



Division of Enrollment Management
Goals for 2009-2010

Mission Statement

To contribute to the mission of the University by harmonizing all essential operations that support student affinity to the University and to support the academic enterprise in meeting the institutional enrollment goals.

Vision Statement

To be known as a premier institution delivering exemplary customer service to all we serve.

Core Values

UNM-Accountability, Teamwork, Trust, Innovation, Talent, Unity, Dedication, Energy and Performance

- First class team driven by mission, goals and mutual respect.
- Personal best – do it right and do it now – quality work, quickly done.
- Positive and effective communication (honest and straight forward with each other and those we serve).
- We will make a difference with all we serve and we will help all students reach their full potential and possibilities.
- We will listen to all our students, faculty and staff – we will have the courage to change what needs to be changed, whether it is behavior, rules, regulations or processes.



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To continue to improve operational efficiency through the use of technology and application of the best business practices for the purpose of improving the University's graduation and retention rate.

- Update and upgrade the degree audit program reflecting 2009-10 catalogue
 - Registrar to complete undergraduate coding by 8.31.09
 - Registrar to finalize plan to complete graduate by 8.31.09
 - Upgrade to interactive degree audit by 4.2010
 - Provide monthly updates on these projects

- Introduce multi-term registration
 - Registrar to test 9.2009
 - Implementation scheduled for 10.2009

- Implement new class scheduler
 - Registrar will implement by 9.30.09

- Implement Banner 8 and adapting best business processes allowing the University community more flexibility with student database maintenance
 - All units business process consulting 7.2009
 - All units testing fall 2009

- Enhance OCR by initiating supplemental transcript processes



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- Improve self service for students
 - Admissions priority and completion date: Status check for paper applicants by 9.2009
 - Financial Aid to be determined
 - Registration priority and completion date: Print unofficial transcripts from LoboWeb (date to be determined)

- Implement electronic transfer of records
 - CNM and APS priority for this project led by the Registrar
 - Project specs by 8.2009
 - Testing and implementation by 12.2009

- Move the University catalog to an online edit program allowing for a more efficient and effective way to design a yearly catalog
 - Registrar will have plan and implementation dates by 8.2009

- Automatic packaging of TEACH grants
 - Financial Aid by 12.2009 (for 2010-2011 awarding)



***Division of Enrollment Management
Goals for 2009-2010***

To continue to improve our communications to all we serve.

- Redesign the University’s search piece and view book
Admissions by 8.2009

- Enhance communication plan to students
All units with updated communication binders by 8.2009
Admissions outstanding student plan by 8.2009
Admissions juniors and sophomores by 12.2009

- Minimize wait times on queues to less than three minutes at the Communication Center
Staff in place to meet goal by 8.2009

- Continue to improve our divisional website
Divisional website complete by 8.15.2009
Unit upgrades ongoing with new/consistent look by 11.2009

- Enhance communication to outstanding students by way of implementing Hobson’s CRM
Admissions consultation by Hobson’s by 9.15.2009
Testing of all components by 9.30.2009
Operational by 10.2009



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To continue to provide exemplary service and achieve a 90 percent satisfactory rate or better on our service surveys.

- Work closely with One-Stop services and the Communications Center to allow for appropriate human resource support at all times
 - Unit directors will submit monthly updates on management leave schedules and processing staff lunch schedules as well as master calendar additions

- Continue cross-training of all staff and greater integration into the One-Stop environments at both Main Campus and SSSC
 - All units will continue advanced cross-training of staff with second-level training completed for all staff and third-level completed for select staff by 12.2009

- All unit directors will submit operational data reports at management meetings



***Division of Enrollment Management
Goals for 2009-2010***

Further enhance the University's presence in primary and secondary markets.

