

University of New Mexico
Division of Enrollment Management
2007 - Present

To meet university enrollment goals and improve services to students in the areas of recruitment, admissions, financial aid, and registration, the Division of Enrollment Management was established. In order to bring greater efficiencies in the quest to improve service deliverables and meet enrollment goals the division underwent a total transformation in 2008 by applying change management concepts, realigning process and staff, re-engineering essential processes, adopting 21st century technology, and establishing three one-stop service locations in addition to communication and mail operation centers. These activities and others allowed the division to meet enrollment goals and significantly improve service to students.

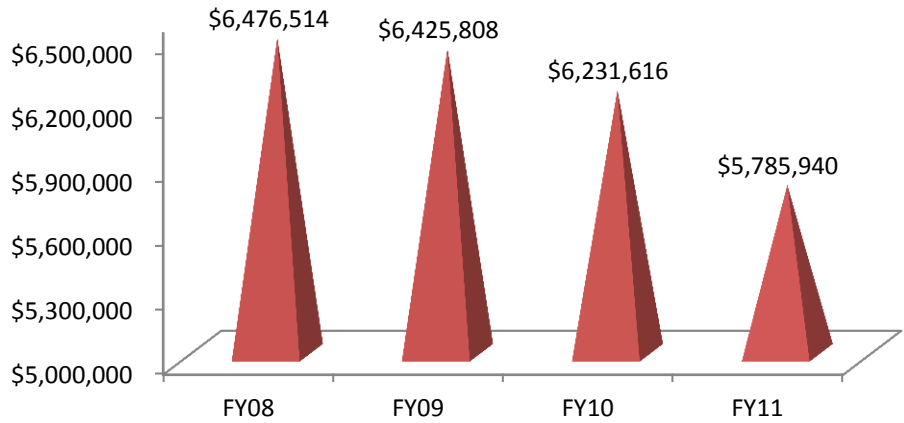
The following is a summary of the outcome:

- *The university met enrollment goals for the first time since 2003*
- *Significant increases in out-of-state students were realized*
- *UNM enrolled large numbers of National Scholar students for the first time*
- *Enrollment Management saved \$1,000,000 each year due to efficiency of processes*
- *There was significant impact in our service deliverables as evidenced by a 93% satisfactory rate in our student surveys*
- *Enhanced communication and recruitment plans improved our competitive edge*
- *Released 20,000 square feet of space on main campus due to the move to the Student Support and Services Center*
- *Cross-training of staff, promotions and career ladders allowed for reduction or redeployment of human resources*
- *Maintained and improved service levels while meeting university budget reductions and pullbacks*

