

## Fall 2014 Vol. 5, Issue 1

### 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  
Elizabeth Barton, Associate Registrar

### Questions or comments?

Email: [tellus@unm.edu](mailto:tellus@unm.edu)  
Corine Gonzales,  
Strategic Support Manager

## Message from Terry Babbitt, Associate Vice President

Dear Colleagues,

This semester, like so many others, has quickly appeared in the rearview mirror. My first priority this time of year is to thank you for your service to students and the university. Your support is at the core of allowing UNM to perform its primary mission of educating students for a better future.

There is much to celebrate from our work together including exceeding the 3<sup>rd</sup> semester retention goal for beginning freshmen. The 79.1% return rate was the second highest ever at UNM and all of the departments in Enrollment Management contributed to this accomplishment. These efforts are coordinated by Strategic Support Manager Corine Gonzales. This initiative requires collaboration and commitment to help students overcome the hurdle of returning to college after their first year which is statistically the most difficult obstacle they will face on their way to completing a degree.

Plenty of challenges exist for UNM and our work. A decrease in enrollment, increased fixed costs and rising health care insurance rates present a difficult budget scenario that impacts each of us. An environment of diminishing revenue amid rising expenses has obvious implications for all UNM employees. Also, our recent experiences of having more money in our pocket after filling the gas tank has a negative impact on the state revenue outlook so not much new money can be anticipated from Santa Fe. These circumstances add emphasis to the criticality of our work recruiting, registering and retaining UNM students.

We have great confidence in our Enrollment Management team to positively impact these challenges through our commitment to students and the missions we fulfill. Enjoy safe and happy holidays!





## Registrar's Office

As we near the end of the Fall semester, the Office of the Registrar has been busy preparing for the Spring 2015 semester. Registration began on Monday, November 17, 2014. Once again the Registrar's Office partnered with advisement centers and the Student Success Center to bring **Operation Registration** to students living on campus. **Operation Registration** was held on Monday, December 1<sup>st</sup> from 9:00 pm to 1:00 am at the Student Success Center in Casas del Rio and various residence hall locations. Students were encouraged to attend and take care of any last minute advising needs before registering for classes. In addition, advisement center staff, the Registrar's Office, and other campus partners were available in the SUB Atrium on Tuesday, December 2<sup>nd</sup> from 10:00 am to 2:00 pm helping students register for spring classes. One of the projects that the Registrar's Office has been working on with our student IT team is the upgrade to our degree audit system. Within the next couple of months we will complete the upgrade to UAchieve and implementing Udirect which will allow students to create road maps from university degree plans. We are excited about this new program and we will soon be releasing information about training opportunities and tutorials on using Udirect. UNM is currently working with CNM to implement **reverse transfer credit**. This initiative assists students who earned credits that applied towards an associate degree while enrolled at CNM but did not complete sufficient credits to earn their associates degree. These students are now enrolled at UNM and through an articulation agreement with CNM, UNM students have the opportunity to transfer their credits from UNM to CNM to complete their associate degree. Students will be notified if they are eligible to participate in this program and we are looking forward to expanding this initiative to other two year community colleges across our state. We are also in the final stages of transitioning more of our registrar forms to online submission. Lastly, this upcoming year we will be working on improving our catalog management and curriculum workflow process as well as our process in scheduling course sections.

## Admissions Office

The new student recruitment cycle is well underway and Admissions staff have been on the road for weeks visiting prospective students in their high schools, college fairs and communities. A number of on-campus recruitment events have been completed with great success, including the High School Counselor Workshop, CNM2UNM Day, Senior Day 2014 and Fall Preview.

Applications for admission continue to be on pace with previous years but the amount of staff over-time needed to stay in our desired response window has been significantly reduced. This can be attributed to a hard working staff and the implementation of OnBase features that have made staffing adjustments and process improvement possible.

Admissions staff are also collaborating with EM partners on a variety of initiatives. In September and October, student tele-counselors in Admission contacted approximately 3,000 currently enrolled students to "check-in" and provide support,

information and identify students experiencing issues to be addressed by university staff. Later this fall, we will be collaborating with the Financial Aid Office to promote their spring FAFSA workshops and implement a series of communications designed to increase the number of FAFSA completers in the new freshman class.