- Work with American Indian Pueblos to establish greater communication and linkage to the University
Admissions will add specific outreach strategies with this market to communication plans by 10.2009
- Reach out to community colleges specifically those in our secondary market and establish articulation agreements with those community colleges that could be great feeders to UNM
Admissions will identify secondary markets such as El Paso, TX, Phoenix, AZ, Denver, CO, large metropolitan areas in Texas, and strategic areas in California, Florida, and Texas among others and create plan by 11.2009 with execution beginning in January 2010
- Work closely with our branch campuses to promote educational opportunities beyond two years
All units participate in scheduled joint meetings with branches to explore opportunities in fall 2009
- Work closely with the University's distance learning division in support of the institutional enrollment goals
All units incorporate strategy based on collaboration with Extended University by 12.2009
- Increase the number of Veterans enrolled by 25%



***Division of Enrollment Management
Goals for 2009-2010***

Enrollment Plan

- Work closely with all stakeholders to produce a state-of-the-art five-year enrollment plan
New version of working draft complete by 8.01.2009

Community Outreach

- Continue to provide support to our community for the purpose of access and success for all future students
ENLACE will report on all activities including number of students reached and quantifiable results by 12.2009
- Work closely with parents in the nurturing and recruitment of future students
ENLACE and UNM parent groups will establish a communication strategy with plan included in binder by 10.2009
- Build coalitions and partnerships in our community
ENLACE will create a brief report identifying groups with whom they have collaborated and a summary description of the nature of the work including objectives by 12.2009
- Work with all pre collegiate programs and special programs to ensure that all students participating in the programs are part of our prospect database
ENLACE will report on total number of prospects created in the UNM database by 12.2009 and begin analyzing how many of these prospects attend UNM



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Scholarships

- Re-engineer the scholarship process for the purpose of making it more efficient and effective in the recruitment of students
Financial Aid will implement substantial changes by 8.2009

Create a zero error expectation among all staff

- Closely monitor daily reports by all Associates and Directors for the purpose of addressing errors and workflow delay immediately
All units should have front-end scanning and workflow processes in place and be able to report daily, weekly, and monthly summaries
- Duplicate clean-up on a daily basis
All units
- Training staff to produce an error free process when using students records that have been suspended in Banner
All units



Enrollment Management Work Plan 2009-2010

#	KEY STRATEGIES ADMISSIONS	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Implement Banner 8 and adapt best business processes allowing the University community more flexibility with student database maintenance.	Scott Teichert, Deborah Kieltyka, Tanaya Brown,	ITS	Mar-09	
2	Re-engineer international admissions process for better integration and prompt response to students.	Scott Teichert, Deborah Kieltyka, Tanaya Brown	ITS	Jan 2010	
3	Enhance OCR by initiating supplemental transcript processes	Scott Teichert, Deborah Kieltyka, Kathleen Sena	ITS, Michael Schein	Oct 2010	Recent meeting with Hershey consultant to discuss options available to accomplish this goal.
4	Improve Self-Service to students:-Admissions Priority and Completion date: Status check for paper applicants	Scott Teichert, Deborah Kieltyka	ITS	Sep-09	ITS is finishing up the coding for this procedure.5
5	Update Communication Binder for Admissions	Scott Teichert, Deborah Kieltyka	Corine Gonzales	ongoing	
6	Work with One Stop Service Centers and the Communication Center to allow for appropriate human resource support at all times.	Scott Teichert, Deborah Kieltyka		ongoing	
7	Continue Cross-training staff with second-level training completed for all staff and third-level completed for select staff	Scott Teichert, Deborah Kieltyka, Tanaya Brown		Dec 09	
8	Monitor closely production to ensure that we are within our goal of 24hrs turn-around time.	Scott Teichert, Deborah Kieltyka, Tanaya Brown, Diane Fleming		Ongoing	