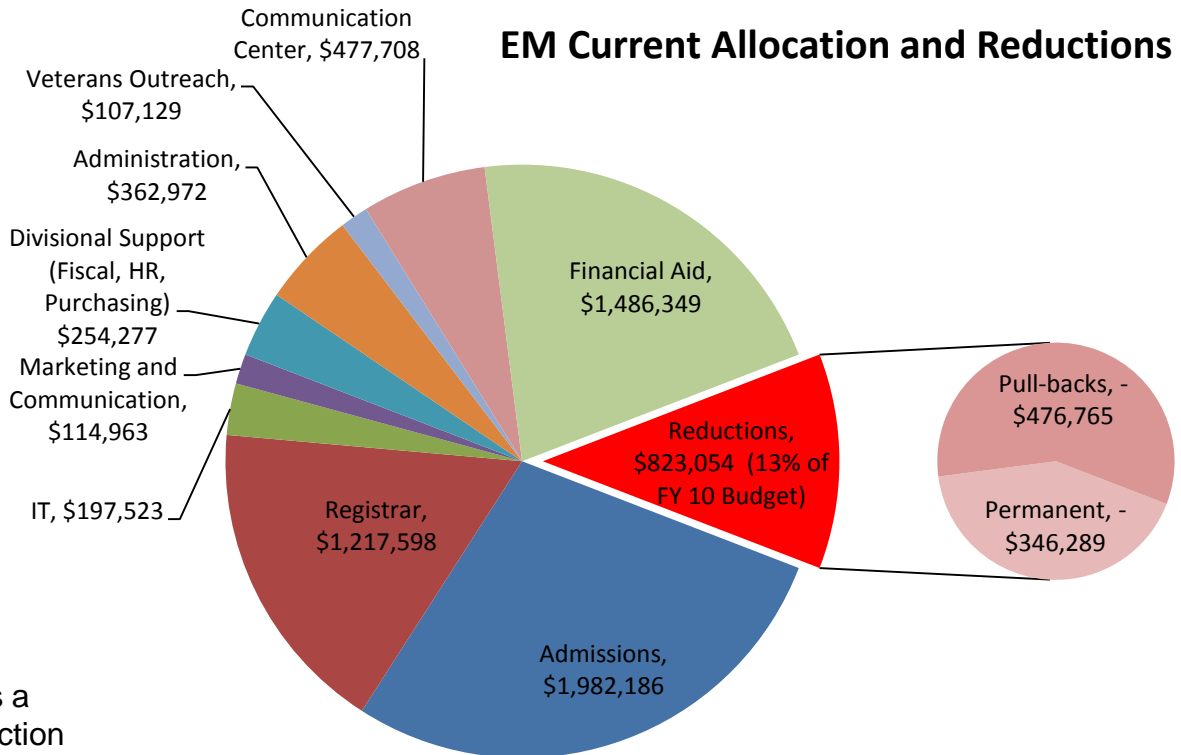
The following graphs highlight university-wide collaborative efforts that led to the success of the university's enrollment goals and accomplishments as well as improved service deliverables to all.

EM Net Budgetary Allocation

Reductions and pull-backs have resulted in an 11% decrease in available funding from FY 08