## Communication Center

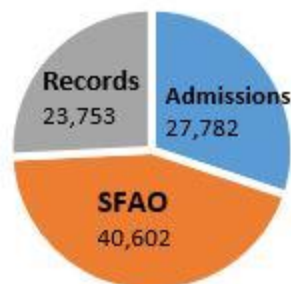
The Communication Center continues its mission as a first point "Contact Center" for students, parents, and faculty seeking help with questions pertaining to Admissions, Financial Aid, Scholarships, Records and Registration. As the Comm Center's popularity extends beyond these departments to other UNM departments, we remain dedicated on continual process improvement, implementing best practices, and delivering high value customer services.

The Comm Center continues devoting more time on employee/student training opportunities to improve first call resolution while achieving an average monthly customer satisfaction rating of 90%. EM and the Comm Center continue to support and maintain various internal and external resources to better assist students in locating answers to frequently asked questions through the help from diverse and knowledgeable customer representatives as well as through StudentInfo, FastInfo, Live chat, Ask-A-Question (AAQs), and face-to-face assistance at our two, One Stop Centers located at Mesa Vista Hall and Student Support & Services Center (SSSC), south campus facility.

StudentInfo and FastInfo are two key technologies available to students, parents, faculty, staff, and alumni 24/7 to search for answers to their UNM questions. Several EM offices have invested considerable time developing and maintaining a vast catalog of answers to enable customers to self-help themselves by searching for answers. Both these systems can be accessed from any number of electronic devices and various UNM websites and homepage including UNM LoboMobile.

As an example, between Jan 2014 – August 2014 StudentInfo received approximately 232,000 hits on various answers, with Financial Aid having the most hits of 119,000 during this period. During the period from April through September 2014 the Comm Center answered 64,688 calls out of 67,708 incoming calls

Incoming Calls - 92,137  
(Jan - Aug 2014)

