



## Enrollment Management Work Plan 2010-2011

	KEY STRATEGIES ADMISSIONS & RECRUITMENT	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Continue to adopt best business practices and best use of Banner 8.	Matt Hulett Deborah Kieltyka Laura O.	Tanaya Brown Laura O.	Ongoing	
2	Continue cross-training staff with second level training completed for all staff.	Matt Hulett Deborah Kieltyka		Ongoing	
3	Strengthen communication with admitted students to improve yield rate from admit to enrolled.	Matt Hulett Deborah Kieltyka	Erin Loader	September 2010	
4	Complete a broad scope review and re-engineer campus visitor experience to adopt best practices.	Matt Hulett Deborah Kieltyka Crystle Collier Miquel Avitia		August 2010	
5	Collaborate with enrollment partners to re-organize and enhance scholarship awarding practices to improve efficiency, speed and support enrollment goals.	Matt Hulett Deborah Kieltyka Crystle Collier	Brian Malone Joseph Gonzales	August 1, 2010	
6	Work closely with branch campuses to promote educational opportunities and develop strategies to communicate with students completing the Associate of Arts degree	Matt Hulett Mark Cramer Jared Panger		December 2010	
7	Actively seek collaboration and provide support to campus partners in support of enrollment goals by expanding communication to prospective students with interest specific information and information sharing.	Matt Hulett ?		January 1, 2011	
8	Initiate Articulation Agreements with the top 10 community colleges that enroll international students.	Matt Hulett Mark Cramer Jared Panger	Merle Kenndy	June 2011	
9	Develop communication plan for high school counselors.	Matt Hulett		December 2010	
10	Produce recruiting video	Matt Hulett		May 2011	
11	Monitor closely territorial goals; adjust strategies accordingly in order to meet enrollment goals.	Matt Hulett		Ongoing	



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12	Expand our Communication Plan to include 9 <sup>th</sup> & 10 <sup>th</sup> graders.	Matt Hulett	Erin Loader	September 2010	
14	Enhance Communication Plan and Recruitment strategies in an effort to significantly improve yield.	Matt Hulett		January 2011	
15	International Admissions Application	Matt Hulett	IT/SIS	July 2010	
16	Read and understand impact of upcoming software releases for Banner as well as third party software (Ad Astra, Redlanter, Hobsons, etc.) with affected EM staff, for new/improved business processes and coordinate with IT installation/testing and implementation of those enhancements.	Matt Hulett	IT/SIS	On-going	



## Enrollment Management Work Plan 2010-2011

	KEY STRATEGIES COMMUNICATION CENTER	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Provide technology upgrades including summary page.	Alex Gonzalez Anthony Gallegos	Andrew Trever	January 2011	
2	Update and create new StudentInfo (external and internal answers).	Alex Gonzalez Anthony Gallegos	Andrew Trever	August 2010 & Ongoing	
3	Identify and establish first level and second level support processes.	Alex Gonzalez Anthony Gallegos	Andrew Trever	August 2010	
4	Continue advanced cross-training of staff. All staff will answer calls for all three units. Develop policies & procedures and employee training manual.	Terry Babbitt Alex Gonzalez Anthony Gallegos	Andrew Trever	August 2010 December 2010	
5	Implement telecounseling component of Hobson's.	Alex Gonzalez Anthony Gallegos	Erin Loader Matt Hulett	August 2010	
6	Work closely with all units and the One-Stop to plan for appropriate human resource support at all times.	Alex Gonzalez Anthony Gallegos	Carolyn Gutierrez	ongoing	
7	Submit operational data reports at management meetings.	Alex Gonzalez Anthony Gallegos		August 2011 & Ongoing	
8	Enhance chat support and quality assurance by preparing canned responses.	Alex Gonzalez Anthony Gallegos		August 2011 & Ongoing	
9	Continue to leverage Right NOW & GNAVPro systems and metrics through expanded training and usage. Install TV monitor.	Alex Gonzalez Anthony Gallegos		August 2011 & Ongoing	
10	Continue to provide exemplary service and achieve 90% satisfactory rate or better on our service surveys.	Alex Gonzalez Anthony Gallegos		Ongoing, all terms	
11	Work closely with departmental directors to reduce the % of abandon call, so that our abandon call rate is less than 10% at any given time.	Alex Gonzalez Anthony Gallegos	Matt Hulett Brian Malone Alex Gonzalez	Ongoing	