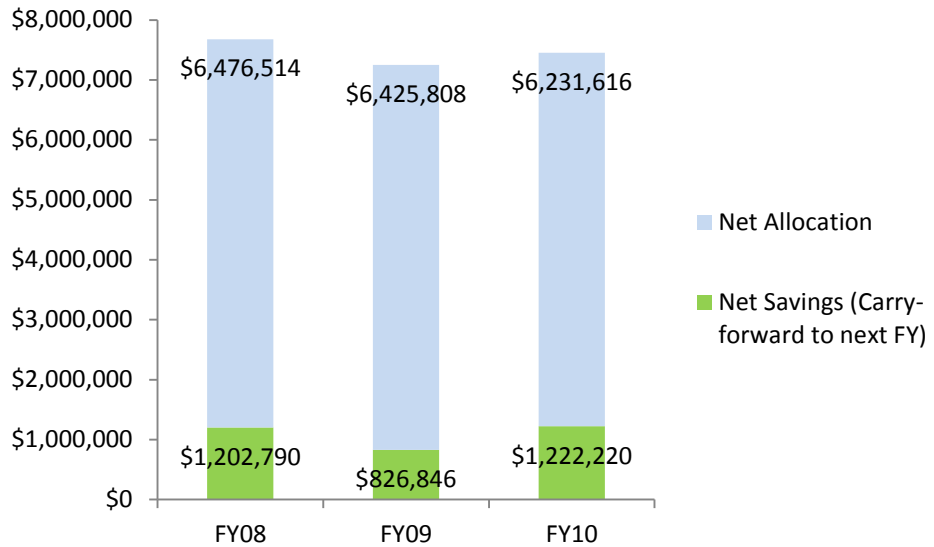


EM Current Allocation and Reductions

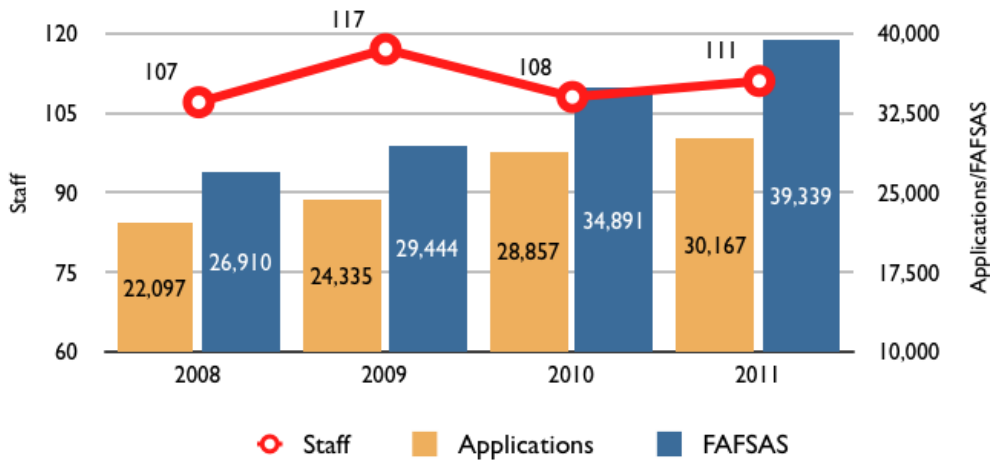


FY 11 has a 13% reduction from FY 10 to date

Re-engineering and reorganization saved 19% in FY08, 13% in FY 09, and 20% in FY 10



Budget Efficiency



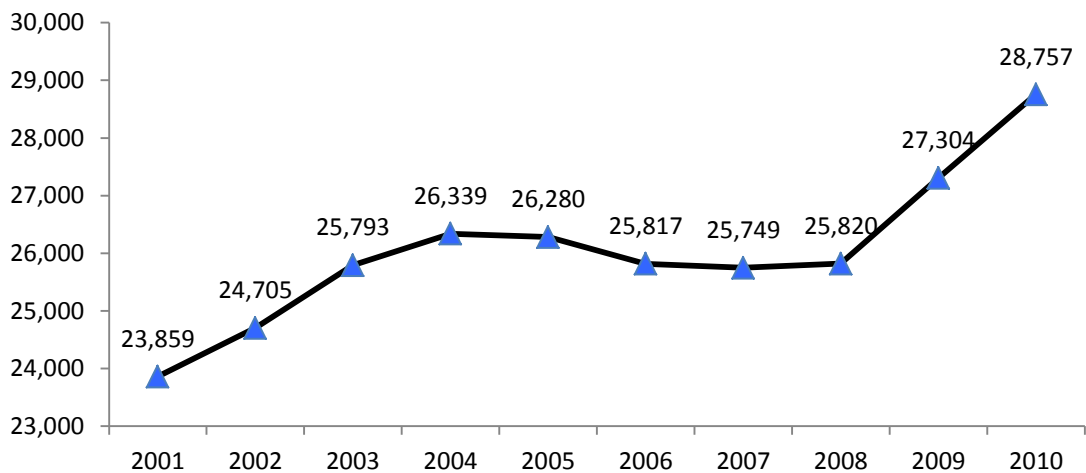
- ❖ The division has been more productive with fewer employees
 - 32% increase in financial aid applications since 2008
 - 27% increase in admission applications since 2008
- ❖ Staff have been recognized for their efforts
 - Since 2008 approximately 45 employees in the division (40%) have been promoted, provided a career ladder, or reclassified to higher positions.

Main Campus Enrollment Trends

- Strategies have emphasized innovative marketing campaigns with sequenced and segmented messages for in-state and out-of-state students.
- During this growth period, it has been essential to monitor class availability and ensure sufficient courses are available to meet demand.
- Tactics have included a focus on encouraging students to return to the university and take increased course loads in an effort to improve graduation outcomes.

