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Admissions & Recruitment

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Deborah Kieltyka, Associate Director

Communications Center

Anthony Gallegos, Operations Manager

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Brian Malone, Director
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One-Stop Enrollment Services

Carolyn Gutierrez, Operations Manager

Registrar's Office

Sheila Jurnak, Associate Registrar
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Veteran's Resource Center

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Questions or comments?

Email: tellus@unm.edu
Corine Gonzales,
Strategic Support Manager

Dear Colleagues,

The first day of winter will be here December 21 and chilly weather arrived just in time. There should still be plenty of time for cold as I am reminded by both astronomers and the Farmer's Almanac that "as the day lengthens, the cold strengthens." The first day of winter is the Winter Solstice and the shortest day of the year due to the Sun being at its farthest point south from the Earth. Even though the Sun is at its weakest, it won't be the coldest due to stored heat so we won't see our coldest days until a month or so after the solstice.

I mention a weather fact today not to offer my inner Captain Kangaroo or Fred Rogers (hopefully some of you recognize those guys) educational tidbit but because of how much we in the campus community live our lives around seasons associated with academic terms. Summer means an academic year is over and sometimes a vacation; Fall comes with the hustle and bustle of a new beginning; Winter brings a mid-year lull and Spring will arrive soon with a sudden jolt of how fast it all went by.

This winter the lull is a little more sullen than others and the days seem grayer. For me it is because of the loss of our colleague but for others it may happen due to any number of difficulties we encounter. The key thing to remember is that the Sun is getting stronger every day after December 21 and while it will take some time to feel it, things will get warmer and brighter and so will the challenges we face. Make the most of each day and have a terrific holiday break!

Registrar's Office

CONGRATULATIONS GRADUATING STUDENTS!

Congratulations to all students who are graduating at the end of the fall semester! We look forward to seeing many of our students participate in commencement ceremonies. Students will receive their diplomas by early February.

PREFERRED NAME

The Office of the Registrar is currently serving on a committee with multiple departments including Office of Diversity and Inclusion and IT on the Preferred name initiative.

BANNER 9

The Office of the Registrar is currently preparing for implementation of Banner 9 beginning with the Student Registration module. Implementation date will be announced at a later time.

SPRING 2018 REGISTRATION CONTINUES

Registration for Spring 2018 is open and students can register via LoboWeb. There are many course offerings including online courses. If students are needing to complete additional courses to meet scholarship or financial aid eligibility, we also have some Late Starting Courses for Fall 2017. There is a program fee of \$150 per student for late starting courses. You can view those offerings at schedule.unm.edu, Fall 2017, Late Starting Courses.

Admissions Office

Mobile-first website - After more than a year in development, the Admissions Office is pleased to announce the launch of our new website. Featuring mobile-first architecture, current branding, a modern experience and enhanced messaging, the website was designed in partnership with University Communications and Marketing. Thanks to everyone who helped build, review and provided content for the new pages.

LoboForce CRM - The Admissions Office implemented a new customer relationship management system during the summer with full roll-out in the fall, and unofficially known as LoboForce. Utilizing a suite of best of breed apps and the Salesforce platform provided through TargetX, the admissions office has realized immediate improvements in efficiency and improved response times for inquiring students. LoboForce integrates tracking of contact information and complete campaign functionality for email, tele-marketing, texting, mail, dashboard and reporting tools, and user-side web forms. Downstream of the university's student information system, LoboForce receives daily updates from Banner to ensure outbound communications

are reflective of a student's current status. Development continues with a likely integration of recruitment functions supporting the Global Education Office's efforts to enroll more international students this spring.

Communication Center

ALL-ACCESS COMMUNICATION CENTER

The Comm Center strategically brings together Enrollment Management's (EMs) interconnected offices of Admissions, Financial Aid, Scholarships, Records & Registration, Veterans Resource Center, Student Employment, and both One Stop Offices on main campus and the SSSC. The Comm Center acts as the first point-of-contact for students, parents, alumni and customers answering diverse questions from inbound calls, live-chats, and face-to-face assistance. In 2017, the Comm Center averaged over 10,000 phone and live-chat contacts per month including assisting on average 543 students at the SSSC One Stop facility.

