



Administration and Finance

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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
Sheila Jurnak, Associate Registrar

Veteran's Resource Center

James Rasp, Program Specialist

Questions or comments?

Email: tellus@unm.edu
Corine Gonzales,
Strategic Support Manager

Message from Terry Babbitt, Associate Vice President

Dear Colleagues,

As promised this note will reference more about UNM enrollment overall, its role in the university budget and future opportunities. It has probably been mentioned before but slight enrollment fluctuations have a large influence on university finances. A 1% change in enrollment has about a \$1,400,000 impact on tuition revenue. Decreases since record head-count in 2012 are about 1,700 or 6% with a university budgetary impact of -\$8,000,000. For FY 2017 we also had a state budget crisis driven by the drop in oil prices that reduced the budget another \$4,000,000. It is not hard to see why we have no compensation increases and perpetual institutional budget cuts.

This grim picture is drawn partially by the loss of adult and non-traditional enrollments who have left school for other opportunities or relocated. UNM has not traditionally been structured to support this student segment except with limited evening and weekend schedules and online offerings that include limited degree completion opportunities. Providing a curriculum structure to serve these students is not more important than enrolling a strong group of traditional freshman and transfer students or filling graduate programs but it is a vital population to serve if we are going to have stable enrollments with opportunities for small growth. If we had planned online programs (POPs) since 2012 it would have taken less than 2,000 enrollments to save us from the \$8,000,000 in cuts. Certainly a difference maker.

What do POPs look like? They are typically online courses of 8 weeks or less, designed to follow a set sequence, lead to an intentional credential that benefits workforce needs and are very attractive to working adults, veterans or anyone who benefits from flexible study while juggling other demands. We will talk more about UNM's continued development in this market in the future.

Warm wishes for a great summer,

Registrar's Office

CONGRATULATIONS GRADUATING STUDENTS!

Congratulations to all students who are graduating at the end of the spring semester! We look forward to seeing many of our students participate in commencement ceremonies throughout campus. Students will receive their diplomas by early June.

NEW TRANSCRIPT ORDERING SERVICE

You can order your official transcript anytime it is convenient for you! You still can order through LoboWeb or you can place your request using the Parchment link on the Registrar's Office Transcript page. The price of an official transcript has increased to \$10.00. The mailing method selected will incur a shipping charge in addition to the \$10.00 transcript fee. All you need is a major credit card to cover the transcript fee, and we will send your transcript by mail or electronically (PDF) to the recipient you indicate. Our new transcript ordering service is provided by Parchment.

SUMMER AND FALL 2016 REGISTRATION CONTINUES

Registration for Summer and Fall 2016 is open and students can register via LoboWeb. There are many course offerings including online courses. For information regarding summer school please visit summer.unm.edu. If students are needing to complete additional courses to meet scholarship or financial aid eligibility, we also have some Late Starting Courses for Spring 2016. You can view those offerings at schedule.unm.edu, Spring 2016, Late Starting Courses.

CONGRATULATIONS ELIZABETH BARTON!

We would like to congratulate Elizabeth in being recognized as a 2016 Louie Award recipient for Outstanding Service Provider. The Louie Awards are presented by the Division of Student Affairs.

Admissions Office

The Admissions Office and the enrollment management division have partnered with Royall & Company for a second time but changed the timing of Royall's work to better align with the typical application cycle. The number of freshmen applications has increased year over year as hoped. The office has also coordinated additional collaboration with university colleges and departments to increase personalized communication to new undergraduate students. As a result, most newly admitted undergraduate applicants have received communication from their intended field of study and an invitation to further connect with the program. This effort is in addition to ongoing peer tele-counseling campaigns and other routine

communication initiatives. The office also has been involved in efforts to enroll past students through the division's Rejoin the Pack initiative and has supported retention efforts from within the division and from other areas. A number of successful on-campus events for prospective students and families took place this spring and the Santa Fe Public School administration once again brought many of their first generation families to campus for the SFPS Parent Academy - College 101 event.

Admissions is working with University Communications and Marketing and the new branding company 160over90 to produce a new Viewbook this spring. Additional publications will be developed in parallel or after the viewbook design is determined for use with the coming cycle of student recruitment. Work is also underway to evaluate proposals from a number of vendors for a customer relationship management system and to further customize users' website experiences. Finally, development of a new mobile responsive undergraduate admission application is expected by summer.

