



THE UNIVERSITY of
NEW MEXICO

DIVISION of
ENROLLMENT MANAGEMENT



The World is Right Here

Spring 2012
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Veteran's Resource Center

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Message from Terry Babbitt, Associate Vice President

Mid to late April hosts Patriots' Day on the East Coast as they celebrate Paul Revere's ride and reenact the opening battles of the American Revolutionary War. Closer to home during this time we remember many brave New Mexicans who defended the Bataan Peninsula and other Philippine positions in 1942. We all have tremendous gratitude and respect for our Veterans and we are fortunate to support them through our Veterans Resource Center and other aspects of our work on a daily basis.

If you are interested in innovation and technology - including how we came to have cell phone connections and omnipresent computers, there is a great book called *The Idea Factory: Bell Labs and the Great Age of American Innovation* that describes many amazing processes and discoveries at the labs in the middle of the 20th Century. Bell Labs was the precursor to today's Silicon Valley and employed scientists who went on to win 13 Nobel Prizes. Most importantly, it has many links to UNM's own professors and students! One of the conclusions of the book is innovation and successful outcomes often originate from getting people to work together outside of their specialties and focused fields. The exchange of ideas that take place during these encounters of diverse perspectives generate new knowledge and process improvement.

Last but not least, student success at UNM has rightfully received new emphasis. Too many of our students leave before they can build any academic momentum and never complete their degrees or achieve their higher education goals. We will be sharing more information about this later and how Enrollment Management impacts student success at every turn.

Thanks for making a difference for our students.

Questions or comments?

E mail: tellus@unm.edu

Denise Osborne, Operations Manager





Admissions – New Initiatives:

Tele-Counseling Connecting with Students

The Admissions Office is conducting an aggressive 3.5 month tele-counseling campaign to connect current students with freshmen admitted for summer and fall 2012. Logging 60 hours of call-time each week, the tele-counselor team is helping newly admitted students take the next steps toward becoming Lobos while building rapport. With over 1,000 potential new Lobos called to date, response has been so positive that families have expressed appreciation through unsolicited emails and phone calls to the office following a conversation with a team member.

Electronic Transcripts Make the Grade

The Admissions Office, Registrar’s Office and the Student Information System IT team completed a long awaited project to implement electronic transcript exchange with CNM. Electronic transcripts are received and evaluated by UNM the same day they are sent by CNM, reducing the amount of time needed to review and admit students transferring from CNM. The faster process also improves UNM’s ability to serve students’ academic advising needs through same-day delivery of course credit evaluations to LoboTrax.

Student Financial Aid

Planning for Academic Year 2012/2013

With the spring semester well underway, the Financial Aid office is working with students to best prepare for the 2012-2013 year. Along these lines, we have encouraged students to fill out the 2012-2013 Free Application for Federal Student Aid (FAFSA) by March 1 and to submit any additional requested supporting documentation by March 20. This maximizes their opportunities to receive priority funds, such as additional federal and state grants and work study awards. In addition to maximizing their opportunity to receive priority funds, filing early also allows the student more time to submit their additional documents, receive notification of awards, make plans for the upcoming year, and to not delay their aid disbursement in August.

Impressively, through our extensive communication efforts, we received nearly 22,000 FAFSAs by the priority date of March 1st, an increase of over 5,000 from the same date last year, and over 10,500 from 2010

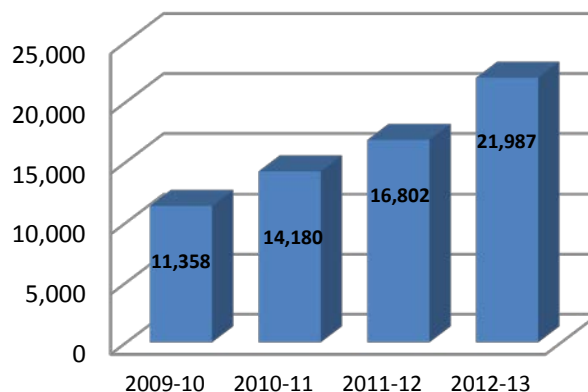
ENROLLMENT MANAGEMENT

TRAINING and POLICY HIGHLIGHTS

We strive in the division to come up with internal policies and cross-training meant to benefit our customers – our students and potential students. As part of this, we have implemented a required cross-training program that every member of the staff will now take yearly on a required training program through Learning Central. We worked with Employee and Organizational Development to implement this program in February. This includes training modules and competency tests in three key areas: Admissions, Records & Registration and Student Financial Aid. Every year (and throughout as needed) the content will be updated so our staff can stay abreast of the newest information and pertinent details in our continuing efforts to best assist students and potential students needing our help.