The Comm Center's serves as a One Stop resource that streamlines current and former student's inquiries with first call resolution, and investigations of second level (more detailed) questions. Our goal with each contact is to deliver a positive experience and highest degree of professional customer services, with emphasis on "continuous improvement" that serves the changing needs of students and our internal and external customers.

To facilitate convenience the Center operates 9 hours per day M-F, from 8am - 5pm (MST), and provides access 365 days/year 24/7 to hundreds of pre-developed answers to frequently asked questions that can be accessed from UNMs StudentInfo Answers Knowledgebase. In 2017, over 236,000 times, answers have been accessed allowing students, staff, and faculty to self-help themselves saving considerable time.

Between January - October 2017 the Center has received 95,606 incoming calls, answering 89,234 with an average abandon rate of 5%, including completing 14,677 live-chats, and 1,705 AAQ e-mails. To accomplish these metrics, staff and work-study students must develop expertise with a variety of resources such as; Banner, OnBase, Skype, Parchment, Oracle RightNow Live-Chat, StudentInfo Answers, and numerous UNM websites. With each interaction, we have dedicated ourselves to deliver excellent customer services and contribute to EMs goal of 90% customer satisfaction, with an overall customer rating of 86%.

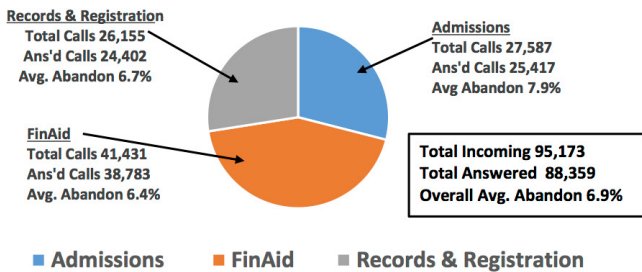
Helping to accomplish these metrics, our five student employees play a pivotal role supporting these efforts with the majority completing 6,500 live-chats including several thousand calls during this timeframe. Their contributions are highly valued and appreciated especially during peak periods. Special recognition goes out to these students

for their contributions: Kathrine Woodard, Jennifer Marley, Gabriela Marchan, and Makhaila Esquibel. Recent new hires include Feliciano Lopez and Sarah Kendall.

In addition, the Center manages EM's South Campus One Stop Center offering students, parents and alumni convenience to an off campus location. Between January - October 2017, almost 5,425 walk-in customers were assisted. This site enables students, parents, and alumni the ease to drop off important documents, pick-up transcripts, enrollment verifications, diplomas, and visit with EM officers on a variety of issues. The Comm Center also maintains EM's AllAccess website, allaccess.unm.edu, serving as a helpful One Stop website for quick access and easier navigation to FAQs by students and parents.

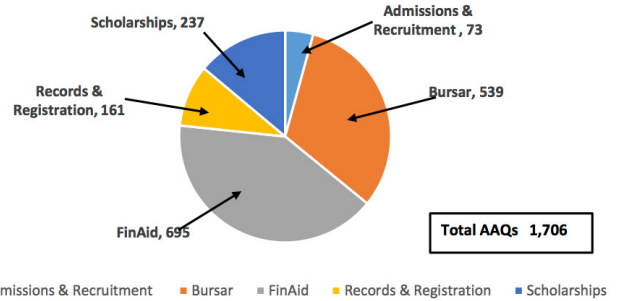
Incoming Calls		
Calls	Total	Ans'd
Admissions	27,587	25,174
FinAid	41,431	38,783
Records & Registra	26,155	24,402
	95,173	88,359

Incoming Calls - Jan. - Oct. 2017



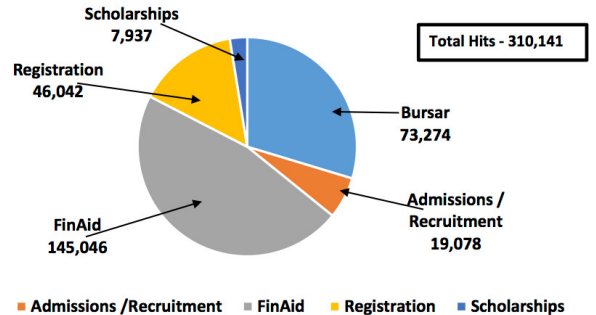
AAQs - Ask a Question	
AAQs	
Admissions & Recruitment	73
Bursar	539
FinAid	695
Records & Registration	161
Scholarships	237
	1705

