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
Corine Gonzales,
Strategic Support Manager

Message from Terry Babbitt, Associate Vice President

Dear Colleagues,

One emphasis for this and future newsletters will be to serve as an information source to link our work at the Division of Enrollment Management to the larger UNM vision and goals. We hope to connect the daily roles of employees to high level institutional objectives. Our organizational team will be most effective if there is clarity in how our individual tasks contribute to common outcomes. Therefore, we are encouraging managers and supervisors to communicate university priorities to our teams and how they are impacted by our specific work. I will also utilize this message to provide information on major institutional initiatives and roles played by EM departments. This semester's highlight will be an overview of the Office of Admission's challenge to recruit, admit and enroll the number of new students necessary to maintain level enrollment.

Decreasing enrollment is at the forefront of UNM challenges due to the associated reduction in tuition revenue. As discussed here previously, the current enrollment decline is primarily a function of the contraction of recession-driven growth that took place over multiple years beginning in 2009. As students exit higher education due to completion or employment opportunities, maintaining enrollment becomes a growing void impossible to fill with new students. Consider that UNM annually graduates about 5,000 students and has attrition of 4,000 students per academic year. This equation alone requires 9,000 new students for level enrollment. In recent scenarios, we have graduated 5,600 students and faced attrition of 4,500. We now must enroll 1,100 additional new students to equal the previous year headcount. There simply is not enough market leverage at UNM (or most other universities) to yield this many new students in a short period of time. Next semester we will talk about opportunities to enhance enrollment.

Gratefully wishing you a wonderful break,

Registrar's Office

The Office of the Registrar continues to work on projects to improve the student experience. Earlier this semester we launched a new version of our degree audit, LoboTrax. The new audit has improved graphical representation of courses completed towards your degree making it easier for students to track what courses are needed. Along with this new version, we will soon be releasing our new roadmap program, u.direct. This program will allow students to create four year roadmaps based on their major outlining what courses they need to take each semester to complete the degree and will help us improve course availability. Look for this new program in Spring 2016! A big project that is forthcoming is adopting a new statewide common course numbering system. We will be working with the NM Higher Education Department in implementing this new numbering system which will help improve transfer articulation practices. Other projects we are working on is updating our transcript order and delivery process and adding additional online submission registration forms. Registration for Spring 2016 is open to all students, please make sure and see your academic advisor to clear any holds before registering. If students are in need of an additional class to meet scholarship eligibility or to stay on track towards their degree consider registering for a Late Starting Course. The last day to register for Late Starting Courses is December 11th. Graduate Commencement will be on Thursday, December 10th and Undergraduate Commencement will be on Friday, December 11th, both at Wise Pise Arena, The Pit. We look forward to seeing many of our students graduate on both days. Lastly, we would like to welcome Sheila Jurnak, who is our new Associate Registrar. She has been with us since July and if you have not met her, we encourage you stop by and say hello.

Admissions Office

Mobile Responsive Website - The Admissions Office is pleased to announce the launch a mobile responsive website, replacing the previous admissions site and mobile navigation links. The Scholarships Office also brought up a new site in collaboration with Admissions as part of an ongoing effort to make admissions and scholarship information more accessible to prospective students. Thanks to everyone who helped build, review and provided content for the new pages.

Strategy Shift – Early this year Enrollment Management engaged Royall and Co. to augment recruitment efforts for the 2015 cycle. The company has been retained to continue work for the 2016 cycle and deployed their solutions during the last several months. The implementation during the fall months was both exciting and new for many high school counselors and families.

Kudos – Finally, a note of thanks and appreciation to the admissions and recruitment staffs for their efforts. Despite an intense travel cycle demanding many weeks on the road, recruitment staff are mopping up the last few visits and have attended more high schools, colleges, college fairs and events than last fall. An increase in applications (about 20% point in time) is the result of all the recruitment related activity. Through the daily focus and dedication of the operations staff, not only have admission processes stayed current, but staff accomplished that feat without having to resort to over-time.

Communication Center

Enrollment Management's Communication Center continues to pride itself in accomplishing its mission as a first point "Contact Center" for students, parents, and faculty seeking answers to first level questions pertaining to Admissions, Financial Aid, Scholarships, and Records and Registration. In addition, the Comm Center supports UNMs south campus One Stop Center allowing students the convenience to visit with EM personnel, drop off required documents and forms and pick-up transcripts or diplomas.