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12	Read and understand impact of upcoming software releases for Banner as well as third party software (Ad Astra, Redlanter, Hobsons, etc.) with affected EM staff, for new/improved business processes and coordinate with IT installation/testing and implementation of those enhancements.	Alex Gonzalez Anthony Gallegos	IT/SIS	On-going	
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#	KEY STRATEGIES ENLACE	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Continue to provide support to our community for the purpose of access and success for all future students. Generate monthly report in these efforts.	Lawrence Roybal		Ongoing	
2	Work closely with parents in the nurturing and recruitment of future students.	Lawrence Roybal		Ongoing	
3	Build coalitions and partnerships in our community. Coordinate with Financial Aid and Admissions to execute special presentations targeted towards community outreach.	Lawrence Roybal		Ongoing	
4	Work with all pre-collegiate programs and special programs to ensure that all students participating in the programs are part of our prospect database.	Lawrence Roybal		Ongoing	
5	Report on total number of prospects created in the UNM database and begin analyzing how many of these prospects attended UNM.	Lawrence Roybal	Matt Hulett Erin Loader	Ongoing weekly	



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#	KEY STRATEGIES FINANCIAL AID	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Increase online form offerings to include all forms that require student signature. These forms will still go through workflow process. However, they would not require scanning or retrieving. Once a student submitted the form online, it would show up in our work queue.	Brian Malone	Mick Schein, Hershey support, IT	Fall 2010	
2	Continue to improve divisional website	Joseph Gonzales	Division resources	June 2010	
3	Continue to provide exemplary service and achieve a 90 percent satisfactory rate or better on our service surveys	Brian Malone	Kim Luu, Mabel Gutierrez	Ongoing	
4	Continue cross-training of all staff and greater integration into the One-Stop environments at both main campus and SSSC.	Brian Malone	Eddie Salazar	Ongoing	
5	Closely monitor daily reports for the purpose of addressing errors and workflow delay immediately.	Brian Malone	Brian Malone Joseph Gonzales Eddie Salazar Mabel Guiterrez	Ongoing	
6	Clean up duplicates on daily basis	Joseph Gonzales	Tony Lewon	Ongoing	
7	Train staff to produce an error free process when using student's records that have been suspended in Banner.	Brian Malone	Eddie Salazar	Ongoing	
8	Organization, clarity, and efficiency within the FASTINFO knowledge base.	Brian Malone	Suzanne Baker	Ongoing	
9	Allow the Authorization to Pay Allowable Charges form by submitted through a survey tool. If implemented, this form would be able to update Banner (through batch posting process) directly, without going through workflow process (no need for scanning, retrieving, review, or manual update in system). We would be able to do this internally. Only IT assistance would be to schedule the batch posting process through the Appworx scheduling tool.	Brian Malone		August 2010	