Communication Center

ALL-ACCESS COMMUNICATION CENTER

The Comm Center and SSSC One-Stop Center, continues its mission as a first point "Contact Center" that strategically brings together EMs interconnected offices such as Admissions, Financial Aid, Scholarships, Records and Registration, and others by offering first level assistance to students, parents, faculty and customers, while delivering exemplary customer services accurately, timely, and in friendly manner. Our commitment is to create a positive experience with every customer interaction from contributing to enrollment goals, the students' academic achievement through graduation, and after.

Our vision is to build a legacy of superior customer service and assist each contact with the highest degree of quality, developing the highest standards of excellence from our services while continuing to seek "continuous improvement" opportunities utilizing "best practices."

To deliver these services, staff rely on utilizing over 40 Banner screens, numerous department forms, websites, and others UNM resources to help customers. In addition, StudentInfo Answers are highly relied upon to ensure answer standardization while encouraging students to use this self-help resource, available 24/7, and is much like having their own "Google" search engine, but designed for UNM.

To maintain proficiency levels among staff is a commitment to continued training, including designated times for self-development, training others, attending just-in-time sessions

from other departments, and shadowing sessions. As EMs first point of contact, we are committed in identifying trends in questions that can yield suggestions and ideas to improve services for all UNM departments.

Core services include: responding to 1) Inbound-Calls, 2) Live-Chats, 3) Ask-A-Question (AAQs) email inquiries, 4) leveraging EMs StudentInfo Answer Knowledgebase to improve the exchange of information through self-help information, and 5) manage a convenient south campus SSSC One Stop Center to students and parents dropping off documents to picking-up diplomas and transcripts.

Period of performance covers January 2016 through March 31, 2016.

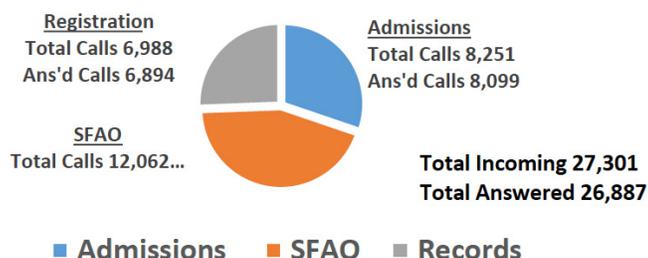
- In-bound calls - 27,301, answered 26,887 for an average abandon rate of 1.5%.
 - o Average Speed of Answer - 00m 12s
 - o Average Talk Time - 2m 27s
- Chat Incidents - 6,313
 - o Average wait time - 0m 55s
 - o Average chat duration - 17m 1s
- Admissions 543
- Bursar - 1,772
- FinAid - 2,427
- Registration - 1,030
- Scholarships - 541
- AAQs - 494 completed
 - o Admissions - 26
 - o Bursar - 166
 - o FinAid - 183
 - o Registration - 62
 - o Scholarships - 57
- StudentInfo Answer Knowledgebase
 - o Total EM Answer hits - 94,781
- SSSC Onestop
 - o 2,562 assisted, not including parking passes

INITIATIVES:

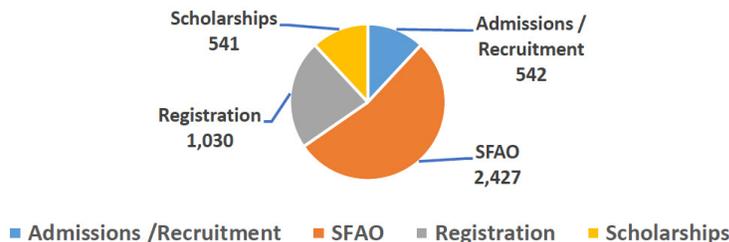
- April 2016 complete update of EMs Communication Center's All-Access Website, to include quicker access of FAQs. Including a quick access button, called "UNM All Access" located on EMs "Quick Reference" dashboard. Objective to improve access of FAQs by staff and students, and improve ease locating key information and services.

