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.*
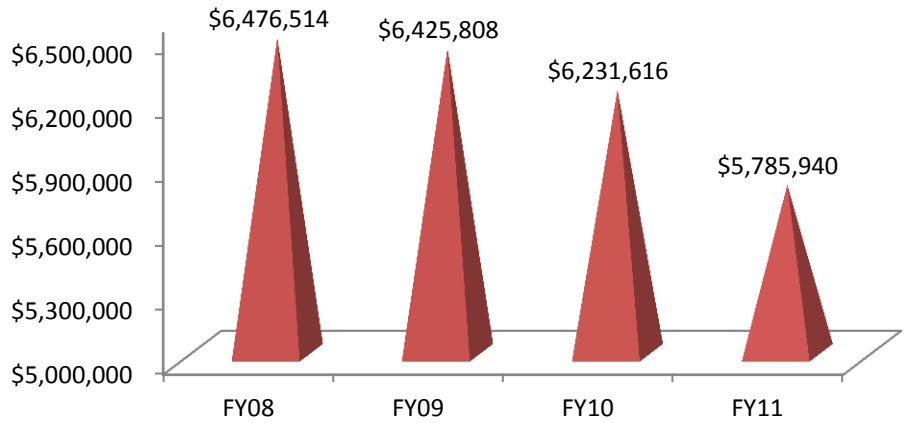
The following is a summary of the outcome:

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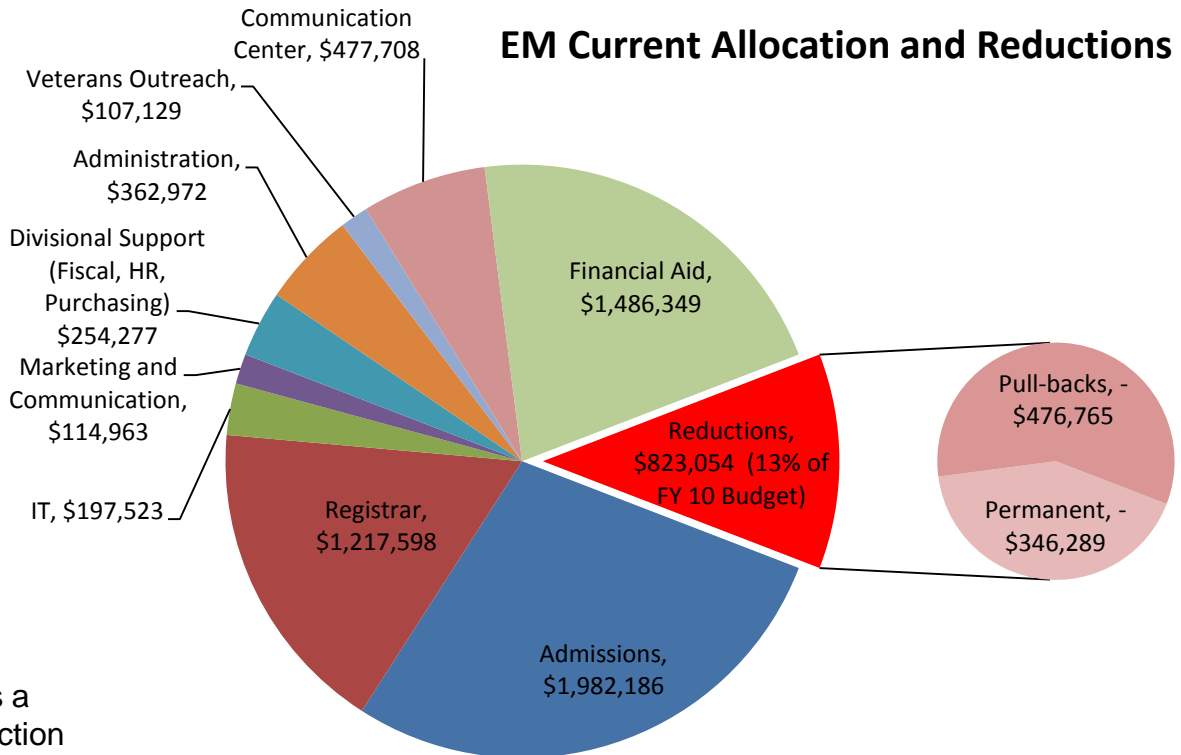
The following graphs highlight university-wide collaborative efforts that led to the success of the university's enrollment goals and accomplishments as well as improved service deliverables to all.

