

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.

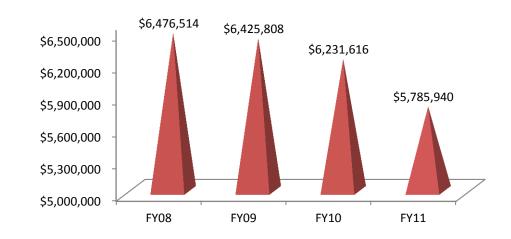


Reductions and pull-

backs have resulted

in an 11% decrease in available funding

from FY 08



EM Net Budgetary Allocation

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





Budget Efficiency 117 120 40,000 Ш 108 107 105 32,500 Applications/FAFSAS Staff 25,000 90 39,339 34,891 30,167 29,444 28,857 26,910 75 24,335 17,500 22,097 10,000 60 2008 2010 2009 2011 Staff Applications FAFSAS ο

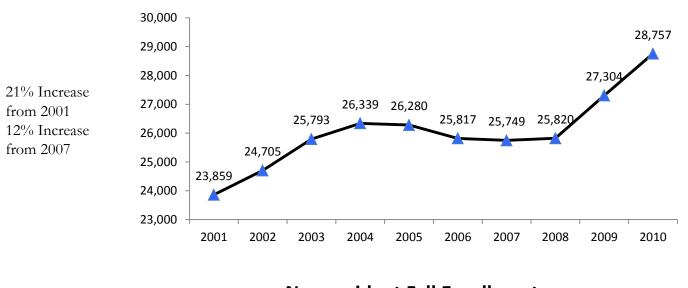
- The division has been more productive with fewer employees 32% increase in financial aid applications since 2008 27% increase in admission applications since 2008
- Staff have been recognized for their efforts Since 2008 approximately 45 employees in the division (40%) have been promoted, provided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



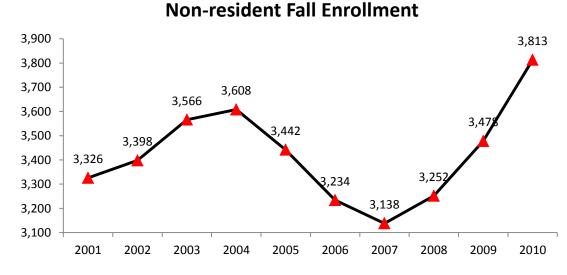
Division of Enrollment Management

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.



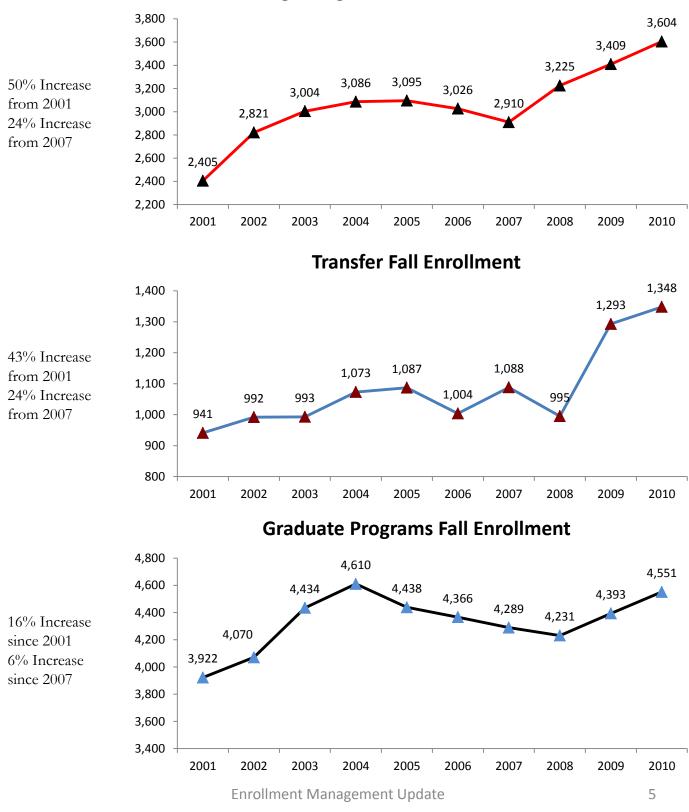
Main Campus Fall Enrollment



15% Increase from 2001 22% Increase from 2007

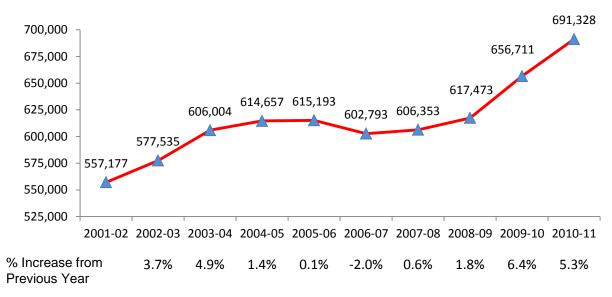


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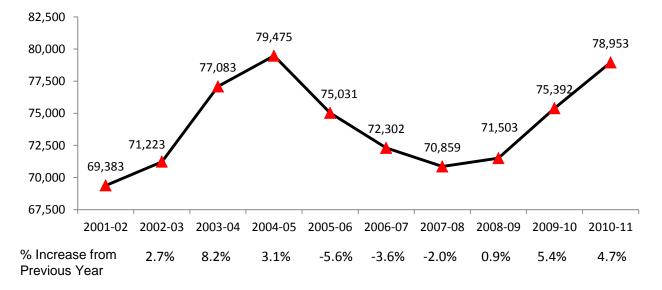
Beginning Freshmen Fall Enrollment



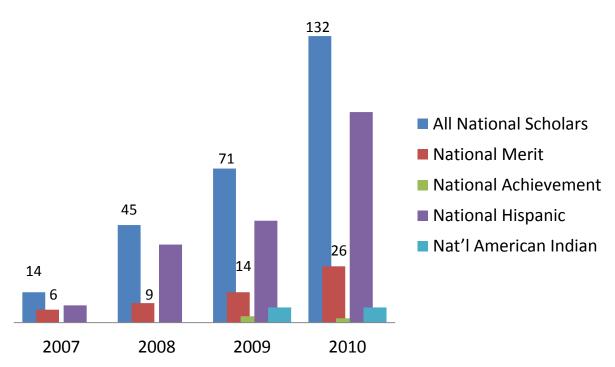


Student Credit Hours - Census

Academic Year Grad Programs Credit Hours





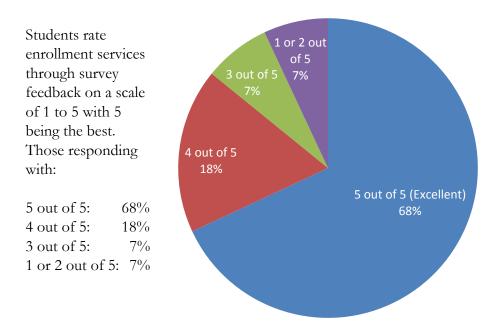


National Scholars Growth

◆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)



Comparison with Peers 9.0% 9.0% 8.0% 7.0% 4.6% 5.3% 6.0% 3.7% 5.0% UNM Enrollment 4.0% NMSU Enrollment 3.0% 2.0% 0.3% 0.3% 1.0% 0.0% Summer 2010 % Fall 2010 % Spring 2011 % Increase from Increase from Increase from **Previous Year Previous Year Previous Year**

Enrollment Management Update