

Fall 2013 Vol. 4, Issue 1

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Message from Terry Babbitt, Associate Vice President

Dear Colleagues,

This edition of the fall newsletter is more like a holiday/winter version due to our interest in waiting until we had the employee recognition awards available so that we could pay proper accolades to this group so congratulations José and Leslie (more about them in the newsletter).

Since this is now a holiday newsletter, Season's Greetings to everyone for a happy and safe break! All employees in Enrollment Management deserve recognition for outstanding outcomes this year that are huge components of UNM goals and student success initiatives. For example:

- The Office of Admissions achieved an increase of 2.75% in beginning freshmen enrollment. This was at a time when many institutions experienced a decrease.
- Student Financial Aid implemented many retention initiatives related to student success including the Run with the Pack program that has been a tremendous success.
- The Registrar staff were instrumental in implementation of the tuition structure that encouraged 15 hour course loads for undergraduates resulting in a 24% increase in students taking 15 credit hours.
- UNM had increases in 3rd semester retention and the highest six year graduation rate in history thanks in no small part to EM efforts.

Many other units in EM make monumental contributions to student support and service including VRC, One-Stop and the Communications Center.

Best wishes in the New Year!





Registrar's Office

As we gear up for the Spring semester, the Office of the Registrar has been busy working on projects to improve the delivery of our service and re-engineering our business processes. Using the technology available to us we are excited to report on several initiatives that intersect the heart of our institution, our students and faculty.

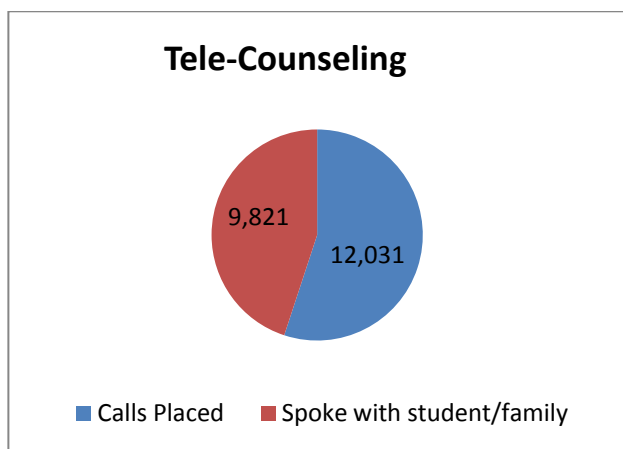
Over the past year we have partnered with several units across campus to implement LoboAchieve, an integrated advising system to assist students with advisement needs and track academic success through early alerts. LoboAchieve was launched earlier this semester and we are starting to see the benefits of this integrated advising tool. In addition we have been working with IT the past couple months on a LoboMobile application for registration. Once implemented, students will be able to register, drop classes, view financial aid award and bursar amounts in one place. We anticipate releasing the mobile application in the next couple months. We have also been working with Associate Provost Greg Heileman and the academic units to launch degrees.unm.edu. This website outlines four-year road maps for our academic degrees to assist students in planning out their class schedules and ensure they stay on track towards graduation.

Finally, we have hired a program advisement coordinator, Sarah Kieltyka, to work at CNM to help facilitate the transfer process for CNM students interested in transitioning over to UNM. She spends most of her time at the various CNM campuses meeting with students.

Registration for Spring 2014 has opened up and we have helped out with Operation Registration on December 2nd from 10:00 pm to 2:00 am at various locations helping students register for their spring classes. We wish everyone a great Spring 2014 semester and Holiday season!

Admissions Office

Student tele-counselors completed 12,000 calls in support of enrollment and retention goals.



National Merit Finalist enrollment increased 26% in fall 2013. Recruitment and university staff attended 373 college fairs in support of new student enrollment efforts, a 30% increase over the previous year.

Communication Center

All-Access Communication Center

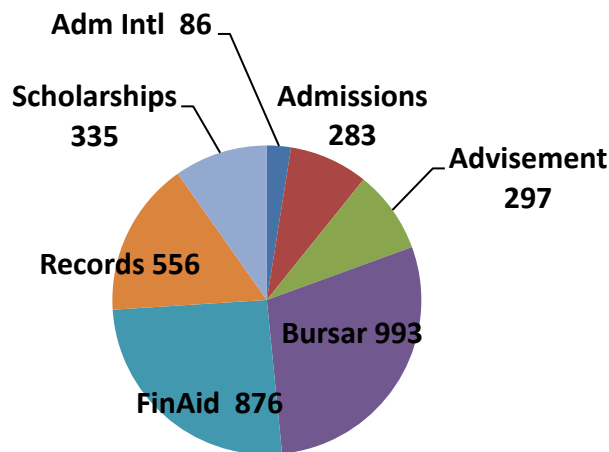
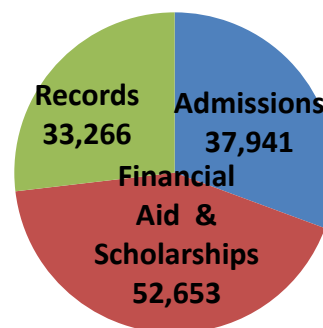
The Communication Center mission is to facilitate as a One-Stop Contact Center to assist students, parents, faculty, and alumni in answering questions, concerns and inquiries in a timely manner with the highest degree of professionalism pertaining to Admissions, Registration, Financial Aid, and Scholarships, etc.. Customers initiate inquiries by phone, live-chat or face-to-face at our south campus location, 1155 University Blvd. During this period we successfully averaged an overall customer satisfaction rating of 90% per month through the use of these various mediums.

