

SPRING 2017 VOL. 7, ISSUE 2

Administration and Finance

Dee Dee Romero, Associate Director
Anthony Ballo, Manager, Systems and Programming

Admissions & Recruitment

Matt Hulett, Director
Deborah Kieltyka, Associate Director

Communications Center

Anthony Gallegos, Operations Manager

Financial Aid & Scholarships:

Brian Malone, Director
Joseph Gonzales, Associate Director

One-Stop Enrollment Services

Carolyn Gutierrez, Operations Manager

Registrar's Office

Alex Gonzalez, Registrar
Sheila Jurnak, Associate Registrar
Michael Raine, Associate Registrar

Veteran's Resource Center

Patrick Gallegos, Director

Questions or comments?

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

Dear Colleagues,

This newsletter serves as a great resource documenting the value of the Enrollment Management organization and all of the work you do for UNM students, faculty and staff. I often refer back to these pieces to gather information about our productivity so I want to thank the directors and managers who put the information together. Also, I usually end with thanking you as employees but I am going to change things up and thank you in the beginning. So thank you all for your commitment and work!

There is much to be concerned about in higher education and New Mexico overall. The budget impasse driven by political perspectives has been in the news daily; economic indicators present a generally troubling trend; and our population demographics are stagnant compared to our surrounding states. However, there is a great deal of good news at UNM that is a direct result of your work on behalf of students. We are graduating a record number of students with bachelor degrees this spring with a projected 2,360 degrees to be awarded. This is nearly 300 more than last spring. Moreover, our 4-year graduation rate is projected to increase by at least six percentage points. These results reflect successes for many students from challenging backgrounds who now have earned a great equalizer in their pursuit of a better life for them and their families. The improved graduation rates signify millions of dollars in savings from completing college sooner.

Amidst all of the negative news and difficult environment, I hope you will feel some level of gratification for the huge difference you have made by contributing to improving the lives of many, many students. I did start out by thanking you so I'll end by saying how grateful I am to work with a committed, capable and close team that makes a difference in so many lives.

My best wishes for a terrific summer,

Registrar's Office

CONGRATULATIONS GRADUATING STUDENTS!

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

PARCHMENT UPDATE

We continue to make improvements to our transcript ordering system through Parchment. We are pleased to announce that students are now able to upload attachments to the Parchment ordering website. Transcripts along with the attachment will be fulfilled by Parchment. As a reminder, please make sure to select the correct transcript option to avoid delays in receiving your transcript.

BANNER 9

Ellucian has announced that schools must adopt Banner 9 by December of 2018. We are currently using version 8 and we are working with IT to move Registration to Banner 9. Banner 9 move us to a web application platform and moves away from Oracle forms. Over the past three months we have been exploring, testing and networking with other universities who have adopted Banner 9 to prepare us to move forward to the new version and functionality associated with Banner 9. Please be on the lookout for announcements in the next several months regarding our transition. Congratulations to Registrar Alex Gonzalez for being selected as Chair of the Banner Large School Consortium. We will be hosting the LSC summer meeting at UNM on June 6-7, 2017.

WELCOME NEW ASSOCIATE REGISTRAR

We would like to welcome our new Associate Registrar, Michael Raine. Michael comes to us from New Mexico Highlands University where he served as Registrar for the past four years. Michael will be responsible for Catalog, Curriculum and Residency. We are excited to have him join our team and please stop by and say hello to Michael.

ONE STOP

The beginning of the spring semester brought several topics into play at One Stop as we are instrumental in working face-to-face with our scholarship students, heavy traffic to meet the priority deadline for financial aid and registration activity is a constant. We thrive on our busy times at One Stop. We have seen a little more than 10,800 students since the beginning of January and enjoy that every person is an individual, with different needs and attitudes. Here are a few comments we received from our customer surveys:

"She has helped me in the past and she is always incredibly kind and knowledgeable."

"Very nice and proficient in helping students with meeting deadlines."

"She is always wonderful, helpful and has a great smile. I come to her every time."

Congratulations to Judi Halpern for 35 years of service and Allie Martinez for 15 years of service.

Admissions Office

The Admissions Office and the Division of Enrollment Management have partnered with Capture Higher Education to better leverage prospective student online engagement for recruitment. In addition to using information collected to better target our marketing, Capture is also able to better focus messages to audiences.

Earlier this spring the office piloted social media engagement strategies and a Spanish language session during our spring on-campus recruitment event - Meet UNM. Both initiatives met with positive results and plans are already being made to incorporate these features in coming events this fall.

Migration from one CRM system to another is in progress with an anticipated launch of early May. Build-out of communications and functionality will continue through the summer. The new system, built on a Salesforce platform, will provide an opportunity for increased collaboration across campus, improved communication features, event scheduling and more.