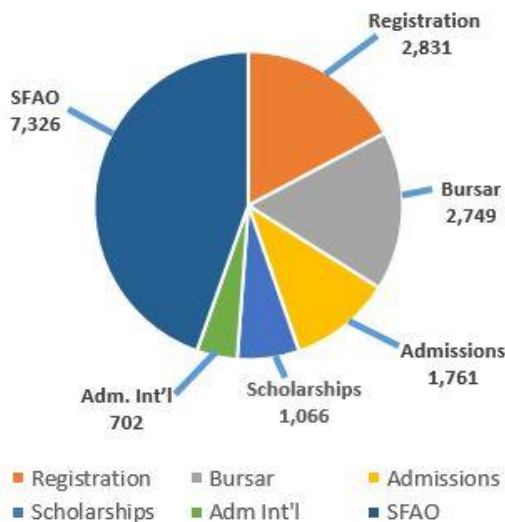


■ Admissions ■ SFAO ■ Records

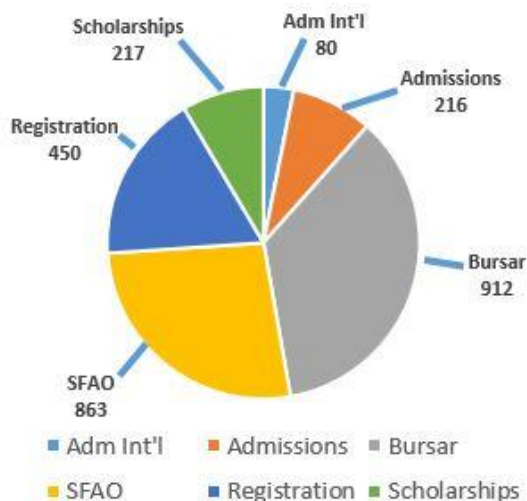




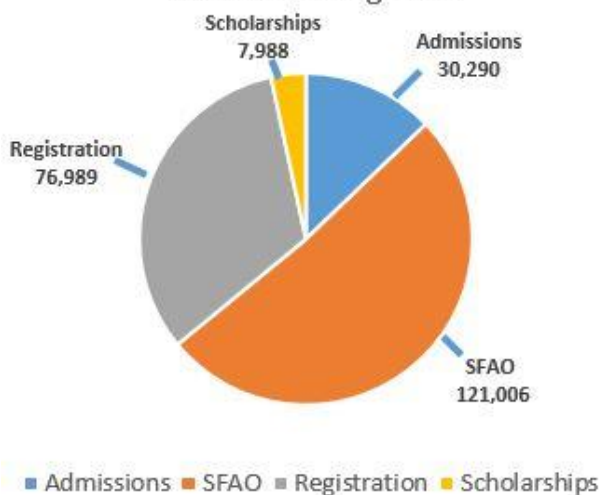
LiveChats – 16,435  
(Jan 2014– Aug 2014)



AAQ Incidents - 2,558  
(Jan 2014 - Aug 2014)



EMs StudentInfo Answers "Hits"  
Jan 2014 – Aug 2014



## Financial Aid Office

**January 1, 2015 is the first date that the 2015-2016 Free Application for Federal Student Aid (FAFSA) is available online.** The application may be filled out at: [www.fafsa.gov](http://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](http://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)
- 2014 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)

**February FAFSA Workshops** – Students and parents have a minimum of 16 opportunities to attend FAFSA workshops in February 2015 on campus.

American Indian Student Services will host workshops on February 6, 13, 20, 24, 27 in their office (1119 Mesa Vista Hall) from 9am to 3pm. Our staff will be in attendance to assist.

Our office will host workshops on February 3, 5, 10, 12, 17, 19, 23, 24, 25, 26, 27 at the Student Support and Services Center from 3pm to 5pm.

**March 1, 2015 is the 2015-2016 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, 2015 is the 2015-2016 additional documentation deadline.** Filing the FAFSA 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 2015-2016 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.



## Employee Recognition

The Fall 2014 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 2014 recipients:

### **Staff Employee: Vik Patel, Analyst Programmer 3; Enrollment Reporting**

“He went above and beyond to make sure we were ready for Hyperion demise.” “Beyond his technical skills, Vik also voluntarily teaches EOD courses to help MyReports users write their own reports. It is not uncommon for me to hear praises concerning Vik about how helpful he is or about a report that is making life easier for them. He is an exemplary employee who has a positive attitude, top-notch programming acumen, and excellent customer service.”

### **Student Employee: Ashley Powell, Student Financial Aid Office**

“Ashley is an outstanding professional, team member, and student. She is a self-motivated individual who regularly takes on new tasks and always offers her assistance to her teammates.” She is constantly asking for more ways that she can serve our department. I am constantly amazed by the level of dedication and competence she demonstrates on a daily basis. She often volunteers for other duties in the office and jumps at opportunities to learn new duties.”

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 2015 nominations will be coming up soon – so please keep this in mind so we can acknowledge more valued and hard-working employees!**

## Veterans Resource Center

The Veterans Resource Center has been busy planning many activities and programs to support our student veterans. We'd like to highlight two of our programs. The **V2V Peer Mentor Program** operates from the belief that student veterans and service members are equipped with strengths that can be manifested through mentorship relationships. This program pairs up a new student veteran at UNM with a mentor which is usually an upper class student veteran. The protégé and the mentor meet once a week and attend various workshops throughout the semester to help develop a trusting and helpful relationship. The goal is for the protégé to develop strategies for academic success with the guidance of the mentor. Student veterans who are interested in this program should contact the Veterans Resource Center. The second program is **Unite US Portal Launch**. Unite US is a free platform connecting current military service members, veterans and their families to transformative resources and opportunities in their local communities. The Veterans Resource Center is fully engaged with the founders of Unite US, as well as the non-profit organizations in New Mexico serving veterans, to create an online hub of resources for student veterans. Through our portal, veterans will be able to view every resource available to them from scholarships and career fairs to non-profits helping veterans file VA claims and overcome PTSD.

