



THE UNIVERSITY of
NEW MEXICO

DIVISION of
ENROLLMENT MANAGEMENT



To: Enrollment Management Staff

From: Carmen A. Brown, Vice President
Enrollment Management

Date: February 25, 2011

Dear Colleagues,

Where has the month of February gone? Census data for the spring has occurred, and **we once again have broken another record for spring enrollment**. Kudos to all of you that made this possible! For the last three-years the University has exceeded the 3% enrollment band. This signifies that in addition to tuition revenues, the University stands to gain additional funds for workload. Your work has **played an important role** to the success of the University enrollment goals and **I extend to you my most sincere appreciation for your hard work and dedication**.

Moving forward, we are still facing fiscal challenges but I am **confident we will overcome the adversity**. We remain confronted with a sluggish economy and must be ready once again to meet the University's request for budgetary pullbacks. I have full confidence that we will meet this obligation without jeopardizing staff or service. **Our due diligence and prudent approach to fiscal planning** has allowed us to generate savings that should safeguard us from serious consequences of the budgetary exigencies that face the University.

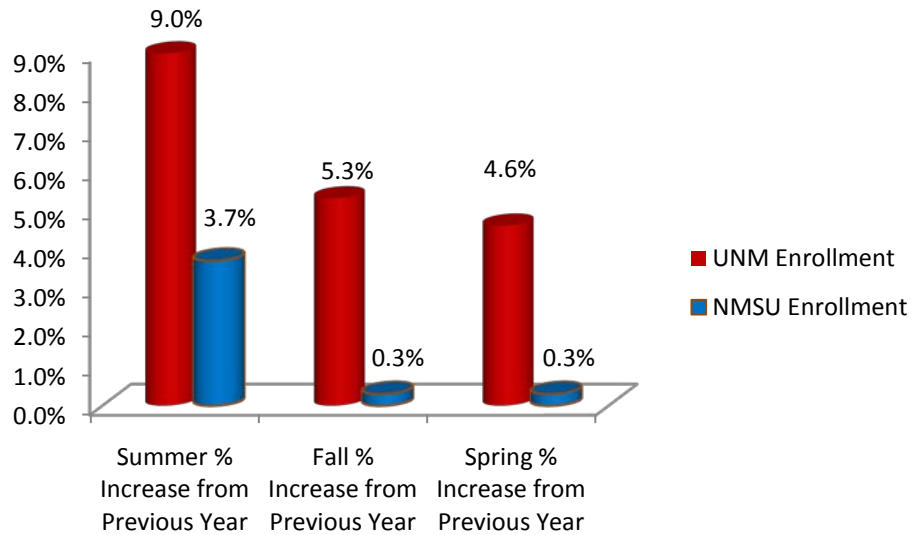
Continuing in our **goal to improve services** to all we serve, I once again seek **your input** on how we can become even more efficient in our processes. If you have ideas on how we can improve our service deliverables and improve efficiencies, please feel free to send them to me. **Your input is very much appreciated and always welcome**.

In an effort to recognize outstanding staff commitment, we are in the planning stage of the staff **"Hall of Fame" recognition program**. We are working with HR to identify what kind of award we can give to those who are chosen for this recognition and I have asked Terry Babbitt, our Associate Vice President, to form a committee to develop policies and procedures for this program. If you are interested in being part of this committee or have suggestions, please submit your name and ideas to Geraldine Apodaca as soon as possible. Our goal is to identify, acknowledge, and reward the **great staff work and initiatives in our division that help ensure our continued success**.

Open communication and dialogue, sharing ideas, collaborating to improve, and encouraging input continue to be essential to the success of Enrollment Management. Our spring newsletter will be

distributed shortly and it will provide you with an update on the wonderful activities and projects that we have been involved with that are **making a real difference to those we serve.**

We often benchmark our performance against our competitors and I would like to share with you the graph below comparing UNM's enrollment performance to that of New Mexico State University for the 2010-11 academic year to give you an idea of how your work is setting us apart from other institutions.



Your hard work is making a huge difference in the success of our great institution. Thank you again for all you do!