UNM was recently accepted for membership to the Coalition for Affordability and Access, a national group of leading colleges and universities, utilizing a common application platform to make applying for college easier. We will continue to use our own online application as well, giving prospective students a choice of application methods. The Coalition application is expected to become available later this summer.

Congratulations to Deborah Kieltyka and Merilee Scarce for their recent recognition of 15 years of dedication and service the University!

Communication Center

ALL-ACCESS COMMUNICATION CENTER

The Comm Center strategically brings together Enrollment Management's (EMs) interconnected offices of Admissions, Financial Aid, Scholarships, Records and Registration, and other departments acting as the first point-of-contact for students, parents and customers answering diverse questions using inbound calls, live-chats, Ask-A-Question (AAQ) emails, StudentInfo Answers, and SSSC One Stop Center. Through the thousands of monthly contacts, the Comm Center

customer service efforts have added to EMs monthly and annual goals of 90% Customer Satisfaction.

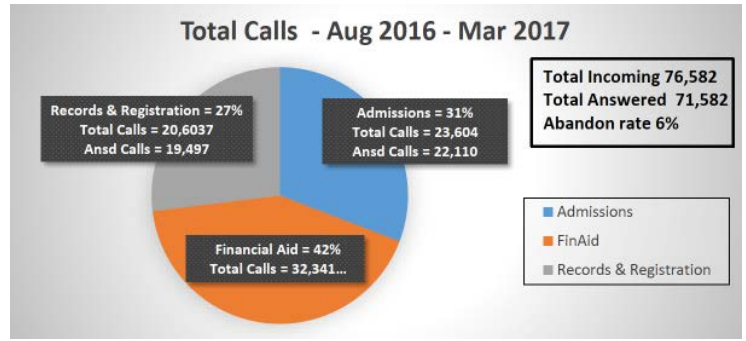
The Comm Center's serves as a One Stop resource that streamlines student's communication with first call resolution, and investigation of second level (more detailed) questions. Our goal is to achieve a positive experience with each contact while delivering the highest degree of professional customer services, with emphasis on "continuous improvement" that serves the needs of students and our internal and external customers. To facilitate convenience for students, the Center operates 9 hours per day M-F, from 8am - 5pm (MST), and also provides access 365 days a year 24/7 to UNMs StudentInfo Answer Knowledgebase providing access to thousands of frequently asked questions. During this period over 213,000 "Answers" were accessed allowing students to help themselves.

During August 2016 through March 31, 2017 the Center received 76,600 calls, answering 72,000 with an abandon rate of 6%, including 8,905 chats completed, 1,462 AAQ e-mails. To accomplish these metrics, staff and students develop expertise with a variety of resources; Banner, OnBase, Skype, Parchment, Oracle RightNow Live-Chat, StudentInfo Answers, including numerous UNM websites. With each interaction, we have dedicated ourselves to deliver excellent customer services and contribute to EMs goal of 90% customer satisfaction.

Helping to accomplish these metrics, our student employees play a pivotal role supporting the efforts of the Comm Center completing 5,000 live-chats along with several thousand calls during this timeframe. Their contributions are highly valued and appreciated especially during peak periods. Special recognition goes out to these students: Kathrine Woodard, Jennifer Marley, Gabriela Marchan, Max Schulz and Alan Sanchez both recently left the team.

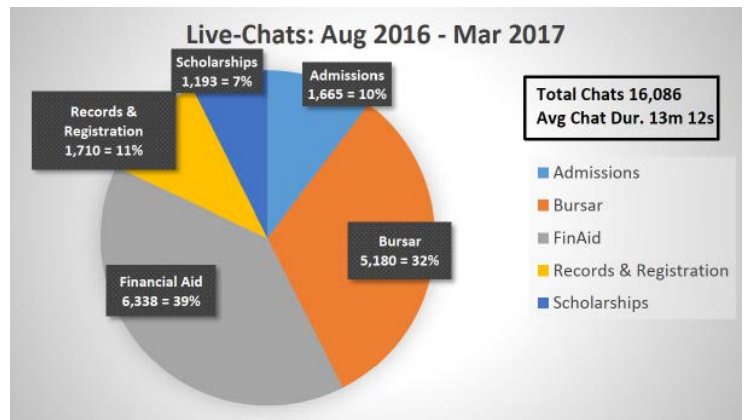
In addition, the Center manages EM's South Campus One Stop Center offering students, parents and alumni convenience to an off campus location for their service needs. Between this period 4,240 walk-in customers where assisted. This site enables students, parents, and alumni the ease to drop off important documents, pick-up transcripts, enrollment verifications, diplomas, and visit with EM officers on a variety of issues. The Comm Center also maintains EMs AllAccess website, <http://allaccess.unm.edu/>, serving as a helpful One Stop website for quick access and easier navigation to FAQs by students and parents.