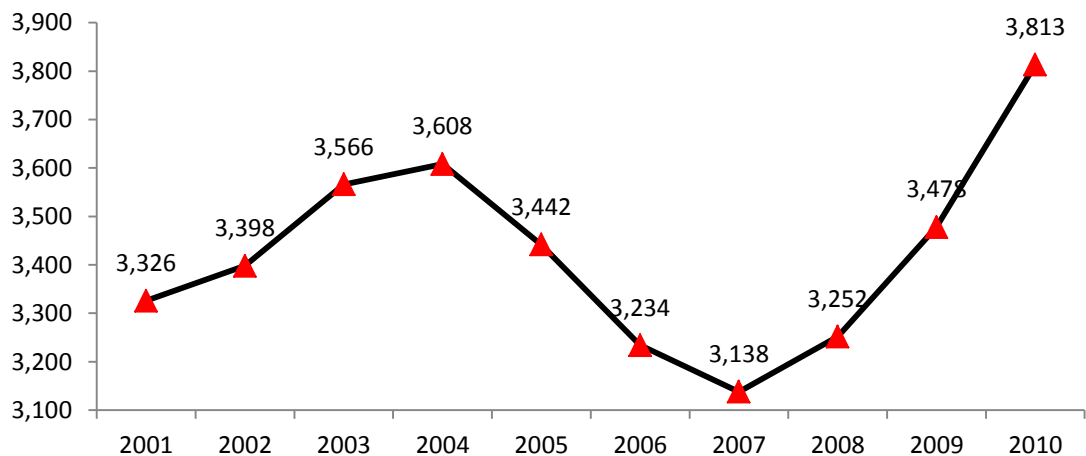
Main Campus Fall Enrollment

21% Increase
from 2001
12% Increase
from 2007



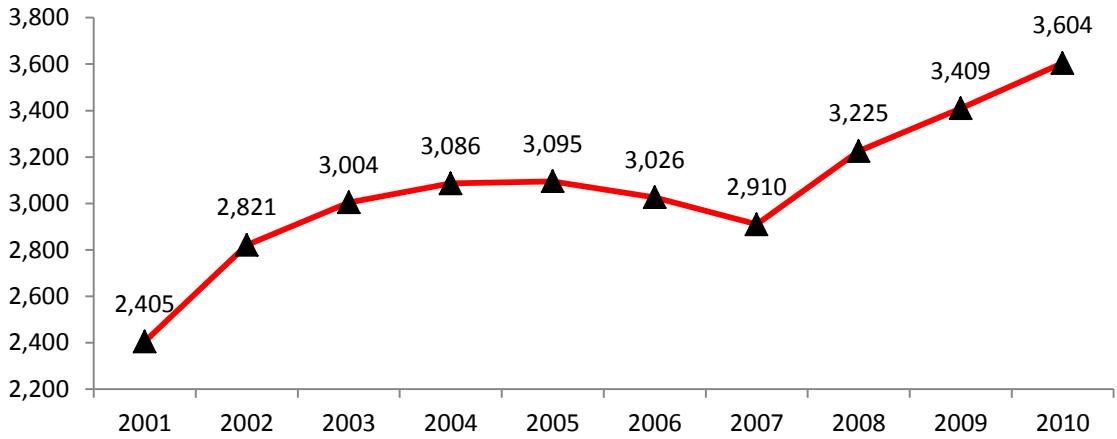
Non-resident Fall Enrollment

15% Increase
from 2001
