



THE UNIVERSITY of  
NEW MEXICO

DIVISION of  
ENROLLMENT MANAGEMENT



The World is Right Here

**Fall 2012  
Vol. 3, Issue 1**

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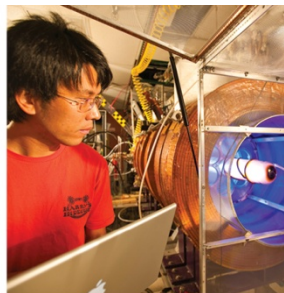
**Message from Terry Babbitt, Associate Vice President**

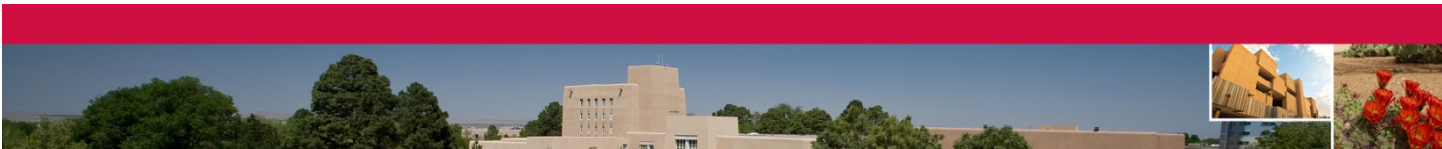
It is very appropriate during this late autumn season to let you all know how appreciative we are of your efforts to support students. Enrollment management is defined many ways in literature describing effective institutions of higher learning, but descriptions consistently include "alignment of key departments that support student enrollment." All of you are part of a team that works together to help students attend UNM. This is a tremendous benefit to families and the university.

Your work has also contributed to important improvements at UNM including increases in retention and graduation rates and growth of 2.5% in new freshmen students who are the lifeblood of any university. We have much work to do in improving student persistence and completion and you will continue to be a critical part of that effort.

In the spirit of saying "thank you" here is a link to a short Ted Talk reminding us of the importance of saying those two simple words.  
[http://www.ted.com/talks/laura\\_trice\\_suggests\\_we\\_all\\_say\\_thank\\_you.html](http://www.ted.com/talks/laura_trice_suggests_we_all_say_thank_you.html)

There are many, many employees who deserve recognition for their performance and contributions. I will mention one now as she is on the verge of beginning an exciting era of retirement. Mabel, you will not let us give you a gala, fete, fiesta or even a party for your 26 years of service so I will instead give you a quote from one of my favorite writers who is a professor of American Studies at Wake Forest, Marguerite Ann Johnson: "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Thank you Mabel for making us feel good all these years. (Oh, and Marguerite later changed her name to Maya Angelou but I prefer her original name.)





## UNM Scholars Receive Awards Much Earlier!

The Admissions and Student Financial Aid Offices have implemented a new process to award the UNM Scholars Scholarship to eligible students months earlier than in past years. The collaborative effort will benefit well qualified UNM applicants and their families by guaranteeing a minimum level of financial support without diminishing the student's opportunities for higher value scholarships that may become available later.

Collaborating with UNM alumni, and staff from Extended University, College of Fine Arts, African American Student Services and American Indian Student Services, the Admissions Office will extend UNM's presence to more than 300 college fairs and student recruitment events before December 2012.

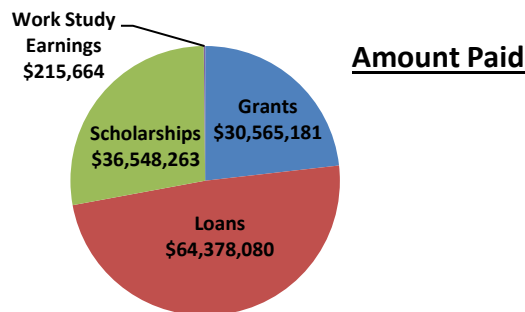
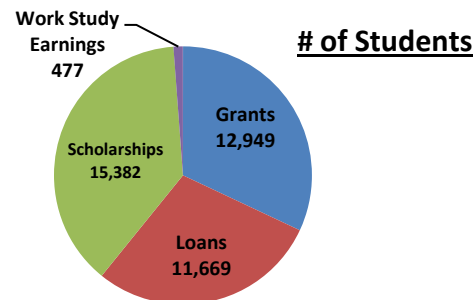
## Registrar's Office *Improvements and New Projects*

Over the past year the Registrar's Office has worked with IT to improve some of our processes. Students are now able to request pdf versions of their official transcript. In addition, students are able to print unofficial transcripts from LoboWeb. As well, instructors are now able to submit online grade changes thus eliminating the need to submit paper requests. This new online process benefits both students and faculty as these requests are processed much faster. We have also eliminated the WP/WF grading options and students will only receive a grade of "W" when dropping a class after the deadline. Thanks to IT for their assistance with these projects.

The Registrar's Office is also involved in numerous upcoming projects across campus such as the implementation of a new advising tool. Integrating information for advisors in one system is essential to provide good advising sessions in hopes of improving retention and graduation. We will also be working with our branch campuses in implementing reverse credit transfer so that students who have transferred to main campus may transfer main campus credits to complete an associate's degree. Lastly, we are in the process of requesting proposals to enhance our degree audit system. We expect to make it easier for students to utilize their degree audit and provide road maps to better assist in planning out degrees semester by semester. More information will be provided as this project moves forward.

