



## The World Is Right Here

**Fall 2010  
Vol. 1, Issue 2**

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### Admissions & Recruitment

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**Questions or comments?  
Email: [tellus@unm.edu](mailto:tellus@unm.edu)**

## Message from Carmen A. Brown, Vice President

*Dear UNM Community:*

*Open communication, dialogue, sharing of ideas, project collaboration and encouraging input are key to the success of enrollment management initiatives. This newsletter gives a glimpse of some of the work that has been accomplished in the division since our last communiqué. We are extremely appreciative of the support and assistance that we have received throughout the university; it has made a great difference in our performance.*

*The divisional staff is extremely committed to fulfilling the university's goals and core institutional values. They work with great conviction and purpose in pursuit of delivering exceptional service to all we serve. Much has been accomplished since the establishment of the division in 2007 and we invite you to visit our website for some of these detailed reports on our work plans, self-study, and yearly performance report. Your input is very important to us. If after reviewing our work plan you have additional ideas on how we can improve efficiency and outcome, we would love to contemplate your ideas and suggestions.*

*As we enter the holiday season, we would like to convey our appreciation to all the unsung heroes that have contributed to the university's enrollment goals and successes. Thank you for making a difference in the life of our UNM students and we wish you all very special holidays!*

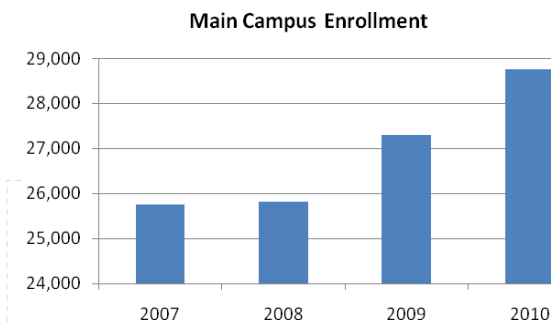
*With warm regards,*

Carmen A. Brown



## Goals exceeded for the Office of Admissions & Recruitment!

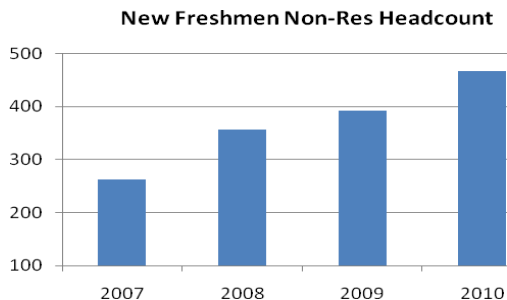
*For the second year in a row, the University of New Mexico has set a record for student enrollment this fall. With nearly 28,800 full- and part-time students attending the Albuquerque campus, this is about 5% more than last year.*



**We have also broken last year's record of National Scholar students including National Merit, National Achievement, National Hispanic and National American Indian Scholars – up from 71 to 132 for an 86% increase!**

Due to the large number of National Merit students seeking admission to UNM, the National Merit Foundation has recognized the University of New Mexico as one of the sponsored institutions of National Merits. *Kudos to all who worked so hard for this great acknowledgment!*

New undergraduate enrollment increased 4.1% overall while the number of non-resident freshmen increased 22%. Texas continued to be the state from which we receive the greatest number of applications and enrollment, while California experienced the greatest increase, almost doubling the number of applications received last year.



## Student Financial Aid Office has made it easy for students

Students will no longer need to stop by the Student Financial Aid Office to pick-up and turn-in the following forms. These forms are now online and all the student needs to do is complete and submit the forms online:

- Federal Stafford Loan Request
- Financial Needs Analysis Request
- Graduate PLUS Loan Request
- Summer Financial Aid Request
- General Scholarship Request
- Authorization to Pay Allowable Charges
- Clarification of Grade Level
- Clarification of Housing Status
- Executive and MBA Program Loan Request
- Family Size Verification-Independent
- Loan Change Request
- Petition for Satisfactory Academic Progress
- Petition for Independent Student
- Student-Spouse Additional Financial Information

We are continually reviewing our processes to become more intuitive, helpful, efficient and effective. If you notice a process that you believe needs modification, please let us know and we will be delighted to review it. **Contact us at 277-8900 or take part in our Live Chat by going to our website at: <http://finaid.unm.edu>**

## Veteran's Resource Center improves services & location

The Veteran's Resource Center has expanded and moved to a wonderful space at the Mesa Vista Hall One-Stop that includes a great lounge for all Veterans to utilize. The addition brings greater efficiency and effectiveness in serving the needs of our Veterans at both the Student Support and Services Center and at main campus.

