

Spring 2014 Vol. 5, Issue 1

Administration and Finance

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Admissions & Recruitment

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Communications Center

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Financial Aid & Scholarships:

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Registrar's Office

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Elizabeth Barton, Associate Registrar

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Veteran's Resource Center

Marilyn Dykman, Program Specialist

Questions or comments?

Email: tellus@unm.edu

Corine Gonzales,

Strategic Support Manager

Message from Terry Babbitt, Associate Vice President

Dear Colleagues,

The University has approved a budget plan that includes a 2.5% compensation increase for staff without additional pooled revenue that would have been generated through a tuition increase. That is good news for hard working employees who have not received much in the way of base increases in many years. The challenge of balancing the budget includes the much publicized strategy of benefit restructure that will impact certain people. Another critical element in determining UNM's financial health is at the heart of what we do in Enrollment Management.

The UNM budget is built around the assumption of stable enrollment with contingency reductions included to accommodate extenuating variables such as higher tuition, increased requirements, decreasing market etc. The 2015 fiscal year has no tuition increase and much of the margin for enrollment fluctuation is eliminated. Therefore, to meet the budget that has been created, enrollment must be equivalent to the prior year. Ninety percent of the Instruction and General revenue that pays our salaries and other expenses is comprised of tuition and formula-based state appropriation that are driven by our enrollment.

When we recruit students, process work flows, award financial aid, schedule courses, maintain the registration system and provide assistance to students needing help, we are performing our primary mission of supporting students. At the same time, we are greatly contributing to the University's, and our own, financial health.

On a seasonal note, enjoy the coming months. There is a sonnet from the Bard of Avon that describes unfavorable traits of summer: "*Rough winds do shake the darling buds of May, And summer's lease hath all too short a date.*" There is a reason he faults it for being too short.





Registrar's Office

The Office of the Registrar has been busy working on several projects. For the past six months we have been exploring cross enrollment with New Mexico State University and we anticipate launching a pilot program with the School of Engineering this fall. The fundamental benefit is to allow graduate students to take courses, which are germane to their respective graduate program, that are not offered by their home institution. The goal of Cross Enrollment is to facilitate relatively painless and seamless cross enrollment and successful course completion by graduate students among cooperating universities. Please lookout for more information regarding this project. Take advantage of the zero percent tuition increase for this upcoming school year by registering for summer and fall courses. Summer and Fall Registration begins by appointment on April 21, 2014. Please make sure to see your academic advisor and clear any holds before registering for classes. Staff from Academic Advisement, Registration, Financial Aid, Bursar's and Housing will be available on Thursday, May 1 from 10:00 am to 2:00 pm in the Student Union Atrium. Please stop by and see us! Our LoboMobile Registration App is now live. This new app will allow to view your class schedule, financial aid awards and bursar balance. If you haven't downloaded the UNM LoboMobile App, please do so. Lastly, our Catalog & Curriculum team have been working hard to incorporate the many changes in curriculum and course requirements into our new catalog that will be released towards the end of May.

Admissions Office

The Admissions Office added two new on-campus recruitment events for 2013/2014: Fall Preview Day and Scholars' Day. Fall Preview Day provided another opportunity in the fall for prospective freshmen and their families to tour campus and explore academic programs. Despite significant weather concerns, the event drew 600 participants. Scholars' Day was a collaborative effort with the Honors College to provide a high-touch program for Regents' and National Merit Scholars. Attended by 100 participants, each student met with a faculty member in their area of academic interest, toured the Honors College Forum and spent significant time with Honors College faculty.

Through the dedicated work of the Admissions staff, application response times have been preserved despite two years of significant increases in the number of applications received during the fall and spring semester. Additionally, graduate admission team members, along with the Office of Graduate Studies, Global Education Office and IT implemented an entirely new online graduate application that provides a significantly better experience for departmental staff and faculty, and a more uniform experience for the applicant.

The Admissions Office completed a web site renovation to improve the user experience with better navigation and stronger messaging through factual and graphical information. The site's "bounce rate" improved to 41% and is now below national average. Additionally, a mobile friendly version was implemented to improve the mobile user experience.

Communication Center

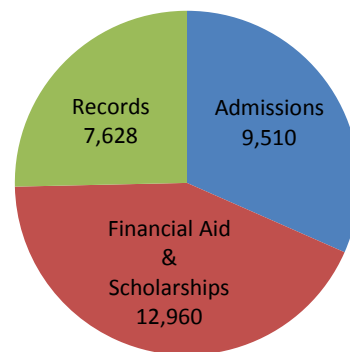
All-Access Communication Center

The Communication Center mission is to facilitate as a One-Stop Contact Center to assist students, parents, faculty, and alumni answer questions, concerns and inquiries in a timely manner with the highest degree of professional customer service 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, Student Support & Services Center (SSSC). During this period January 2, 2014 – March 26, 2014 we have continued to average a customer satisfaction rating of 91% through use of various survey methods.