January 1, 2013 through November 25, 2013, the Comm Center received a total of 123,860 incoming calls of which, 109,860 were answered with an average-speed-of-answer of 00:02:13, average talk time of 02:58, with an average abandon rate of 11%. Total incoming calls by department: Admissions 37,941, FinAid/Scholarships 52,653, and Records and Registration 33,266. In addition, there have been a total of 23,324 Live-Chats, and 2,049 "Ask-A-Question" (AAQ's) emails that have been submitted.

January 1, 2013 – November 25, 2013

Incoming Phone Calls:

Total "incoming" Calls: 123,860



Total AAQ's: 3,426



Communication Center Highlights:

- Increased frequency of staff training to improve call quality and reduction of call and chat times.
- Contracted with Altvius CRM Solutions to conducted Comm Center Assessment, focusing on People, Processes, and Technology.
- Successfully managed Abandon Call rates, maintaining an average 11% per month.
- Achieved a 90% monthly average Customer Satisfaction rating via phone, live-chat and face-to face interactions.

Customer feedback:

A special **Thank You** to staff and students employees for their continued contributions in achieving a 90% per month customer satisfaction rating, they include: Leslie, Crystal, Sage, Lorri, Stephanie, Geraldine, Maryann, Leonard, Chris, Norm, Katie, and Hannah.

Actual Customer feedback:

- "I really like the chat feature, because it is quick and easy and I can get my questions answered at times where I can't talk on the phone or go to the office in person." (August 2013).
- "Overall, I can't give anything but an excellent rating of Leslie's assistance and professional manner." (October 2013).
- "The agent answered my questions very clearly and helpfully, giving me the specific details that I needed. The chat format (versus less direct methods such as email) was extremely valuable." (August 2013).

Financial Aid Office

January 1, 2014 is the first date that the 2014-2015 Free Application for Federal Student Aid (FAFSA) is available online. The application may be filled out at: www.fafsa.gov. Students and parents will need to acquire a federal PIN to sign the application. A PIN may be requested at: www.pin.ed.gov. Students and parents should have the following information available to assist in completing the application:

- Social security card
- Driver's license (if applicable)
- 2013 Federal tax information (may be estimated prior to completing actual tax filing)
- Records of untaxed income, such as child support received, interest income, veterans non-education benefits
- Information on cash, saving, checking, and investments (other than the families' primary residence)

March 1, 2014 is the 2014-2015 FAFSA priority filing date. Meeting the priority date accomplishes multiple things. First, it maximizes the students potential to receive funds in programs with limited funding. This includes, but is not limited to, supplemental federal grants, state grants, the Perkins loan, and work study funds.

Second, it provides the student with plenty of time to submit any additional required documents and plan for the upcoming year.

Lastly, it allows the student to avoid last minute issues, and delays in receiving awards and disbursements when the fall semester rolls around.

March 20, 2014 is the 2014-2015 additional documentation deadline. Filing the FASFA is the first step in maximizing a student's financial aid eligibility. Once the 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 email (through the student's UNM email address, as well as their "preferred" email address) if any additional documents are required. The email directs the student to go to their 2014-2015 Lobo Web account to review any additional requirements. Students should submit their additional documents as soon as possible, and no later than March 20 to be considered for priority funding.

Enrollment Management Staff and Student Employee Recognition Awards!

The Fall 2013 Enrollment Management Employee Recognition Awards program has selected the top performing staff and student employee for the fall semester. The committee received numerous nominations from across all departments and are pleased to announce the Fall 2013 recipients:

Staff Employee: Jose Ledezma, Financial Aid Officer, Financial Aid Office

"... Brings creative and innovative ideas to the Scholarship Office. He has streamlined our process for awarding our 2013-2014 UNM Scholar's Scholarships. Accuracy and service to our students by streamlining the processing of one million dollars in check in less than three business days. Helps other departments when they have questions and if he doesn't know the answer will research it until a solution has been found ... "

Student Employee: Leslie Gast, Communication Center

"... Leslie has been a member of the Communications Center for three years as a student lead and has completed 4,525 calls, the most of any other student or staff member. Monthly she has received customer surveys recognizing her accuracy and outstanding service. Her learned skills have enabled her to effectively manage up to three Live Chats simultaneously and take incoming calls as needed during peak periods of operation ... "

These employees will receive a monetary award of \$100 each, a framed certificate and will be included on the plaque in the Wall of Honor at both SSSC and the Student Employment Office. We will also hold a small celebration to recognize them.

Spring 2014 nominations will be coming up soon – so please keep this in mind so we can acknowledge more valued and hard-working employees!