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10	Pilot an electronic version of departmental scholarship award form. This would allow for electronic submission, and routing of this large process. If successful, we would expand the pilot to include all departments on campus	Joseph Gonzales	Eddie Salazar, Laura Olszewski	July 2010	
11	Flatten the scholarship continuing eligibility requirements. Currently, we have a complicated list of requirements that vary by scholarship and in many cases by year in school (freshman vs. other years). We propose to implement a standard requirement for all institutional scholarships beginning with the 2011-2012 cycle.	Joseph Gonzales	Terry Babbitt	TBD	Will require approval by areas outside of EM division
12	Simplify the institutional scholarship application process. We would like to eliminate all extra scholarship applications for institutional funds (with the exception of the Regents scholarship) beginning with 2011-2012 cycle. This includes Presidential, UNM Scholars, UNM General Scholarship, and UNM Transfer Scholarship. This will require assistance from UNM Foundation, and the leadership of Enrollment Management	Joseph Gonzales	John Welty, Brian Malone, Terry Babbitt	June 2010	Presidential scholarship process will require approval outside of EM division. If approval cannot be obtained, then we propose to move the Presidential scholarship application online, and remove application for UNM Scholars.
13	We are in the process of evaluating and streamlining student employment process. We want to reduce the turnaround time for postings and hiring. This will require assistance from Human Resources, and IT.	Joseph Gonzales	Marisa Castaneda, HR, IT	December 2010	
14	Read and understand impact of upcoming software releases for Banner as well as third party software (Ad Astra, Redlanter, Hobsons, etc.) with affected EM staff, for new/improved business processes and coordinate with IT installation/testing and implementation of those enhancements.	Brian Malone	IT/SIS	On-going	



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#	KEY STRATEGIES LOCAL AREA NETWORK (LAN) SUPPORT	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Upgrade Singularity system to version 7.2.	Mick Schein		August 2010	
2	Implement digital signature online forms.	Mick Schein		November 2010	
3	Restructure One-Stop remote support.	Mick Schein		May 2010	
4	Consolidate IT resources.	Mick Schein		October 2010	
5	Cross-train and establish multiple back-ups by functions.	Mick Schein	Andrew Trever Michael Chavez-Kerr Ron Marr	June 2011	





## Enrollment Management Work Plan 2010-2011

KEY STRATEGIES REGISTRAR		POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Implement graduate degree audit. Implement pre-requisite checking in LoboTrax.	Alex Gonzalez Cynthia Mortensen Merle Kennedy	OGS Laura O.	Sept. 2010 March 2011	
2	Implement multi-term registration. Plan is to implement summer, fall, spring during Spring 2011 registration.	Alex Gonzalez Jep Choate		Dec. 2010	
3	Move the University catalog to an online publication and edit program.	Alex Gonzalez Elizabeth Barton	Laura O.	Aug. 2010	
4	Implement Banner workflow to assist with NR grades.	Alex Gonzalez Alec Reber	Laura O.	March 2011	
5	Implement electronic transfer of records so that UNM is able to receive records and move to the degree audit and Banner. XML Transcript Transfers – joint project with CNM	Alex Gonzalez Cynthia Mortensen Alec Reber	Laura O. Matt Hulett Jane Campbell (CNM)	Sept. 2010	
6	Implement auto graduation. Use LoboTrax to identify students who have completed degree requirements.	Alex Gonzalez Cynthia Mortensen		Mar. 2011	Pilot a couple programs in December 2010.
7	WebCt Vista/Banner Grade Entry.	Alex Gonzalez Alec Reber	Debby Knotts (NMEL) Laura O	Dec. 2010	
8	Waitlist- Implement preferences/priorities.	Alex Gonzalez Alec Reber		Nov. 2010	
9	Re-design yellow card process.	Alex Gonzalez Alec Reber		March 2011	
10	Improve self service to our students. Availability for students to print unofficial transcripts from LoboWeb.	Alex Gonzalez Alec Reber		Dec. 2010	



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11	Continue to work closely with academic scheduling to ensure that we have appropriate classes and sections as reflected by students' demand.	Alex Gonzalez Jep Choate Alec Reber		Ongoing- all terms.	
12	Continue to provide exemplary service and achieve a 90% satisfactory rate or better on our service surveys.	Alex Gonzalez		Ongoing- all terms.	
13	Read and understand impact of upcoming software releases for Banner as well as third party software (Ad Astra, Redlanter, Hobsons, etc.) with affected EM staff, for new/improved business processes and coordinate with IT installation/testing and implementation of those enhancements.	Alex Gonzalez	IT/SIS	On-going	