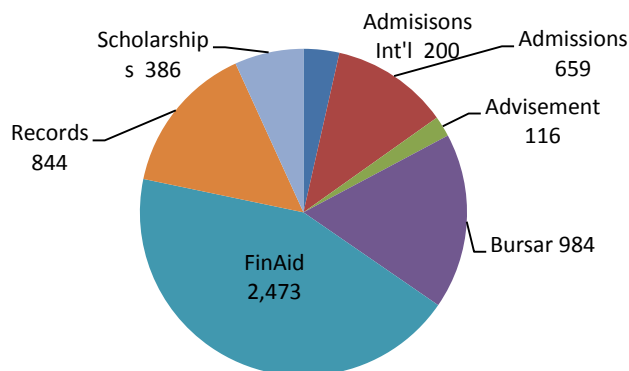
January 2, 2014 through March 26, 2014, the Communication Center received a total of 30,100 incoming calls of which, 26,847 were answered with an Average-Speed-of-Answer of 02:29, Average Talk Duration 3:16, with an average abandon rate of 10.8% down from 15.1% same period 2013, Avg. Number of Agents 6.7. Total incoming calls by department split: Admissions 9,510, FinAid/Scholarships 12,960, and Records and Registration 7,628. In addition, completed 5,662 Live-Chats, and 921 "Ask- A- Question" (AAQ's) email inquiries.

January 2, 2014 – March 26, 2014

Total "incoming" Calls: 30,100

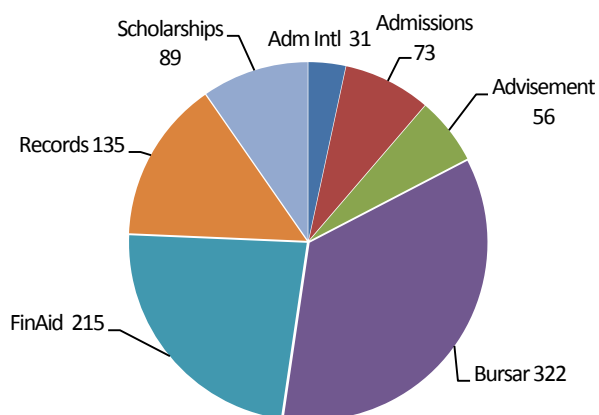


Live-Chats: 5,662





Ask-A-Questions (AAQ's): 921



Communication Center Highlights:

- Reduced abandon call rates, from 15.1% same period in 2013 to 10.8% 2014.
- Expanded 100% staff access to RightNow Chat Supervisor Dashboard. Allow reduction in customer wait times.
- Achieved a 91% monthly average Customer Satisfaction rating via phone, live-chat and face-to-face interactions.
- Created new & amended live-chat "hot keys" to improve quality of responses and speed.
- Congratulations to Leslie Gast, who was awarded EM's student employee of the year award.

Customer feedback:

A special **Thank You** to staff and students employees for their continued contributions in achieving a 91% per month customer satisfaction rating, they include: Leslie, Carolyn, Lorraine, Katie, Stephanie, Geraldine, Maryann, Leonard, Chris, Norm, Amanda and Hannah.

Actual Customer feedback:

- "Very helpful and explained the process very well" (January 2014).
- "I was able to connect with Leslie quickly and she answered all of my questions, thanks!" (January 2014)
- "Chat was very successful. I was also to receive accurate information about my financial aid status, and learned I had holds that helped a great deal". (February 2014)
- "Very friendly, when it came to my question though she wasn't really familiar she asked around her office as well found information from the site for me. Greatly appreciated her efforts, Great Job! (February 2014)
- Lorraine was very helpful and offered additional information to ensure my questions were answered. Thank you for great service!! (March 2014)

Financial Aid Office

2014-2015 Financial Aid Preparation

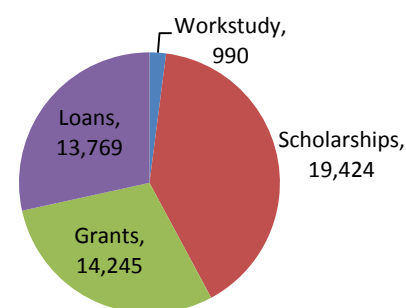
The Student Financial Aid Office is gearing up for the 2014-2015 academic year. Approximately 20,000 students met the March 1 "priority filing date" for the new year by filing their Free Application for Federal Student Aid (FAFSA) with the US Department of Education. This is the second highest total of priority filers since the inception of the priority date at UNM. Early filing is a great benefit to students. First, students maximize their potential to receive funding from programs with limited funding. Examples of these programs include, supplemental federal grants, state grants, the Perkins loan, and work study funds. Second, it provides students with ample opportunity to submit any additional required documentation and to prepare and plan for the new year. Lastly, it allows students to avoid last minute issues and delays in receiving disbursements when the fall semester begins in August.