## Financial Aid Updates: Fall Disbursements

The fall disbursement was as busy a time as ever for the Student Financial Aid Office. When the numbers were tallied a tremendous amount of funds were delivered to students. Overall, as of September 27th, the following funds were released to students:



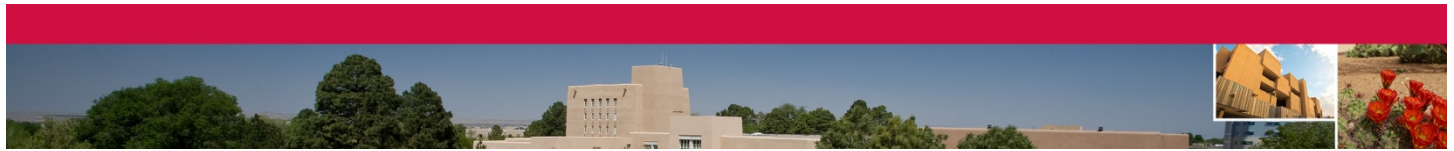
## Spring 2013 Plans

As the volume of fall processing falls off, we are turning our sights to the spring semester. Our main upcoming preparation includes processing aid for newly admitted transfer and freshman students, as well as gearing up for the 2013-2014 year for freshman scholarships and the new FAFSA cycle that begins on January 1, 2013.

## Scholarship Updates

In regards to freshman scholarships, we have a new online application available for the Regents and Presidential Scholarship programs. Entering freshmen may complete the application through December 1st at <http://unmscholarshipapp.unm.edu>.

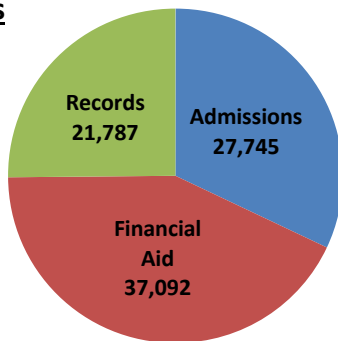
Lastly, in partnership with the Admissions and Recruitment Office high achieving New Mexico resident students will be automatically offered a UNM Scholars Scholarship upon admission. The offer would set a baseline that may be increased to a higher level scholarship, such as a Regents or Presidential Scholarship, if the student qualifies for one of those programs.



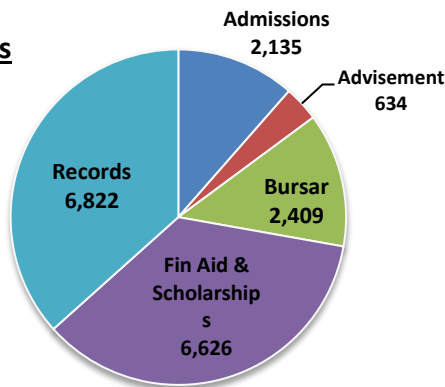
## All-Access Communication Continues to Improve

The Communication Center continues to maintain an overall Customer Satisfaction above 90%. From January through August 2012 a total of 91% customer satisfaction was achieved from a combined total of 107,981 phone calls and live chats detailed below. In addition, 2,731 "Ask A Question" (AAQ's) emails from students were submitted through StudentInfo.

### Phone Calls



### Live-Chats



### Additional Comm Center Highlights:

- Incorporation of new Interactive Voice Response phone system that includes a customer automatic call-back feature to reduce caller wait times and customer survey module.
- Instrumental in the update conversion and new format of StudentInfo and FastInfo and in posting StudentInfo on UNM's Home page for students.
- **Reduced Abandon call rate "after announcement" in 2011 from 33% to currently 15%.**
- Expanded use of RHACOMM to include category code for student notes from live-chats.
- Updated EM's websites for direct student access to StudentInfo.

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

### Some "Your Opinion Counts" Highlights:

- "Like the new format of StudentInfo, much easier to use and, find/view answers".
- "Live chat is the most convenient avenue to get questions answered quickly. Thanks for providing this service"
- "The staff person who assisted me was great help and service to me! Answered all my questions to the full extent and really left me feeling as I received not only the correct information but all the best info."
- "Alyssa was able to answer all my questions. I am happy to say that I am applying to UNM today because of her help."
- "Chris was helpful, informative and to the point. I was very satisfied with the service."
- "Carolyn was incredibly helpful and answered all my questions with helpful links and tabs to UNM resources".
- "Tiffini looked up my application as gave me the information that I needed – she was very helpful."
- "Chelsea was very professional and answered my questions in a very timely manner. She also gave me information that I did not receive when I visited FinAid."
- "Leslie was very helpful and informative. Not only did she help me with my FinAid needs she went out of her way to help me determine who to contact for Academic Advisement."

## Enrollment Management Bits

### 8 Core Beliefs of Extraordinary Bosses

Provost & Executive Vice-President for Academic Affairs Abdallah recently mentioned this article in his Wednesday Communiqué, which bears repeating. This article from Geoffrey James (Inc. Magazine) describes what makes extraordinary bosses by utilizing these core beliefs: 1) Business is an ecosystem, not a battlefield. 2) A company is a community, not a machine. 3) Management is service, not control. 4) My employees are my peers, not my children. 5) Motivation comes from vision, not from fear. 6) Change equals growth, not pain. 7) Technology offers empowerment, not automation. 8) Work should be fun, not mere toil. Just something to think about as we work and interact daily in the spirit of respect and commitment to university and Enrollment Management goals.