- EMs overall Customer Service rating for the 1st qtr. 2016 averages 90%. This rating is derived from all EM departments whose services and interactions are captured on various customer service surveys, (cardstock, Opinio, and RightNow) surveys. "Congratulations to everyone for their commitment, efforts and dedication in delivering exemplary customer services", Terry Babbitt, EMs AVP.
- Increase staff frequency of leaving student notes in RHA-COMM for FinAid, Scholarships and Registration.
- Increase staff frequency and use of external emcomm@unm.edu email for forwarding StudentInfo or FastInfo Answers and UNM links to improve communication and accuracy of information.
- Clayton Richards and Ashley Archuleta (students) have been nominated for Student Employee of the Year awards, to be announced mid-April.

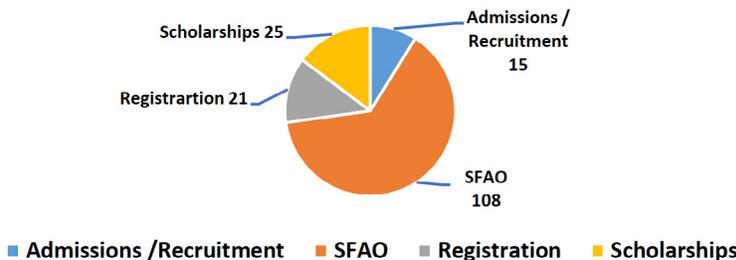
Incoming Calls - Jan - Mar 2016



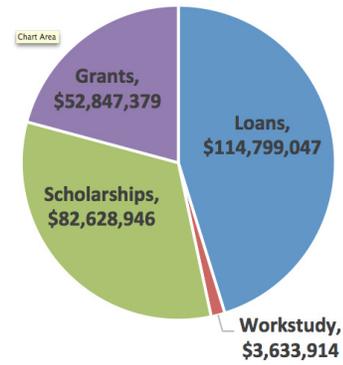
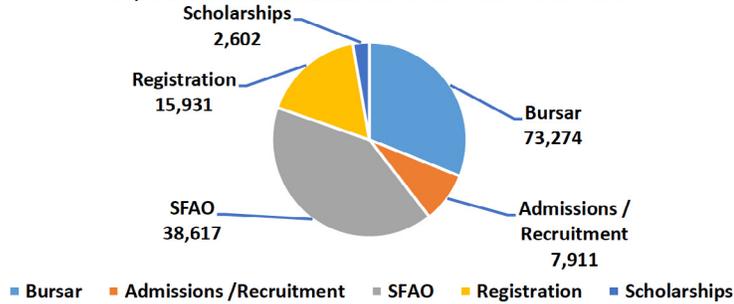
4,540 Live Chats - Jan - Mar 2016



169 - Ask-A-Question (AAQs) - Jan - Mar 2016



94,390 StudentInfo Answers "Hits" - Jan - Mar 2016



Total disbursed aid: \$253,909,286

Financial Aid

2016-2017 FINANCIAL AID CYCLE UNDERWAY

The Student Financial Aid Office is well underway in preparing for the start of the 2016-2017 academic year. Approximately 18,000 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.

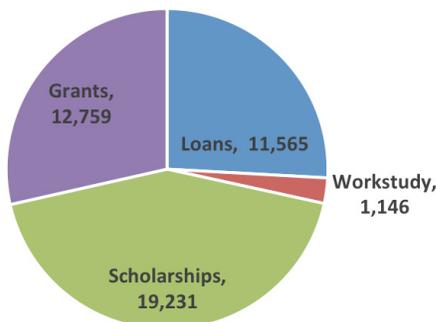
Filing the FAFSA is the first step in maximizing a student's financial aid eligibility. Once the Student Financial Aid Office receives a student's FAFSA, the file is reviewed, and we determine if any additional documents are required. We notify students via their UNM email (we also send a copy to their "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.

Initial awards for the 2016-2017 academic year were sent to students via email on March 31. Awards for the upcoming year continue on a nightly basis moving forward.

2015-2016 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, 2015-2016 (as of April 15, 2016):



Dollars, by Program Type, 2015-2016 (as of April 15, 2016):

Around the Department

Here is a quick round up on individual areas in the office during the spring:

The **Funds Management** area has been working on setting up budgets and funding for the 2016-2017 award cycle for all federal, state, and institutional accounts. Daily processes include processing checks, money lists and reconciliation of federal, state and institutional accounts.