Ask-A-Question (AAQs) - Jan - Oct. 2017



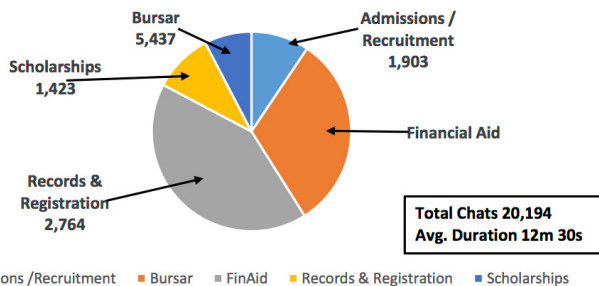
StudentInfo Answers Viewed - "Hits"	
StudentInfo Ans Hits	
Bursar	92,038
Admissions /Recruitment	19,078
FinAid	145,046
Registration	46,042
Scholarships	7,937
	310,141

StudentInfo Answers "Hits" - Jan. - Oct. 2017



Live - Chats	
Admissions /Recruitment	1,903
Bursar	6,385
FinAid	8,415
Records & Registra	1,941
Scholarships	1,546
	20190

Live-Chats completed: Jan. - Oct 2017



Financial Aid

2018-2019 FINANCIAL AID CYCLE UNDERWAY

The Student Financial Aid Office is well underway in preparing for the start of the 2018-2019 academic year. Thousands of students (**approximately 13,200 by December 1**) have already submitted their 2018-2019 Free Application for Federal Student Aid (FAFSA).

Our priority filing date is **January 5, 2018**. Additional requested documentation must be submitted by **January 31, 2018** in order for the student to be considered for priority funding.

Filing the FAFSA is the first step in maximizing a student's financial aid eligibility. Once the Student Financial Aid Office receives a student's FAFSA, the file is reviewed, and we determine if any additional documents are required. We notify students via their UNM email (we also send a copy to their "preferred" email address) of any additional requirements. The student can review all requests on their Lobo Web account. Many of the requests may be completed and submitted online.

Initial awards for the 2018-2019 academic year will be sent to students via email in the middle to end of February, 2018. Awards for the upcoming year continue on a nightly basis moving forward.

AROUND THE DEPARTMENT

Here is a quick round up on individual areas in the office in recent months:

The **Funds Management** area has been working on setting up budgets and funding for the 2018-2019 award cycle for all federal, state, and institutional accounts. Daily processes include processing checks, money lists and reconciliation of federal, state and institutional accounts.

The **One Stop** area has logged approximately **17,000** notes regarding interactions with students since August!! This represents their daily work of meeting with students and discussing a variety of topics including financial aid, admissions and registration.

The **Scholarship** area is preparing for the new year in a variety of ways. Recently, they were collecting "thank you letters" for current scholarship recipients. These letters go to donors, to help keep donors informed on the positive impact they make on student success. They are also working through upcoming freshmen scholarship applications and offers for our entering 2018-2019 class. They will soon evaluate students for continuing scholarship eligibility in January, along with overall preparation for getting 2018-2019 scholarship awards (new and continuing) in place. We are in the process of hiring a new manager to

lead the Scholarship area. Associate Director Joseph Gonzales will lead the area directly until a new manager is in place.

The **Student Employment** area welcomes Elizabeth Amador as their new manager. She arrives after leading the Scholarship and Funds Management area the past few years. Student Employment successfully implemented the new Talent Management System (TMS) this past year. They are actively improving and streamlining associated processes and procedures. The area continues processing employment paperwork for all work study and student employees. This includes actively preparing for the spring semester, while closing out the fall semester for graduating students and students no longer eligible for work study.

The **Verification and Processing** area is in the process of conducting a variety of workshops on campus and at high schools in central New Mexico to assist students in completing the FAFSA for the 2018-2019 year. They continue to process verification documents (e.g. taxes, W2s), professional judgment (e.g. academic progress, special circumstances) for both the 2017-2018 and 2018-2019 years. They are also cleaning up files/records through working a series of reports for the current year in preparation for spring disbursement and to meet our obligations with the US Department of Education. Our scan and mail staff are making sure our workflow queues keep humming along. They go through all incoming mail, faxes and hand delivered documents and make sure they are ready for evaluation.