Division of Enrollment Management

EM Net Budgetary Allocation

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

Chart values:
- FY08: $6,476,514
- FY09: $6,425,808
- FY10: $6,231,616
- FY11: $5,785,940

EM Current Allocation and Reductions

Pie chart segments:
- Communication Center, $477,708
- Veterans Outreach, $107,129
- Administration, $362,972
- Divisional Support (Fiscal, HR, Purchasing), $254,277
- Marketing and Communication, $114,963
- IT, $197,523
- Registrar, $1,217,598
- Admissions, $1,982,186
- Financial Aid, $1,486,349
- Reductions, $823,054 (13% of FY 10 Budget)
- Pull-backs, -$476,765
- Permanent, -$346,289
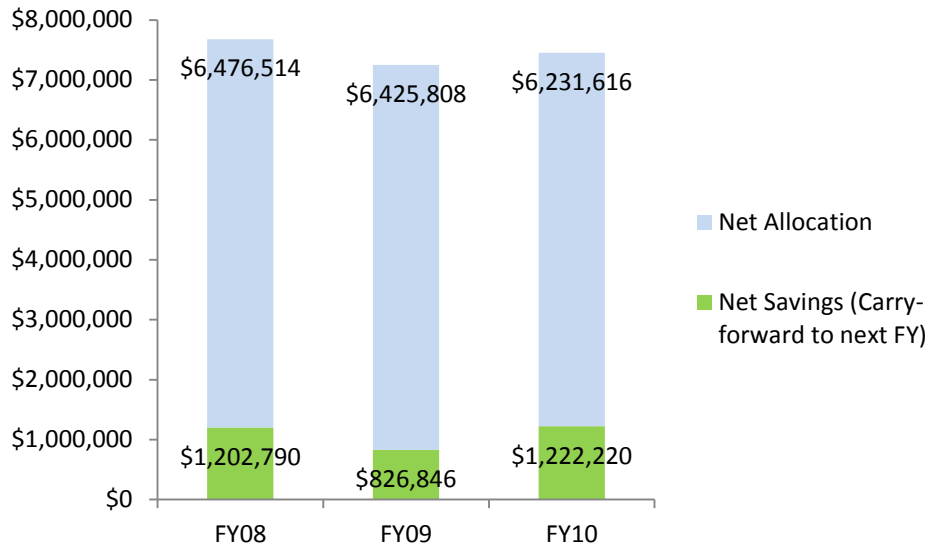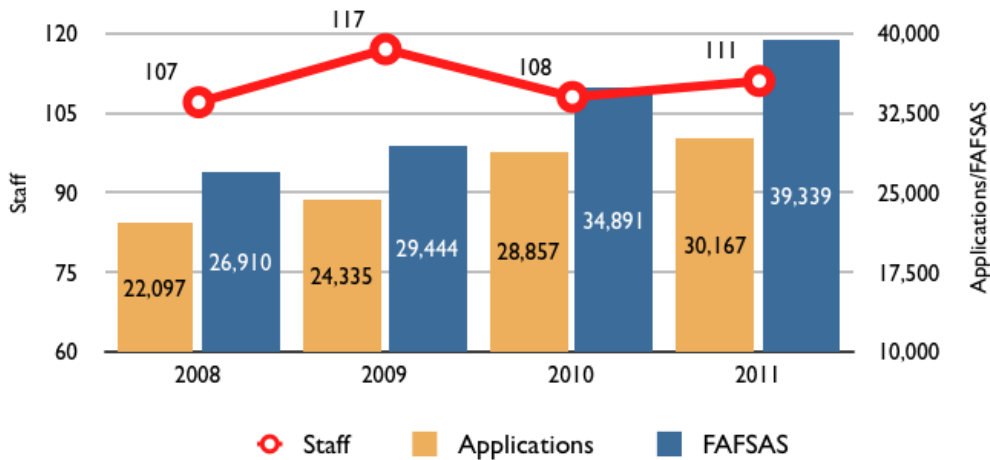
FY 11 has a 13% reduction from FY 10 to date