Calls:	Total	Ans'd
Admissions	23,604	22,110
FinAid	32,341	30,338
Records & Registration	20,637	19,497
	76,582	71,945



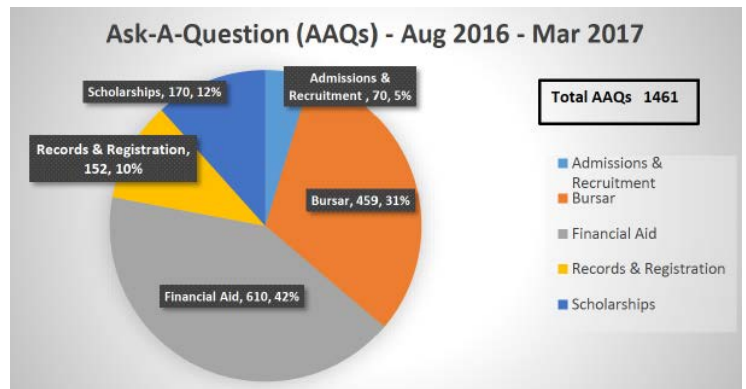
Chats

Admissions	1,665
Bursar	5,180
FinAid	6,338
Records & Registration	1,710
Scholarships	1,193
	16086



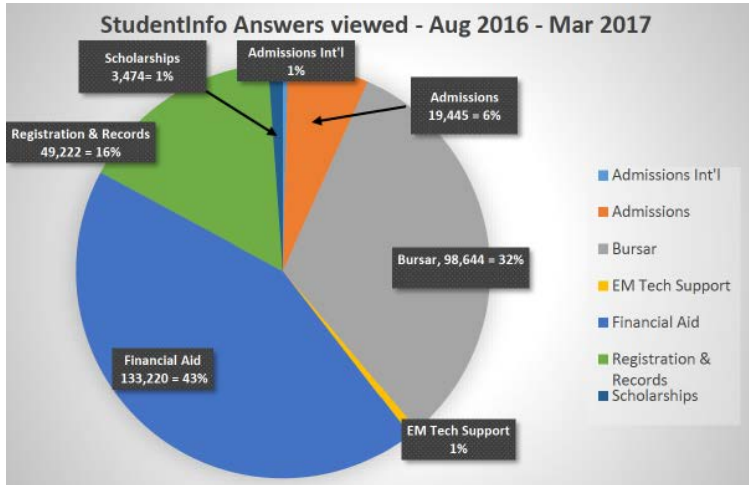
AAQs

Admissions & Recruitment	70
Bursar	459
Financial Aid	610
Records & Registration	152
Scholarships	170
	1461

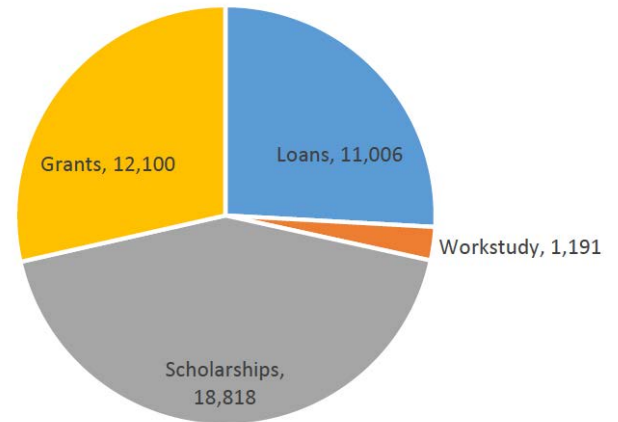


StudentInfo Ans Hits

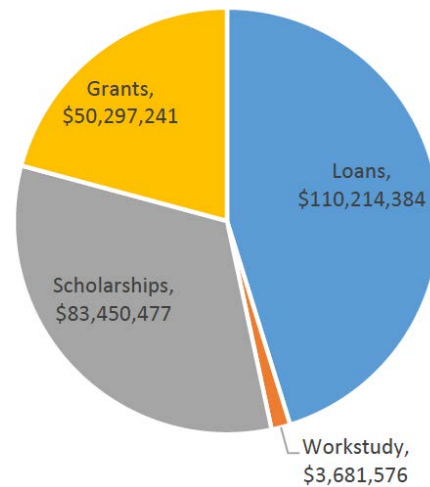
Admissions Int'l	1,247
Admissions	19,445
Bursar	98,644
EM Tech Support	2,028
Financial Aid	133,220
Registration & Records	49,222
Scholarships	3,474
<hr/>	
	307,280



Recipients, by Program Type, 2016-2017 (as of May 5, 2017):



Dollars, by Program Type, 2016-2017 (as of May 5, 2017):



Financial Aid

2017-2018 FINANCIAL AID CYCLE UNDERWAY

The Student Financial Aid Office is well underway in preparing for the start of the 2017-2018 academic year. Approximately 20,000 students met the January 6 “priority filing date” for the new year by filing their Free Application for Federal Student Aid (FAFSA) with the US Department of Education. This represents the highest level of applications by the priority filing date since the 2014-2015 year.