22% Increase
from 2007



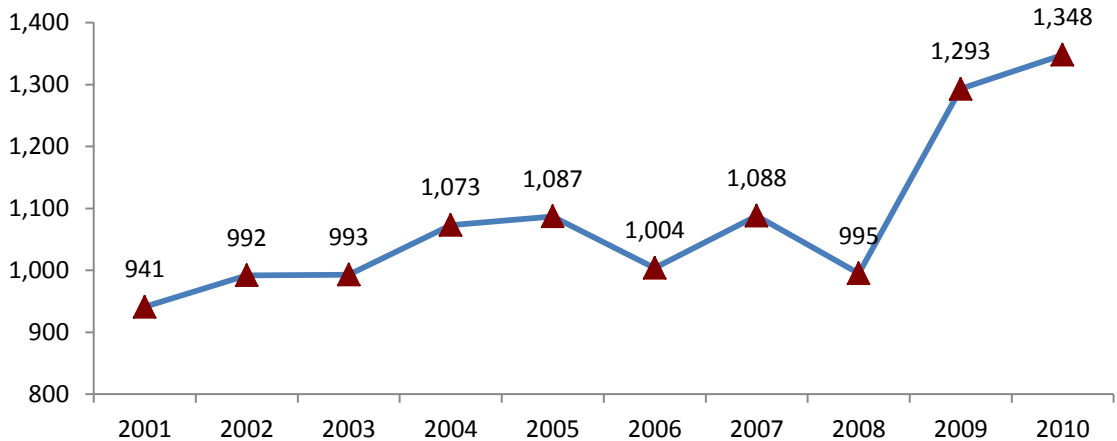
Beginning Freshmen Fall Enrollment

50% Increase
from 2001
24% Increase
from 2007



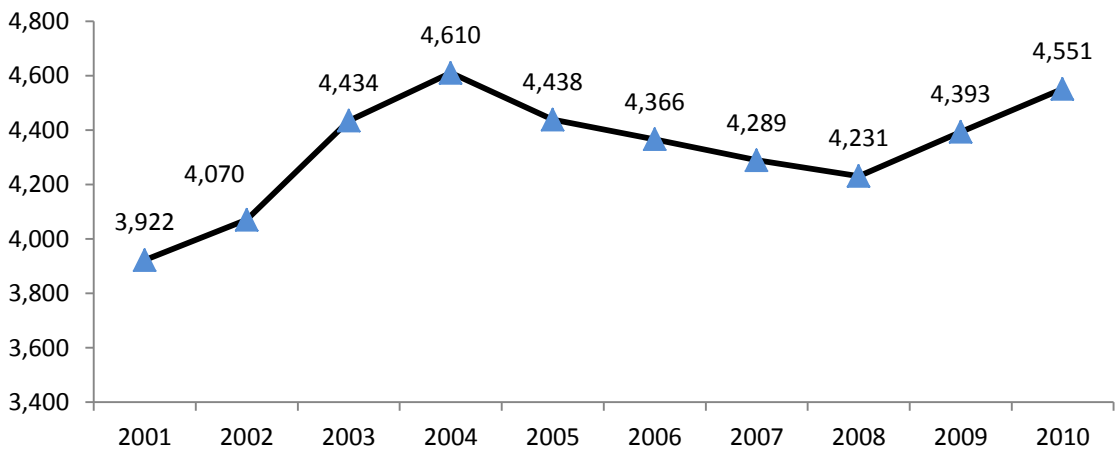
Transfer Fall Enrollment