The Center is staffed with veterans who understand and anticipate the needs of the students they serve. The number of students using the GI Bill has increased 40% at UNM and we anticipate more growth as the Center continues to enhance recruitment and outreach efforts.

This resource is available to all Veterans and their families. If you have any questions, **please feel free to contact *Elise Wheeler, Director of Veterans Resource Center @ 277-3184 or [ewheel02@unm.edu](mailto:ewheel02@unm.edu)***.

## Registrar's Office on the Move

*The Office of the Registrar has been working on several projects in an effort to improve our service delivery. Using the technology available to us we are excited to update you regarding three projects that intersect the heart of our institution - our students and faculty.*

**On-line University Catalog** Over the past three months we have partnered with Information Technologies (IT) to produce this on-line catalog beginning with the 2011-2012 academic year. We now have a searchable and user-friendly on-line catalog, replacing the print and pdf versions. The on-line catalog moves UNM to an entirely on-line edit process and interfaces with Banner, linking to the curriculum workflow process. We will continue to work with all academic departments to provide the necessary training for the on-line edit process. *The current 2010-2011 catalog is also on-line now so you can utilize it and see how it works.*

**Electronic Data Interchange (EDI) for Transcripts** We have partnered with Central New Mexico Community College (CNM) to implement the EDI, which allows electronic student records to be fed directly into receiving institutions databases instead of being sent by mail. We are sending UNM transcripts to CNM electronically and we also receive CNM's transcripts electronically, which are then directly fed into the Banner system. This process reduces the need for data entry and provides quicker receipt of transcripts. This project is now fully implemented after extensive process testing. *Our next step is to expand the project to Albuquerque Public Schools (APS).*

**Simplify Grade Entry for Faculty** We understand that the grade entry process can be cumbersome and with the leadership of Provost Ortega, we are finding alternative methods of grade entry. Starting with Fall 2010 grade entry, faculty will now have three choices of entering grades. In addition to using the current LoboWeb self-service grades page, we have been working with IT, New Media and Extended Learning to implement the Web/CT Vista grade entry process. Faculty will also be able to download an Excel spreadsheet to the current LoboWeb self-service grades page. All three choices interface with the Banner system which we expect will allow for timely entry of grades. Over the course of the next couple of months we will meet with faculty and provide training materials for the Web/CT and excel spreadsheet options in preparation for Fall 2010 end of term grade entry.

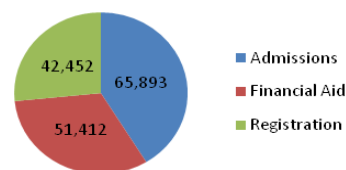
If you have any questions about projects in the Registrar's Office please contact Interim Registrar and Director of Enrollment Initiatives: Alex Gonzalez, at [agonzale@unm.edu](mailto:agonzale@unm.edu)

## **Communications Center Successes!**

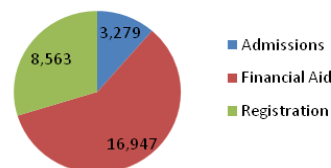
***Based on surveys submitted by customers, we are at a 92% approval rating and striving to improve!***

Last year our division launched a new Communications Center to streamline student service delivery that is responsible for intake of telephone calls and chats from the Offices of Admission, Student Financial Aid and Registrar. The Communication Center first started with seven full-time staff members and five student employees. Today we have eleven full time staff members, four temporary employees and seven student employees to serve our student customers. Over the past year we have focused our efforts on cross training the staff on business processes for admissions, financial aid and registration and monitoring performance levels in preparation for the fall semester peak times. Our average talk duration is slightly over three minutes per call with an average speed of answer of two minutes and thirty seconds. The following data represent the calls and chats received from March 2009 through July 2010:

159,757 Calls Received



28,789 Online Chats



Our efforts in creating the Communication Center have been successful and we will continue to look for new ways to incorporate technology and provide continuous staff development and training. The Communication Center staff is committed to providing exemplary services in support of the students' educational journey at UNM.