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

Chart (top): Net Allocation and Net Savings (Carry-forward to next FY)

	FY08	FY09	FY10
Net Allocation	$6,476,514	$6,425,808	$6,231,616
Net Savings (Carry-forward to next FY)	$1,202,790	$826,846	$1,222,220

Budget Efficiency

Chart (bottom): Staff, Applications, FAFSAS

| Year	Staff	Applications	FAFSAS
2008	107	22,097	26,910
2009	117	24,335	29,444
2010	108	28,857	34,891
2011	111	30,167	39,339

❖ 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.

Division of Enrollment Management

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.
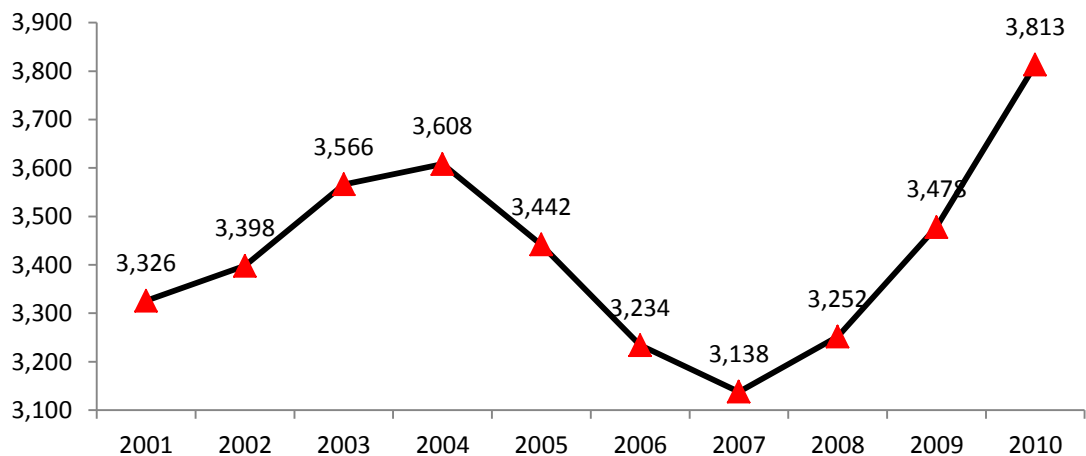
Main Campus Fall Enrollment