Veteran's Resource Center

The Veterans Resource Center (VRC) underwent some personnel changes in Fall 2017, as our director, Patrick Gallegos, and one of the Certifying Officials, Veronica Griego, pursued other positions in furtherance of their careers. However, the VRC has been able to continue its outstanding work thanks to its work studies (Devlin Lasiter and Ryan Stairs); its staff (Mark Johnson, Angelina Tachias, Lalydia Belone, and Stephanie Burns); its VA Certifying Official (Brandon Lorenzo); and its Program Coordinator/ Interim Director (Alonzo Maestas). The VRC, in collaboration with the UNM Alumni Relations Office, hosted this year's Veterans Day Ceremony on Friday, November 10, 2017 at the Alumni Memorial Chapel, and appreciates the participation of Regent Bradley C. Hosmer; Interim Provost Craig White, Ph.D.; Mr. James Lewis; MAJ Mark Gonzalez; Mr. Eli Calderon; and the UNM Army, Navy, and Air Force ROTC. The VRC recognized the Fall 2017 graduating student veterans on Monday, December 4, 2017 and appreciate COL Mark K. Miera for being the guest speaker. The VRC is collaborating with the UNM Alumni Relations Office to start up the UNM Alumni Association Veterans Chapter.

Employee Recognition

Congratulations to all the nominees (both staff and student) for the Fall 2017 Enrollment Management Employee Recognition Awards program. We received nominations from within the division and are pleased to announce this semester's recipients.

STAFF EMPLOYEE(S):

Alexander Gonzalez, Registrar

"Alex's dedication to the students, staff, and faculty of the university has been impeccable this past semester and over the 8 years he served as Registrar. You could always count on Alex's thorough problem-solving skills and solutions to do what was best for a student. At times when I would question whether an event was good enough for students, Alex would always assure me by telling me that if just one student benefited from our efforts, it was well worth it. This was a testament to how much students meant to him. Not only was he the best advocate I knew to help students, but also a great motivator to help me have the confidence to be better. He always went above and beyond to help with efforts that would benefit the division and university as a whole."

Through Alex's dedication and leadership, his staff and those he worked with can take great appreciation to recognize him for this award and for his leadership, kindness, and support in helping individuals grow and make a difference in the lives of students."

Geraldine Sandoval, Sr. Enrollment Student Associate; Communication Center

"Geraldine has exhibited exceptional individual work and teamwork while also helping train new employees to handle its diverse services. She has made substantial improvements in her total call productivity which has helped in absorbing some of the loss of not being fully staffed. With her increased productivity, she conveyed excellent interpersonal characteristics with each interaction. While continuing her efforts within the Comm Center, Geraldine has also been instrumental in assisting to support and manage the SSSC One Stop desk when the position became vacant. She even volunteers to staff the desk and help with training and mentoring."

STUDENT EMPLOYEE(S)

Gabriela Marchan, Customer Service Advisor; Communication Center

"Gabrielle has gone above and beyond in her position as a student employee. She has stepped up by increasing her chats to three at times, along with helping take calls when

the queue increased. Without asking, she took it upon herself to help where needed and remain dependable on sticking to her work schedule without deviation. She always remains calm while effectively deescalating situation by effectively communicating and researching the best ways to help the student solve their issue. I cannot commend her enough for her actions, dependability, professionalism, and ability to help UNM, Enrollment Management and Communication Center in delivering the help students so vitally need."

Kathrine Woodard, Customer Service Advisor; Communication Center

"Kathrine is the first to volunteer to assist in training new student employees and has taken hundreds of calls to help the Comm Center quickly and efficiently answer student questions. She has become a leader amount our student staff and continues to expand her knowledge and efficiency to give the best customer service possible. She has become an invaluable asset to our team. Kathrine goes above and beyond by willing to help out on phones when the call volume was high and on several occasions she completes up to 90 calls per day. Her willingness to go the extra mile to help our staff has been exceptional, so that the rest of the team can better assist students, parents, alumni, and staff.

These employees will receive a monetary award of \$200 each, a framed certificate and will be included on the plaque in the Wall of Honor at both SSSC and the Student Employment Office. Please join us in congratulating Geraldine, Gabriela, and Kathrine! For Alex's memory, we will work toward helping to start a scholarship fund in Alex's name.

Be on the lookout for the upcoming nomination period - so that we can acknowledge more valued hard-working employees!