Enrollment Management Work Plan 2009-2010

#	KEY STRATEGIES ADMISSIONS	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
9	Redesign the University's search piece	Scott Teichert, Corine Gonzales	Brainworks	Aug 2009	
	Redesign the University's view book			Oct 2009	
10	Enhance Communication plan for Seniors, outstanding students and transfer students.	Scott Teichert, Corine Gonzales		Aug 2009	
11	Implement Hobsons CRM	Scott Teichert, Corine Gonzales		Oct 2009	
12	Enhance the University's presence in primary and secondary markets and execute recruitment plan.	Scott Teichert, Corine Gonzales		Aug 1, 2009	
13	Reach out to community colleges, specifically those in secondary markets and establish articulation agreements with those community colleges that could be great feeders to UNM.	Scott Teichert, Corine Gonzales		Jan 2010	
14	Work closely with branch campuses to promote educational opportunities in fall 2009.	Scott Teichert, Corine Gonzales		Dec 2009	
15	Collaborate and work closely with the University's Distance Learning division in support of institutional enrollment goals.	Scott Teichert, Corine Gonzales		Dec 2009	
16	Continue to provide exemplary service and achieve a 90% satisfactory rate or better on our service surveys.	Scott Teichert, Deborah Kieltyka, Corine Gonzales		Ongoing	
17	Auto admit students.	Scott Teichert, Deborah Kieltyka	Laura Olszewski	Jan 2010	



Enrollment Management Work Plan 2009-2010

#	KEY STRATEGIES COMMUNICATION CENTER	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Provide technology upgrades including summary page	Alex Gonzalez	Kevin McNew	Oct 2009	Had initial meeting with Kevin on June 18, 2009.
2	Minimize wait times on queue to less than three minutes at the Communication Center.	Alex Gonzalez		Sept 2009	Three term hires will be posted first week in July.
3	Re-engineer telecounseling efforts and draft work plan focusing on improving yield rates for all students and targeted campaigns.	Alex Gonzalez		Sept 2009	
4	Continue to improve our divisional website. Unit upgrades ongoing with new/consistent look.	Alex Gonzalez	Andrew Paul Trever	Nov 2009	First review of draft website was completed on June 26, 2009.
5	Enhance communications to outstanding students by way of implementing Hobson's CRM. Implement telecounseling component.	Alex Gonzalez	Corine Gonzales	Oct. 2009	Met with AACRAO consultant on June 24, 2009.
6	Work closely with all units to plan for appropriate human resource support at all times	Alex Gonzalez		Ongoing	Trained recruiters on June 16, 2009 and met with Financial Aid on June 18, 2009 to provide support.
7	Submit operational data reports at management meetings	Alex Gonzalez		Weekly	
8	Work closely with the University's distance learning division in support of the institutional enrollment goals. Incorporate strategy based on collaboration with Extended University..	Alex Gonzalez	Jeronimo Dominguez, Debby Knotts	Dec 2009	
9	Continue to provide exemplary service and achieve a 90% satisfactory rate or better on our service surveys.	Alex Gonzalez		Ongoing	



Enrollment Management Work Plan 2009-2010

#	KEY STRATEGIES ENLACE	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Continue to provide support to our community for the purpose of access and success for all future students. Generate monthly report in these efforts.	Lawrence Roybal		Ongoing	
2	Work closely with parents in the nurturing and recruitment of future students.	Lawrence Roybal		Ongoing	
3	Establish a communication strategy with plan to integrate all ENLACE students and build every ENLACE student as a prospect in our University recruitment database. A special code needs to be identified, and final business plans and procedures need to be outlined before the recruitment cycle begins in August.	Lawrence Roybal		Aug 1, 2009	
4	Build coalitions and partnerships in our community. Coordinate with Financial Aid and Admissions to execute special presentations targeted towards community outreach.	Lawrence Roybal		Dec 2009, April 2010	
5	Work with all pre-collegiate programs and special programs to ensure that all students participating in the programs are part of our prospect database.	Lawrence Roybal		Dec 2009, Aug 2010	
6	Report on total number of prospects created in the UNM database and begin analyzing how many of these prospects attended UNM.	Lawrence Roybal		Ongoing weekly	



Enrollment Management Work Plan 2009-2010

#	KEY STRATEGIES FINANCIAL AID	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Improve self service to students	Brian Malone		TBD	
2	Automatic Packaging of TEACH grants	Brian Malone	Eddie Salazar	Dec 2009	Complete
3	Enhance communication plan to students	Brian Malone	Eddie Salazar	Aug 2009	
4	Continue to improve divisional website	Joseph Gonzales	Division resources	Nov 2009	
5	Continue to provide exemplary service and achieve a 90 percent satisfactory rate or better on our service surveys	Kathleen O'Keefe	Kim Luu, Mabel Gutierrez	On going	
6	Continue cross-training of all staff and greater integration into the One-Stop environments at both main campus and SSSC	Kathleen O'Keefe	Eddie Salazar	Dec 2009	
7	Work closely with our branch campuses to promote educational opportunities beyond two years	Kathleen O'Keefe	Brian Malone	On going	
8	Work closely with the University's distance learning division in support of the institutional enrollment goals	Kathleen O'Keefe	Brian Malone	On going	
9	Re-engineering of the scholarship distribution and process.	Terry Babbitt, Brian Malone, Scott Teichert		Sept 2009	



