Enrollment Management Highlights

- Established **several One-Stop** operations that now serve students more efficiently. Students can now seek assistance at the One-Stop at main campus, at the SSSC Building and virtual services by accessing the Communication Center by phone or by web.

- **Re-engineer** the processing of documents which now allows for a **24-hour turnaround time** from receipt of documents to an admissions or financial aid decision. Prior to this, students often waited 3 – 6 months for their admissions and financial aid awards.

- **Gone are the long lines** during registration. Students no longer have to wait the amount of time they used too. They are being accommodated within 3 – 5 minutes of arrival into the One-Stop. This is due to the re-engineering of the back end operation.

- Since the academic year of 2007-2008 **UNM has grown credit hours by 8.3% and broken out of the 3% enrollment band twice.** This has resulted in additional workload funding of several million dollars. Previously, the enrollment band had not been broken since 2003.

- Enhance the communication plan as well as the recruitment plan that incorporates reaching out to out-of-state students and transfer students more aggressively. Our enrollment data for 2009 – 2010 indicates a **6.54% increase in out-of-state students from the previous year and an 11% increase since 2007. This is not the norm** for institutions in the **current economic environment** where enrollment gains have been largely localized.

- Established benchmark for customer service at 90%. We have exceeded our benchmark for student satisfaction for our services by 4%. Our current surveys indicate we are at 94% satisfaction rate for students who use our services.

- **UNM's cost per student recruited decreased by 22% since 2007.** During the same time, the national cost to recruit a student has gone up. In 2007 we were 2% higher than the cost per student at the largest institutions and in 2009 we are at 26% below. Efficiency and effectiveness have been increased due to less but improved printing; enhanced electronic communication; re-engineering of our processes; emphasizing excellent customer service and turnaround time; and better utilization of our support staff. **The division has saved the university nearly $1,000,000.**

- **Aggressively pursued National Merit Scholars, National Achievers, and National Hispanics and established the National American Indian Scholars Program**. We have realized a growth of over 400% in enrollees from 2007 to 2009.

- Because of our success of National Merit, the National Merit Foundation will list UNM for the first time ever as one of two hundred college and university sponsors in the National Merit Student Guide that is annually distributed to 50,000 top PSAT performers and widely distributed across universities in the United States. UNM projections of 26 National Merit Scholars expected to enroll in the class of 2010 will put us in the **top 100 institutions for the enrollment of new National Merit Award recipients.**

- Upgraded and updated the Degree Audit system. UNM Students now enjoy an easier to read and navigate degree pathway system that is updated. This allows them better planning of classes and evaluation of their academic progress. (LoboTRAX)