In support of helping students, Comm Center personnel rely on utilizing over 40 Banner forms, numerous UNM websites, and other resources to quickly and effectively respond to customer questions via inbound calls, live-chat, AAQs, and email. The Comm Center also relies on EMs StudentInfo and FastInfo Answer Knowledgebase to assist customers while promoting its ease of use and 24/7 availability through UNM.edu or UNMs mobile app. Collectively, through these multifaceted tools and resources students, faculty and parents are able to quickly seek help in answering their questions. The commitment to these resources illustrate UNM/EMs commitment to utilize 21st century technology and "best practices" approach in our endeavors for continually improving processes and delivery of services to create an environment where students can be successful.

To meet the challenges of developing staff proficiency, we are continually building individual knowledge and expertise through increased training opportunities and improved processes and communications. These actions include monitoring calls, just-in-time training, training student employees, self-development, shadowing or exchanging best practices among colleagues.
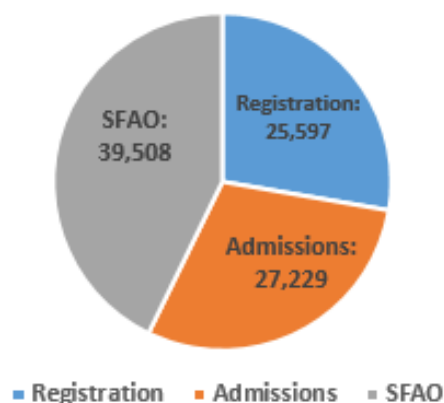
A frequently used tool by staff, faculty and students is Oracle's RightNow platform which houses StudentInfo, FastInfo, Live-chat, and Ask a Question (AAQs) and is used as a means to allow customers to submit questions and locate answers to frequently asked questions. In the coming months, various UNM departments including EM will be reviewing this Knowledge Management system along with other platforms for improved services for our users. It is anticipated IT will issue a RFQ/RFI by mid-summer 2016.

Usage of SSSC One Stop Center has continued to reveal strong support with over 8,900 customers assisted since February 2015. Usage includes from dropping off documents, forms, to picking up transcripts and diplomas. To ensure that all documents received or picked up are properly logged, staff inserts a note in RHACOMM in the students file for historical tracking.
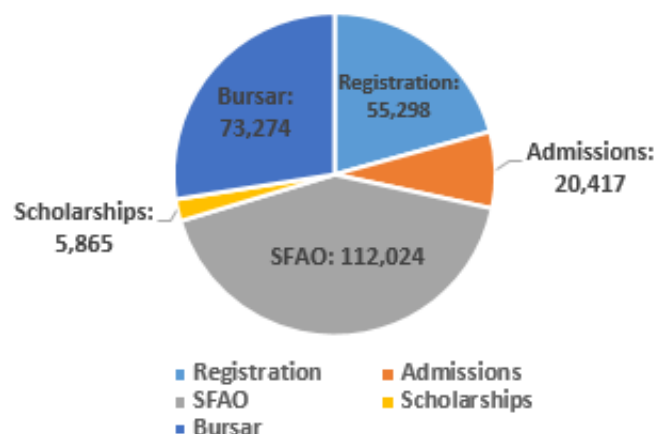
The following charts provide a visual representation of Calls, Live-Chats, AAQs and StudentInfo "Hits".

Incoming Calls: 92,334
Jan. - Oct. 2015

SFAO: 39,508
Registration: 25,597
Admissions: 27,229

- Registration - Admissions - SFAO

Live Chats: 15,423
Jan. 2015 - Oct. 2015

Scholarships: 1,446
Registration: 3,784
Admissions: 2,324
SFAO: 7,869

- Registration - Admissions
- SFAO - Scholarships

Ask-A-Question: 1,751
Jan. - Oct. 2015

Scholarships 314
Registration 337
Admissions 213
SFAO 887

- Registration - Admissions
- SFAO - Scholarships

StudentInfo Answers: 266,878 "Hits"
Jan. - Oct. 2015

Bursar: 73,274
Registration: 55,298
Admissions: 20,417
Scholarships: 5,865
SFAO: 112,024

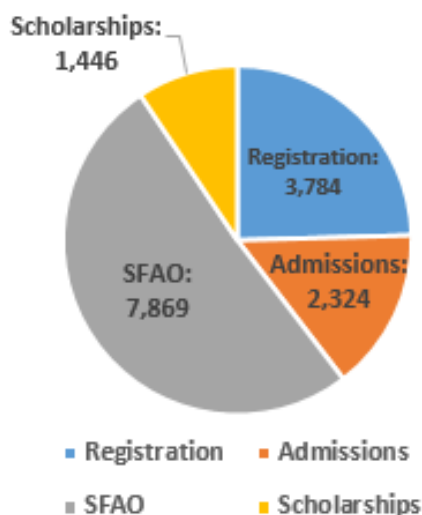- Registration - Admissions
- SFAO - Scholarships
- Bursar