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#	KEY STRATEGIES VETERANS RESOURCE CENTER	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Implement Communication strategy into Hobsons	Elise Wheeler	Hobson's rep Erin Loader	Completed	
2	Enhance recruitment efforts to Veterans so that the University can enjoy a 25% increase in Veterans joining the UNM family from previous years.	Elise Wheeler		August 2010	
3	Utilize IT to reduce storage requirements and reuse office supplies for inactive VA Files.	Elise Wheeler	Lee St. Pierre Mick Schein	December 2011	
4	Reduce use of paper and mailing costs within the Veterans Organization by utilizing on-line technology for VA benefits, transcripts, parent letters, etc.	Elise Wheeler		January 2011	
5	Develop a Peer Mentoring Program for Veterans	Elise Wheeler		January 2011	
6	Get a Veterans House/Lounge and relocate all services there.	Elise Wheeler		January 2011	
7	Enhance the Veterans Resource Center website for better customer service.	Elise Wheeler		Ongoing	
8	Consolidate all Veterans services in Enrollment Management and measure weekly output of service.	Elise Wheeler	Lee St. Pierre	August 2010	
9	Provide a monthly report on community outreach programs.	Elise Wheeler	Lee. St. Pierre	August 2010	



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	KEY STRATEGIES DATA	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Productionize all commonly used reports and make them easily accessible to user.	Terry Babbitt	Jep Choate	August 2010	
2	Generate comprehensive comparative report utilizing 3-years data that includes application, admissions and enrollment by levels, ethnicity, and state.	Terry Babbitt	Jep Choate	August 1, 2010	
3	Finalize data element dictionary and disseminate all information to all stakeholders.	Terry Babbitt	Jep Choate	July 2010	
4	Work closely with IT and Institutional Research in an effort to improve efficiencies of report writing and dissemination. Creating a better process to support institutional reporting needs.	Terry Babbitt	Jep Choate	January 2011	
5	Cross-train data staff, so that they are able to analyze the data, creates pie charts and graphs, making it easier for users to read and interpret their data.	Terry Babbitt	Jep Choate	August 1, 2010	
6.	All reports that have been written, including those by Associate Vice President, need to be in a central data bank, in an effort that staff can easily access reports and use them as baseline.	Terry Babbitt		July 1, 2010	



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	KEY STRATEGIES MARKETING & COMMUNICATION	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILI TY	TARGET DATE	STATUS
1	Work closely with the directors to make sure that the divisional website is up-to-date.	Erin Loader	All directors	Ongoing	<p>*Scholarships – The new site is up and running and we currently are making small changes to update text and information.</p> <p>*Registrar – The site has transitioned to the new template, but is not live yet. The request for .php has been granted in order to begin to build forms and calendars that can be updated rather than uploading pdfs daily, as well as the ability to create a data dictionary with Jep.</p> <p>*Admissions – The restructure of the left hand navigation is complete. The international tab is complete, with minor text changes. The transfer tab is currently is further development. The header of the admissions home page has transitioned to modern flash header.</p> <p>*Financial Aid- The new and current financial aid site will be moved to the DEM web template, upon the completion of the registrars site.</p> <p>*Recruitment Events – The Senior Day website and RSVP are currently in development and projected to be complete by July 23, 2010.</p> <p>*‘YOUR UNM’ Vip Page – Updated with new photographs, a New Mexico video, updated links, and working to further develop text.</p> <p>*All Access – Need to begin discussion on the navigation and goals for the success of this website.</p> <p>*DEM – Currently we are only updating upon request. We will be integrating the decom sire with the dem site as well as placing the new DEM newsletter on the DEM website.</p>
2	Work closely with the Director of Admissions; expand the communication cycle to include 9 <sup>th</sup> & 10 <sup>th</sup> graders.	Erin Loader	Matt Hulett	September 2010	<p>*Currently the 9<sup>th</sup> and 10<sup>th</sup> graders have a cycle of four emails that span over an eight month period. Email templates are ready for additional communications. Currently DEM does not have any specific hard copy materials for the 9<sup>th</sup> or 10<sup>th</sup> grade level.</p>
3	Work closely with the Ethnic Center Directors to design an email prototype for each of the centers.	Erin Loader	Vice President Jozi De Leon	December 2010	<p>*The email templates are currently in-design and once complete these first drafts will be sent to VP Carmen Brown and VP Leon for approval. Once the template is approved we will begin working with VP Leon on the messaging desired for these demographics.</p>