43% Increase
from 2001
24% Increase
from 2007

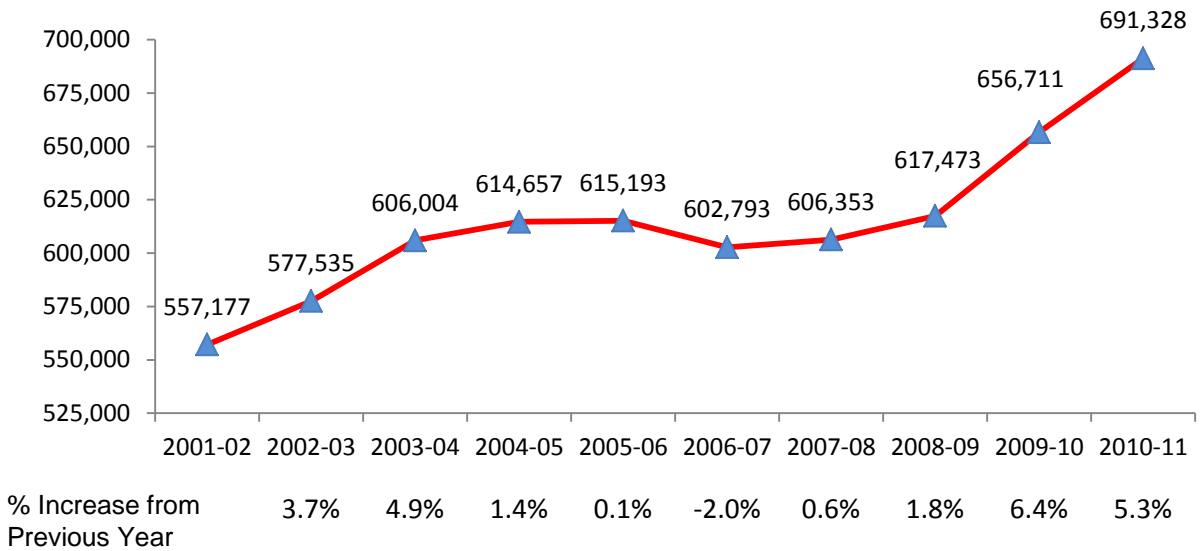


Graduate Programs Fall Enrollment

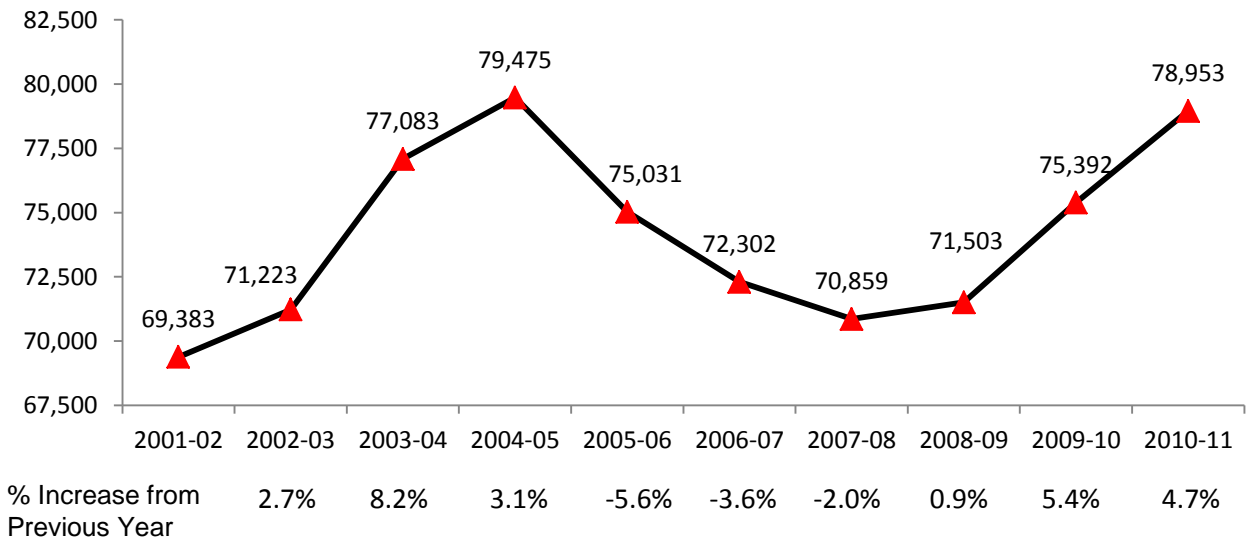
16% Increase
since 2001
6% Increase
since 2007