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.

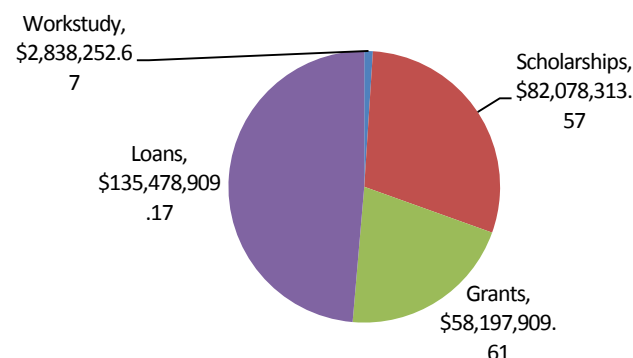
2013-2014 Financial Aid Payments

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.

Recipients, by Program Type, 2013-2014 (as of March 31, 2014)



Dollars, by Program Type, 2013-2014 (as of March 31, 2014)





MyReports

myreports.unm.edu

The Enrollment Management Reporting Team has been working diligently this past year to prepare the new reporting system, MyReports, to replace Hyperion. Hyperion was retired on March 31. EMRT departed from the reporting structure used in Hyperion by creating tools that allow users to have greater control over the content of the reports generated in MyReports. Training for users was held during Spring Break and continues in the form of weekly user forums held every Tuesday at 2 pm in SSSC room 1002.

If you have any questions about training or reporting needs that are not being met by MyReports, please contact the Enrollment Management Reporting Team at emrt@unm.edu.

WELCOME!

The Division would like to welcome the following staff that began this Spring and/or were promoted to other positions.

Leyna Aragon, Coordinator, Student Admissions

Eduardo Chavez, Admissions Advisor

Paula Freitag, Admissions Advisor

Julia Freyermuth, Student Employee

Arianna Myers, Student Employee

Jennifer Nevares-Dias, Student Employee

Jordan Skeen-Bilger, Student Employee

Brenda Torres, Graphic Designer

Clayton Richards, Student Employee

Reanna Sanchez, Sr. Student Enrollment Associate

Caitlin Cano, Student Employee

Elizabeth Jacquez Amador, Mgr. Financial Aid

Sofia Ledesma Solis, Financial Aid Officer

Ashley Powell, Student Employee

Destinee Salayandia, Student Employee

Toni Shirley, Training & Development Specialist

Shaylee Stockham, Student Employee

Employee Recognition

Enrollment Management continues to honor top performing staff employees in fall and spring semesters. For the Spring 2014, we received nominations from the various departments and are pleased to announce the recipient(s):

Staff Employee Award: Leonard Prairie, Communications Center
“Leonard’s consistency demonstrating high production level in conjunction with his excellent customer service skills both internal and to external customers has been a model for others to follow. “

Staff Employee Award: Veronica Griego, Veterans Resource Center

“Veronica has exceeded UNM’s customer service value through her superb customer service to student veterans. We have received several letters thanking the VRC for Veronica’s support and encouragement”

Watch Out Gen Z is Coming!

Generation Z are the roughly million kids born between 1995 and 2009.

Interesting things to know about Generation Z

- One in four Americans is younger than 19 (U.S. Census Bureau)
- They have never known a world without the Internet, cell phones or iPods
- They are technological savvy and information is at their fingertips
- They prefer texting to actually holding a conversation with someone
- The days of leaving a voicemail or shooting off an e-mail and waiting for a reply are long gone. They need information now, and they have the tools to get it
- They crave constant and immediate feedback
- They have a sense of social justice, philanthropy and maturity that comes with growing up during one of the most severe economic recessions in history
- They are more likely to pursue careers they think will help society
- They are more likely to engage in on-demand learning and development activities, enabled by technology, that are related and relevant to the individual in that moment.

Sources:

- Dixon, Greg (2014). Gen Z: Child of our times
- Anatole, E. (2013). Generation Z: Rebels With A Cause
- Emelo, Randy (2013). Forget Gen Y. Get Ready for Gen Z.