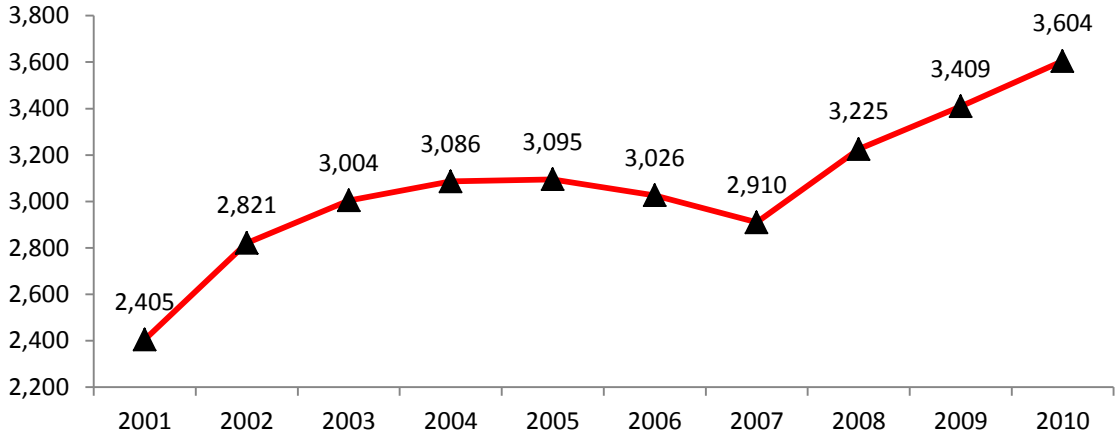21% Increase from 2001
12% Increase from 2007
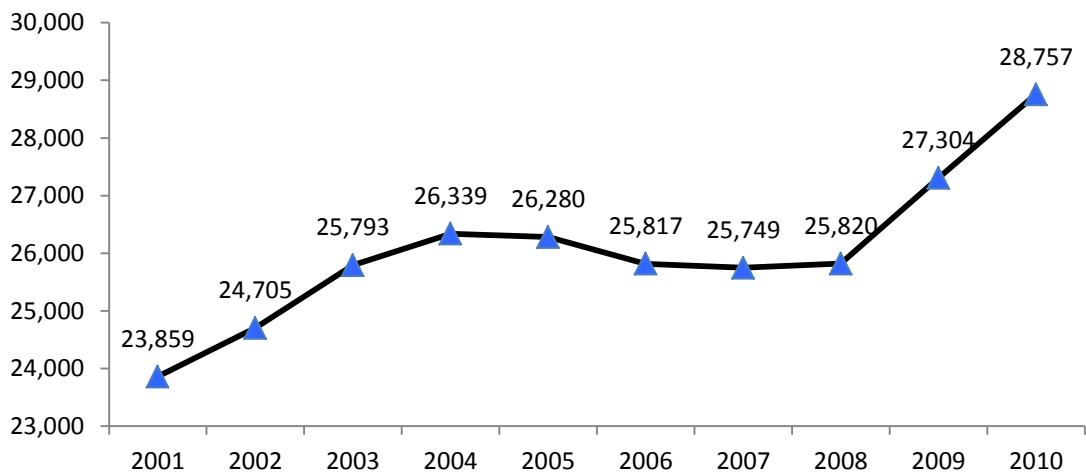
Non-resident Fall Enrollment

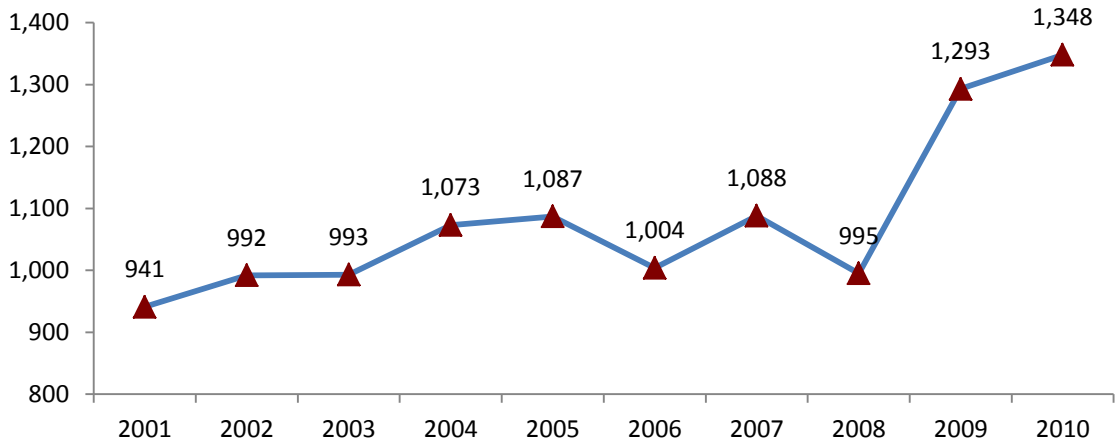15% Increase from 2001
22% Increase from 2007