Financial Aid Office
2015-2016 Financial Aid Preparation

January 1, 2016 is the first date that the 2016-2017 Free Application for Federal Student Aid (FAFSA) is available online. The application may be filled out at: www.fafsa.gov. Students and parents will need to acquire an FSA Online ID to sign the application. This may be done at: https://fsaid.ed.gov/
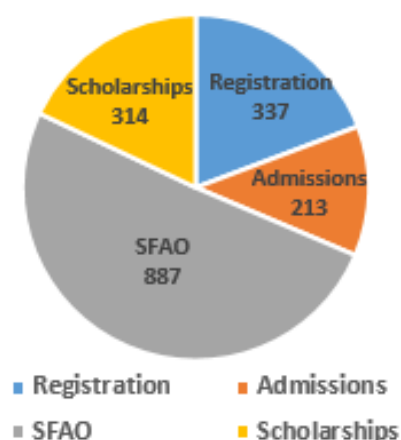
Students and parents should have the following information available to assist in completing the application:

- Social security card
- Driver's license (if applicable)
- 2015 Federal tax information (may be estimated prior to submitting actual tax information)
- 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 2016 on campus.
American Indian Student Services will host workshops on February 5, 12, 19, 26 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 2, 4, 9, 11, 16, 18, 22-26, 29 at the Student Support and Services Center from 3pm to 5pm.
March 1, 2016 is the 2016-2017 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 21, 2016 is the 2016-2017 additional documentation deadline. Filing the FASFA 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 2016-2017 Lobo Web account to review any additional requirements. Students should submit their additional documents as soon as possible, and no later than March 21 to be considered for priority funding.

Employee Recognition

The Fall 2015 Enrollment Management Employee Recognition Awards program has increased its awarding to two students and two staff for the fall semester. The committee received numerous nominations from across all departments and are pleased to announce the Fall 2015 recipients:

STAFF EMPLOYEE(S):

Tanaya Brown, Operations Manager; Registrar's Office
"Tanaya looks for ways to improve our service to our students. She clearly understands the goals of our unit and division and strives to improve our processes and is not afraid to implement changes for the betterment of our office. She is an exceptional leader and well respected by our staff and peers. She comes to work early and even stays late to finish any projects she is working on." " I can always depend on Tanaya and she is a great asset to the office and deserving of this recognition."

Suzie Vigil, Sr. Degree Audit Analyst; Registrar's Office
Suzie was instrumental in the upgrade of DARS program to the new u.achieve platform. "She has gone out of her way to train advisors on the new system as well as talk to them on SKYPE or the phone to help them get acclimated to the new system." "Improving the degree audit system was one of the university's high priorities and because of Suzie's dedication and commitment to the project we successfully implemented the much needed upgrade."

STUDENT EMPLOYEE(S):

Jett Metcalf, Student Recruitment Specialist; Admissions
"Jett quickly became a leader amongst his peers on the tour guide staff - other tour guides often look to him for guidance on tasks and expectations if I am not around. He has a unique way of swiftly and smoothly establishing rapport with any group he encounters – whether it is a small family or a group of 50+ students. I admire how Jett exudes confidence and professionalism that one would expect to find of a full-time staff member. I often forget that he is a student because his maturity level is that of a peer."

Sarai Torres, Student Technical Specialist; Student Employment
"Sarai proved to be a valuable asset maintaining the Job Location and Development Officer duties, as her supervisor left the university. Sarai has proven to be a resource for the new JLD Officer – sharing her knowledge regarding the processes required to effectively complete tasks within the position. Sarai worked a good part of the semester without her immediate supervisor and the program maintained a high level of service without complaints from students or employers under her watch."

These employees will receive a monetary award of $200 each, a framed certificate and will be included on the plaque in the Wall of Honor at both SSSC and the Student Employment Office. Please join us in congratulating Tanaya, Suzie, Jett, and Sarai!

Spring 2016 nominations will be coming up soon – so please keep this in mind so we can acknowledge more valued and hard-working employees!

Congratulations!!! Tanaya Brown, Suzie Vigil, Jett Metcalf, Sarai Torres