Enrollment Management Work Plan 2009-2010

#	KEY STRATEGIES FINANCIAL AID	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
10	Re-engineer the scholarship process for the purpose of making it more efficient and effective in the recruitment of students.	Kathleen O'Keefe	Brian Malone Terry Babbitt Alex Gonzalez Corine Gonzales Carmen Alvarez-Brown	Aug 2009	
11	Closely monitor daily reports for the purpose of addressing errors and workflow delay immediately.	Kathleen O'Keefe	Brian Malone Joseph Gonzales Eddie Salazar Mabel Gutierrez	Ongoing	
12	Clean up duplicates on daily basis.	Joseph Gonzales	Tony Lewon	Ongoing	
13	Train staff to produce on error free process when using students records that have been suspended in Banner.	Kathleen O'Keefe	Eddie Salazar	Ongoing	
14	Implement Banner 8 and adapting best business processes allowing the University community more flexibility for the purpose of improving the University's graduation and retention rate.	Brian Malone	Eddie Salazar	March 2010	



Enrollment Management Work Plan 2009-2010

#	KEY STRATEGIES LOCAL AREA NETWORK (LAN) SUPPORT	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Further enhance all OCR capability to allow for second (supplemental) transcript.	Michael Schein	Deborah Kieltyka	Dec 2009	
2	Hire replacement for two LAN Administrator positions focusing one of these positions on a business process analyst.	Michael Schein		Aug 1, 2009	
3	Configure shared server for all Enrollment Management documents by moving to campus wide active directory domain.	Michael Schein		Sept 2009	
4	Mass access for online Financial Aid.	Michael Schein	Brian Malone	Dec 2009	
5	Physically move servers to SSSC.	Michael Schein		Sept 2009	



Enrollment Management Work Plan 2009-2010

#	KEY STRATEGIES REGISTRAR	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	<ul style="list-style-type: none"> • Update and upgrade degree audit program reflecting 2009-2010 catalogue. • Updates need to be completed by Aug 2009. • Interactive degree audit to be implemented by March 2010. • Implement graduate degree audit by June 2010. • Course equivalency tables up-to-date for all previously and currently enrolled students by Dec 2009. 	Kathleen Sena, Cynthia Mortensen, Merle		Aug 2009, March 2010 June 2010 Dec 2009	
2	Introduce multi-term registration in collaboration with academic multi-term scheduling project. Multi-term registration will include summer term.	Kathleen Sena, Jep Choate		Sept 2009, Jan 2010	
3	Work closely with academic scheduling to ensure that we have appropriate classes and sections as reflected by students' demand. (Creating waitlist and opening of sections on students' demand.)	Kathleen Sena, Jep Choate, Alec Reber		Ongoing- all terms	
4	Move the University catalogue to an online edit program.	Kathleen Sena, Elizabeth Barton		Aug 2010	
5	Improve self services to our students. Availability for students to print unofficial transcripts from Loboweb.	Kathleen Sena, Alec Reber		Jan 2010	
6	Introduce electronic transfer of records so that UNM is able to receive records and move to the degree audit and Banner.	Kathleen Sena		Aug 2010	
7	Implement new class scheduler allowing the University better planning of courses by utilizing robust inventory of classroom space. Re-evaluating time slots for classes.	Kathleen Sena, Jep Choate		Sept 2009	