Beginning Freshmen Fall Enrollment

50% Increase
from 2001
24% Increase
from 2007

Year	Enrollment
2001	2,405
2002	2,821
2003	3,004
2004	3,086
2005	3,095
2006	3,026
2007	2,910
2008	3,225
2009	3,409
2010	3,604

Transfer Fall Enrollment

43% Increase
from 2001
24% Increase
from 2007

Year	Enrollment
2001	941
2002	992
2003	993
2004	1,073
2005	1,087
2006	1,004
2007	1,088
2008	995
2009	1,293
2010	1,348

Graduate Programs Fall Enrollment

16% Increase
since 2001
6% Increase
since 2007

Year	Enrollment
2001	3,922
2002	4,070
2003	4,434
2004	4,610
2005	4,438
2006	4,366
2007	4,289
2008	4,231
2009	4,393
2010	4,551
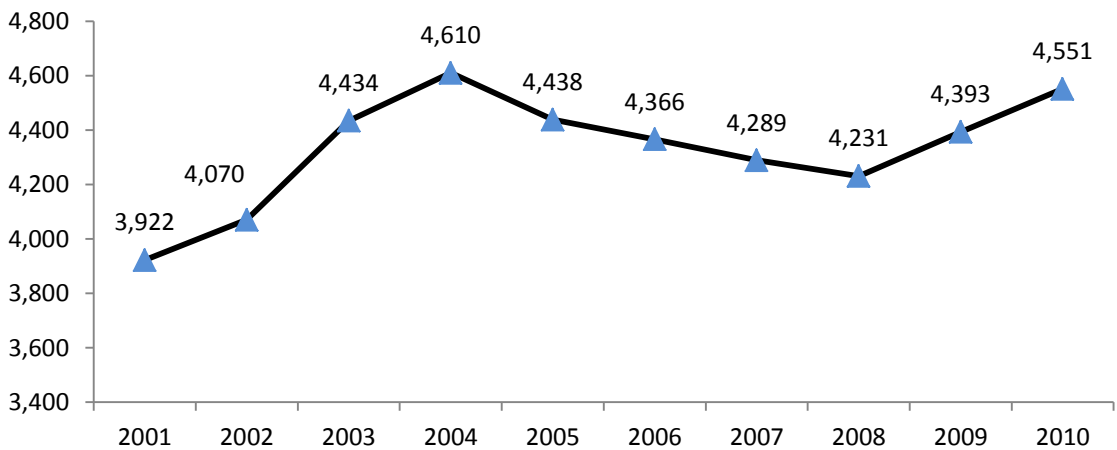
Student Credit Hours - Census

