813	10,023	9,858	9,438	8,798	9,379	9,456	9,858	9,954	10,050	14.2%
	TOTAL	31,679	31,937	31,701	31,468	30,331	31,264	31,520	31,799	32,108	32,419	6.9%

**Full Time Enrollment**

Campus by FTE	Semester	2003-04	2004-05	2005-06	2006-07	2007-08	Projected FTE					Increase 2007-2012
							2008-09	2009-10	2010-11	2011-12	2012-13	
Main	Summer	6,947	6,967	6,503	6,157	6,514	6,385	6,501	6,560	6,620	6,681	2.6%
Main	Fall	20,042	20,425	20,561	20,289	20,307	20,686	20,881	21,069	21,263	21,458	5.7%
Main	Spring	19,056	19,284	19,339	18,871	18,969	19,259	19,432	19,607	19,787	19,968	5.3%

7/29/2009