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#	KEY STRATEGIES REGISTRAR	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
8	Re-design yellow card process.	Kathleen Sena, Alec Reber		Dec 2009	
9	Continue to provide exemplary service and achieve a 90% satisfactory rate or better on our service surveys.	Kathleen Sena		Ongoing- all terms	
10	Work closely with branch campuses and Distance Learning division to identify loopholes and provide support to their registration endeavors.	Kathleen Sena		Ongoing- all terms	
11	Implement Banner 8 adopting best business processes. (Waitlist, etc.)	Kathleen Sena, Cynthia Mortensen, Alec Reber		Spring 2010	



Enrollment Management Work Plan 2009-2010

#	KEY STRATEGIES VETERANS RESOURCE CENTER	POINT PERSON	OTHERS WITH MAJOR RESPONSIBILITY	TARGET DATE	STATUS
1	Create and execute a communication plan	Elise Wheeler		Aug 2009	
2.	Develop methodology to batch upload Veteran Data from VRC Data Base	Elise Wheeler	Darrin Kowitz, Laura O	Jul 2009	
3	Implement Communication strategy into Hobsons	Elise Wheeler	Hobson's rep	Aug 2009	
4	Develop Ad Hoc communications to insert into Hobsons notifying them of news that may entice them to pursue and education (ie passing of HR1777)	Elise Wheeler		Aug 2009	
5	Enhance recruitment efforts to Veterans so that the University can enjoy a 25% increase in Veterans joining the UNM family from previous years.	Elise Wheeler		Aug 2010	



**Five Year Enrollment Projections
Headcount**

Campus	Semester	2003-04	2004-05	2005-06	2006-07	2007-08	Projected Headcount					Increase 2007-2012
							2008-09	2009-10	2010-11	2011-12	2012-13	
Main	Summer	8,671	8,683	8,309	7,993	8,037	7,806	8,056	8,056	8,206	8,456	5.2%
Main	Fall	25,793	26,339	26,280	25,817	25,749	25,949	26,162	26,393	26,650	26,908	4.5%
Main	Spring	24,762	25,031	24,856	24,177	24,092	24,548	24,853	24,968	25,211	25,454	5.7%

Student Credit Hours

Campus by Student Credit Hours	Semester	2003-04	2004-05	2005-06	2006-07	2007-08	Projected SCH					Increase 2007-2012
							2008-09	2009-10	2010-11	2011-12	2012-13	
Main	Summer	40,980	40,161	38,264	36,565	38,340	37,561	38,358	38,704	39,059	39,418	2.8%
Main	Fall	281,809	289,480	292,977	289,543	290,262	293,745	296,517	299,185	301,931	304,705	5.0%
Main	Spring	267,221	272,773	273,982	268,146	268,167	271,548	273,989	276,454	278,992	281,555	5.0%
	TOTAL	590,010	602,414	605,223	594,254	596,769	602,854	608,864	614,342	619,981	625,677	4.8%
% Change from Base Year			2.10%	2.58%	0.72%	1.15%	2.18%	3.20%				
3% Band Goal							607,711	607,711				

Unduplicated Headcount

Campus by Unduplicated Headcount	Level	2003-04	2004-05	2005-06	2006-07	2007-08	Projected Undup. HC					Increase 2007-2012
							2008-09	2009-10	2010-11	2011-12	2012-13	
Main	Undergrad	20,866	21,914	21,843	22,030	21,533	21,885	22,064	21,941	22,155	22,369	3.9%
Main	Grad./Prof./ Nondegree	10,813	10,023	9,858	9,438	8,798	9,379	9,456	9,858	9,954	10,050	14.2%
	TOTAL	31,679	31,937	31,701	31,468	30,331	31,264	31,520	31,799	32,108	32,419	6.9%

Full Time Enrollment

Campus by FTE	Semester	2003-04	2004-05	2005-06	2006-07	2007-08	Projected FTE					Increase 2007-2012
							2008-09	2009-10	2010-11	2011-12	2012-13	
Main	Summer	6,947	6,967	6,503	6,157	6,514	6,385	6,501	6,560	6,620	6,681	2.6%
Main	Fall	20,042	20,425	20,561	20,289	20,307	20,686	20,881	21,069	21,263	21,458	5.7%
Main	Spring	19,056	19,284	19,339	18,871	18,969	19,259	19,432	19,607	19,787	19,968	5.3%