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Student Credit Hours	557,177	577,535	606,004	614,657	615,193	602,793	606,353	617,473	656,711	691,328
% Increase from Previous Year		3.7%	4.9%	1.4%	0.1%	-2.0%	0.6%	1.8%	6.4%	5.3%
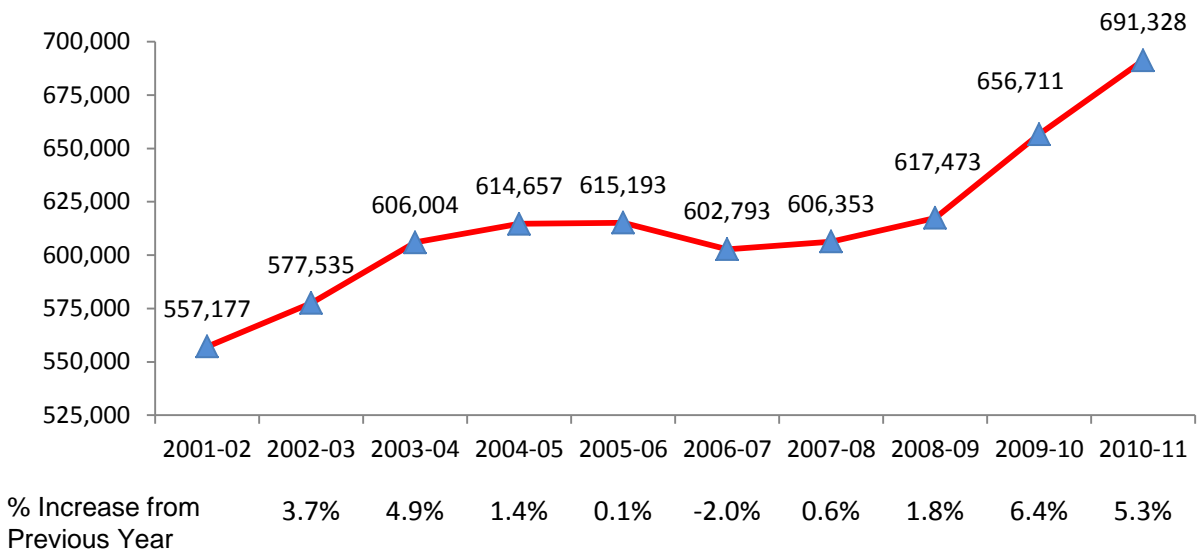
Academic Year Grad Programs Credit Hours

	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Grad Programs Credit Hours	69,383	71,223	77,083	79,475	75,031	72,302	70,859	71,503	75,392	78,953
% Increase from Previous Year		2.7%	8.2%	3.1%	-5.6%	-3.6%	-2.0%	0.9%	5.4%	4.7%

National Scholars Growth

Bar chart showing National Scholars Growth from 2007 to 2010. Legend: All National Scholars (blue), National Merit (red), National Achievement (green), National Hispanic (purple), Nat'l American Indian (teal).

- 2007: All National Scholars 14, National Merit 6
- 2008: All National Scholars 45, National Merit 9
- 2009: All National Scholars 71, National Merit 14
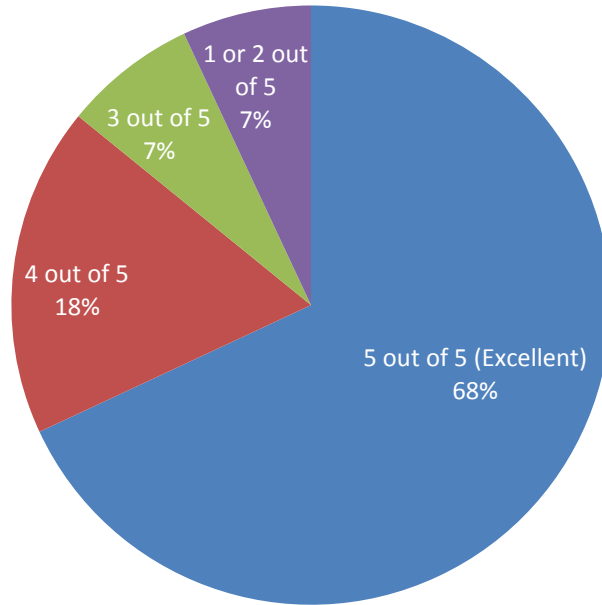- 2010: All National Scholars 132, National Merit 26

✦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%

Pie chart:
- 5 out of 5 (Excellent) 68%
- 4 out of 5 18%
- 3 out of 5 7%
- 1 or 2 out of 5 7%

Comparison with Peers

Bar chart — UNM Enrollment, NMSU Enrollment

	UNM Enrollment	NMSU Enrollment
Summer 2010 % Increase from Previous Year	9.0%	3.7%
Fall 2010 % Increase from Previous Year	5.3%	0.3%
Spring 2011 % Increase from Previous Year	4.6%	0.3%