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 2017-2018 academic year were sent to students via email in late February. Awards for the upcoming year continue on a nightly basis moving forward.

2016-2017 FINANCIAL AID PAYMENTS

While we prepare for the upcoming year, we continue to process aid for the current year. The numbers below reflect the amount of students assisted and the dollars they received throughout the year.

Total disbursed aid: \$247,643,680

And the award goes to...

Please join me in congratulating the following staff members on recent awards and acknowledgments.

Kim Luu was the recipient of the Philo Brasher emerging leadership award by the NM Association of Student Financial Aid Administrators at their annual conference in April.

Elizabeth Amador received the Dallas Martin Endowment Scholarship from the National Association of Student Financial Aid Administrators. She was one of only six recipients of this award in the nation!

Joseph Gonzales and Niki Montoya were both recognized for 20 years of service at UNM.

Marisa Castaneda, Ernestine Shirley (Gallup branch) and Marie Bell (now with the Registrar’s office) were recognized for 15 years of service at UNM.

Amanda Graham received the Enrollment Management

Employee Recognition award for the spring semester. Congratulations also to Amanda on her upcoming retirement on May 19!

Congratulations to all on these impressive accomplishments!

Veteran's Resource Center

UNM has followed up their 2017 Military Friendly Schools Designation with a Military Spouse Friendly Designation from Victory Media. The VRC collaborated with the New Mexico Department of Veteran Services in the first Veteran Resource Center Summit and presented on Veteran Mentoring and our Green Zone Faculty/Staff Training. The VRC hosted a Veteran Student Round Table discussion with VA Deputy Secretary Blackburn. The VRC also completed its annual Catalog review with the VA State Approving Agency. The Green Zone training for Faculty and staff has been updated and rolled out its first training session with the College of Arts and Sciences advisors. We honored our Spring 2017 Veteran Graduates at Veteran Graduation Reception Dinner held on May 1, 2017. We appreciate our honored guests Acting President Abdallah and Retired Sergeant Major McPeek as our guest speaker. The VRC is working with the Alumni group to develop a video in conjunction with ROTC and the Memorial chapter on how UNM has supported our veterans in the past and continues to support them. Special thanks to our staff at the VRC for their continued work ethic. We will be welcoming our student employee Brandon Lorenzo to our full time staff as a Senior Student Records Analyst.

Employee Recognition

Congratulations to all the nominees (both staff and student) for the Spring 2017 Enrollment Management Employee Recognition Awards program. We received nominations from nearly every department within the division and are pleased to announce this semester's recipients. Read below for an excerpt from their nomination(s).

STAFF EMPLOYEE(S):

Amanda Graham, Financial Aid Officer
One Stop

"I believe Amanda's work ethic and conduct embody each of the EM shared values. She has an excellent commitment to students, and cares deeply about their challenges." She went beyond her regular duties to ensure that I was able to adequately understand the inner workings of Financial, Bursar and Registration so that I could assist my own students. Not only is Amanda impacting the students which whom she's working, but the countless others through her willingness to be available as a resource to others."

Maryann Seiger, Sr. Student Enrollment Associate
Communication Center

"Maryann has continued to demonstrate a consistent professional growth month after month while delivering solid customer service to students, parents, and internal and external customers. Her approach and willingness to volunteer wherever she is needed has been extremely helpful. She is well respected among her peers and demonstrates a willingness to grow and learn..." "She is keen on making recommendations that may improve processes, and customer services while identifying new solutions that yield continuous improvement."

STUDENT EMPLOYEE(S):

Zachariah Falgout, Project Assistant
Enrollment Reporting

"Zach joined the EM Reporting Team with very little database experience and no experience with current reporting tools. He jumped right in and began online training for APEX. Within a few months, he has converted one of our most complicated reports into APEX with very little guidance. He has now moved onto creating a new Schedule of Classes for the University. He continues to do research and perform load testing to make sure we get the most accurate results, including making sure the tool is user friendly."

Alexander Gordon, Senior Tour Guide
Admissions

"Alexander's outstanding customer service skills are an absolute plus to the University. He makes sure that every student's inquiries and concerns are met quickly and expertly. Alexander continually goes above and beyond his job duties and responsibilities and always steps up to provide a solution." "He consistently applies good judgment, excellent customer service, and goes the extra mile in almost everything he does here with UNM. His professionalism, responsibility, and ethical conduct is always recognized."