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4	Completely integrate into Hobson's all of our prospects communication, draft procedural manual and cross-train all personnel to be used as back-up.	Erin Loader	Matt Hulett Erin Novak David Hourbach	October 2010	<p>*All current High School freshmen, sophomore, junior and senior prospect and inquiry communications are integrated into Hobsons.</p> <p>*All transfer and branch transfer prospect and inquiry communications are integrated into Hobsons.</p> <p>* Veterans Inquiry communications are integrated in the Hobsons system.</p> <p>*We are currently working on integrating new applicant and admit and communications into Hobsons.</p> <p>*Currently we have minimal communications integrated into Hobsons for the prospective and inquiry international demographic.</p> <p>*Procedural manual (SOPs) is in progress and training for personnel as backup is in early planning stages.</p>
5	Work closely with Registration & Financial Aid to design a better communication method to communicate with students by using Banner rather than Hobson's.	Erin Loader	Alex Gonzalez Brian Malone	July 2010	Update: The exploration of the use of banner for financial aid communications and registrar communications has been headed by the efforts of Financial Aid. Financial aid will move to send the majority of emails via Banner, but also utilize the new delivery client from Hosbons for ADHOC emails and no longer send the daily communications through Hobsons. These ADHOC Financial Aid email communications need to be identified. Registrar will primarily use the Hobsons delivery client for ADHOC communications.
6	Work closely with directors to develop an online resource for accessing all 'Standard Operation Procedures' for DEM.	Erin Loader	Elise Wheeler, All Directors	November 2010	In progress. The site request has gone through for the web address of decom.unm.edu. Initial navigation and organizational design has begun.
7	Work closely with Recruitment & Admissions to develop and update hard-copy publications.	Erin Loader	Matt Hulett	August 2010	<p>*Admissions Checklist: Design complete, text placed on design template, waiting for final approval.</p> <p>*UG Guide (Inspired by the Petersons Guide) – Design complete, text in progress,</p>
8	Development of SOPs for Hobsons such as: entering data, requesting to send an email, requesting of reports, building reports, sending a test email, importing data, creating	Erin Loader	Erin Novak David Hourbach	September 2010	*Three SOPs or checklists have been created and are on their way to Hobsons for approval. Once edited and approved the next three will be in progress.



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	data layouts, gaining access to Hobsons ...				
9	Enrollment Management Newsletter	Erin Loader	Denise Osborne	August 2010	*We are in the beginning stages of this project.



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	KEY STRATEGIES <b>ONE-STOP</b>	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Anticipate the staffing needs of One-Stop and coordinate accordingly.	Carolyn Gutierrez	Alex Gonzalez Brian Malone Matt Hulett Elise Wheeler	Ongoing	
2	Address issues that are common occurrence at the One-Stop with respective directors. Provide report on the occurrence and how they were resolved.	Carolyn Gutierrez	Alex Gonzalez Brian Malone Matt Hulett Elise Wheeler	Ongoing	
3	Collaborate with all stakeholders in an effort to provide cross-training and customer service training to all staff at the One-Stop.	Carolyn Gutierrez	Alex Gonzalez Brian Malone Matt Hulett Elise Wheeler	August 1, 2010 & Ongoing	
4	Continue to sustain a 90% or better satisfactory service level.	Carolyn Gutierrez	Alex Gonzalez Brian Malone Matt Hulett Elise Wheeler	Ongoing	