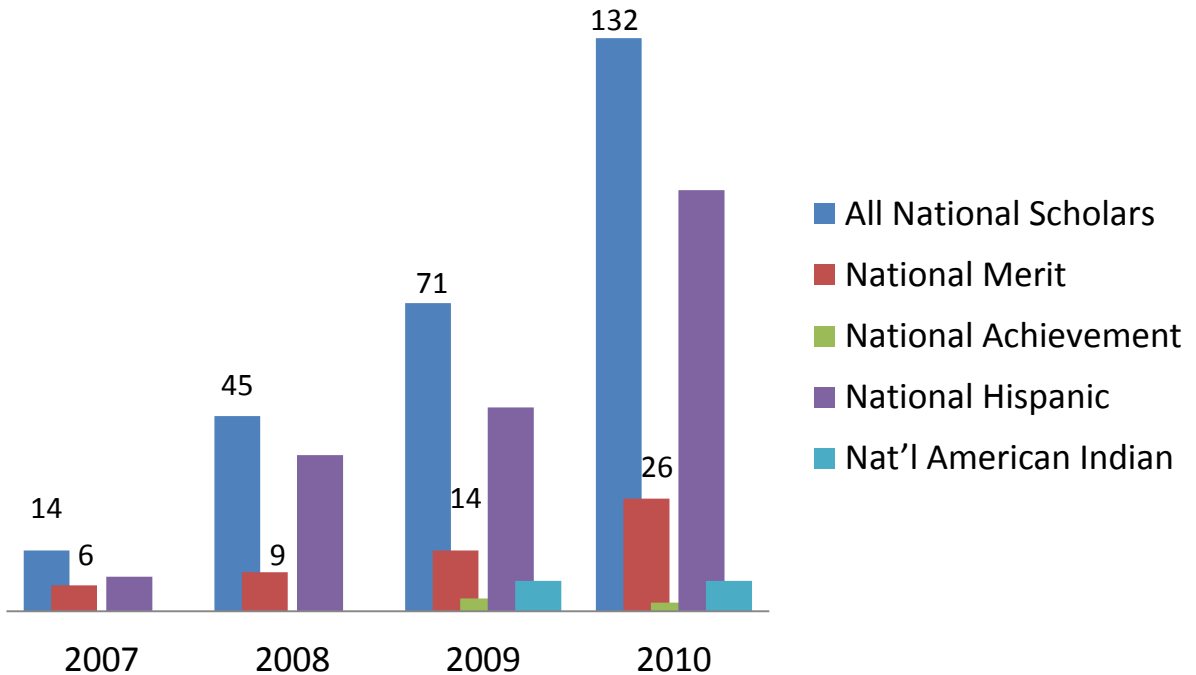
Student Credit Hours - Census



Academic Year Grad Programs Credit Hours



National Scholars Growth

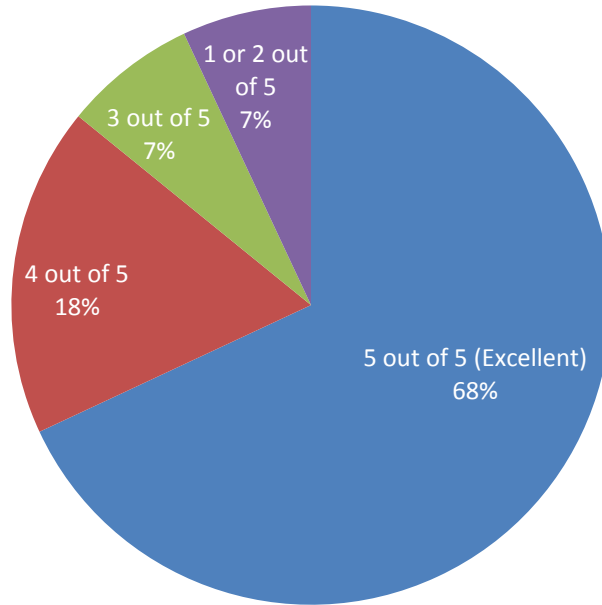


◆ For the first time in its history, UNM is listed as a sponsoring institution in the National Merit Scholarship Corporation publications. This prestige is granted to only the top 200 institutions enrolling National Merit Scholars and puts UNM in the same company with highly regarded flagship institutions such as the University of North Carolina at Chapel Hill and The Ohio State University; and private institutions like the University of Southern California and New York University.

Student Satisfaction with Enrollment Services (Compiled from our most recent 1500 surveys)

Students rate enrollment services through survey feedback on a scale of 1 to 5 with 5 being the best. Those responding with:

5 out of 5: 68%
 4 out of 5: 18%
 3 out of 5: 7%
 1 or 2 out of 5: 7%



Comparison with Peers