The **One Stop** area has logged approximately 7000 notes regarding interactions with students since January 1! This represents their daily work of meeting with students and discussing a variety of topics including financial aid, admissions and registration.

The **Scholarship** area reviewed all continuing scholarship recipients at the start of the year, and then slipped into review of all freshman, transfer, continuing and general scholarships for preparation of award packaging in late March. They continue to process scholarship appeals, checks, and departmental awards among other tasks.

The **Student Employment** area is well underway in preparing for the implementation of the new Talent Management System (TMS) project. This tool will replace UNM Jobs in the coming months. They continue to process employment paperwork for all work study and student employees.

The **Verification and Processing** area worked through a peak processing period in March, in preparation of 2016-2017 awarding. This included conducting a variety of workshops on campus and at high schools in central New Mexico to assist students in completing the FAFSA. They continue to process verification documents (e.g. taxes, W2s), professional judgment (e.g. academic progress, special circumstances) and offering and adjusting awards for both the 2015-2016 and 2016-2017 years.

Veteran's Resource Center

The Veterans Resource Center continues to strengthen its relationship with the Student Veterans of UNM organization in addressing the needs of our our student veterans attending UNM. We would like to congratulate SVUNM on a successful Sound Off held on April 8th highlighting the positive contributions and presence of our student veterans. The VRC has also been working on improving their website to further streamline the certification process and inform our student veterans on the multitude of services available for them at the VRC such as visiting our VetSuccess Counselor who can assist student veterans with accessing, understanding and applying for VA benefits and also receive referrals for medical and health care. Lastly, we would like to congratulate all of our student veterans who are graduating this spring semester!

Employee Recognition

Congratulations to all the nominees (both staff and student) for the Spring 2016 Enrollment Management Employee Recognition Awards program. We received nominations from nearly every department within the division and are pleased to announce this semester's recipients.

STAFF EMPLOYEE(S):

Amanda Cook, Sr. Student Enrollment Associate; Communications Center

"Her dedication and commitment for ensuring that each customer on phone, chat or face-to-face is helpful with the highest degree of accuracy and customer service has been a model for others to follow. Her call production has been without a doubt another key component in her nomination, averaging in the top quartile on a monthly basis. Her inquisitiveness in seeking new ways to improve her communications, process or exchange of information has yielded improvements we have shared and adopted."

Judi Halpern, Athletic Admissions Specialist; Registrar's Office

"In addition to completing her current responsibilities, Judi has assisted Student Records and Registration by volunteering to assist with requests for action submitted through Dept-Update listserv. Judi's willingness to pitch in was particularly helpful during times when we were short-staffed due to both planned and unplanned staff absences, and providing an essential service when we were in the process of mass award-

ing the fall diplomas." "Judi not only demonstrated excellent teamwork among co-workers she insured that the needs of the students were being met while the staff was short-handed."

STUDENT EMPLOYEE(S)

Nadia Cabrera-Mazzeo, Telecounselor; Admissions

"Nadia has worked as a Telecounselor in the Admissions office for a year and a half. In that short time, she has proven to be an exceptional employee." "She has exceeded all of her call goals and has led by setting a fantastic example for others on our team. This semester alone she has been instrumental in training new employees and has gone above and beyond by helping the new team members feel comfortable and fit in." "Nadia is bilingual and her language skills are indispensable. She is always ready and willing to jump in and help one of our team members if they need assistance with a Spanish-speaking student or parent."

Monica Nezzar, Student Recruitment Specialist; Admissions

"I believe Monica is so deserving of this award because she constantly goes above and beyond what is asked of her in her student position. While I was terribly sick and could not function, I immediately reached out to Monica to take over leadership of the tour guide staff to prepare for an event. Monica exceeded my expectations to delegate duties to her peers because she is a natural leader and diplomatic in her approach. Monica goes out of her way to research programs at UNM to help students and families and tours. I am so impressed that she invests so much in her role. I am grateful to have such a mature and intrinsically motivated student tour guide on our team."

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 Amanda, Judi, Nadia, and Monica!

Be on the lookout for the upcoming nomination period - so that we can acknowledge more valued hard-working employees!



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NEW MEXICO