One policy that we have in place for the benefit of those we serve includes our dress code policy for our staff and student employees. As we strive to maintain continuity in our communication structure to students, parents and potential students, we maintain a professional appearance at all times by providing a business casual environment across all departments within the division. Maintaining this public face is one more way that we provide service, continuity and commitment to our customers. However, look for us on Fridays in Lobo red shirts and jeans as we support all of our athletic teams by including LoboWear Fridays throughout the division – **Go Lobos!**

FAFSAs on File



Anyone who has not yet filled out a FAFSA can still apply for aid at: www.fafsa.gov.

We would also like to thank Pam Agoyo and her staff in the American Indian Student Services (AISS) department for hosting “FAFSA Fridays” and members of the Financial Aid office who provided extensive in-person assistance through February in the AISS office to help students complete the FAFSA. In addition, students are always welcome to come see us at our One-Stop office, Monday – Friday, 8:00 am – 5:00 pm in Mesa Vista Hall with any questions concerning the process.

Registrar's Office: Process Change Improvements

Multi-Term Registration

Over the past year the Registrar's Office worked with the School of Engineering to provide multi-term registration to students enrolled in the School of Engineering. Presently, students are able to enroll for three consecutive terms (Summer, Fall & Spring). This project has been a huge success and we anticipate growing the project to other departments across campus.

Transcripts

Another project the Registrar's Office worked on this past year was the availability for students to request pdf versions of their official transcripts. Students have been able to request pdf versions of their official transcript and it has been highly successful as we've seen an increase in requests for pdf transcripts. In addition students will soon be able to print unofficial transcripts from LoboWeb. Thanks to IT for their assistance with these projects.

Online Submission of Instructor Initiated Grade Changes

Working with IT, the Registrar's Office is currently finalizing a project for instructors to submit online grade changes. This new online process will benefit both students and faculty. Training will be available for faculty within the next couple of months as we anticipate this new feature will be available for faculty in May.

Veterans Resource Center

"Boots-to Books" Outreach

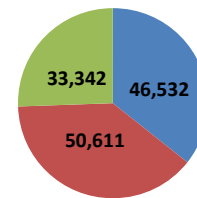
VRC was chartered in 2009 by UNM President, Dr. David J. Schmidly, to focus on outreach, retention and graduation of New Mexico veterans and to help transition veterans and their families into any New Mexico educational institution and has since then been steadily growing. Due to the drawdown from Afghanistan and Iraq, recent research projects the number of returning troops to grow to approximately 580,000 by September 2012. At UNM alone, we have had over a **38% increase in the last 2 years**. To address this massive increase, we are introducing the **Boots-to-Books** program to guide military veterans and active duty personnel to a network of current students and staff who can assist them in learning about the academic culture, campus resources, and student services and activities available at UNM and to help them succeed in school. Look for this program to be fully implemented by Fall 2012. For more information, please contact the VRC @ 277-3181 or go to their website: <http://vrc.unm.edu/>

Communications Center

In 2011 we continued to maintain an overall Customer Satisfaction of 90%. In addition to the calls and chats detailed below, the Communication Center and Enrollment Management answered 2,650 email questions from students who submitted "**Ask a Question**" through StudentInfo.

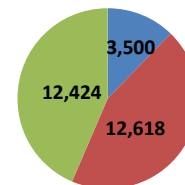
130,485 Phone Calls

■ Admissions ■ Financial Aid ■ Records



28,542 On-line Chats

■ Admissions ■ Financial Aid ■ Records



Spring 2012's recognition for staff and student employees from our customer feedback: Tess, Rebecca, Geraldine, Leslie, Victor, Carolyn and Alyssa.

Some "Your Opinion Counts" Highlights:

- "StudentInfo is an excellent service a student can access 24/7 when needing help answering a question."
- "The staff person who assisted me was everything that I expect when I contact customer service: professional, well-informed, and courteous. EVERY customer contact center needs staff like this."
- "I was responded to quickly and the staff person was extremely helpful. She was polite and tactful, and was able to answer all my questions. I was very satisfied."
- "Your staff member was great. Took ownership of my problem, was empathetic and made sure that it was completely resolved. She provided the best service I've received to date."