



THE UNIVERSITY of
NEW MEXICO

DIVISION of
ENROLLMENT MANAGEMENT



September 7, 2010

Dear Enrollment Management Staff,

As we embark in a new academic and recruitment season, there is so much to celebrate! Congratulations to all of you for an outstanding job in helping the university meet its enrollment goals for summer and fall. We have broken enrollment records with over 29,000 students registering for fall classes. The university has also seen a 77% increase in National Scholars and out-of-state students have increased by 9.5%. More importantly we have been most successful in reaching out to former UNM students and encouraging them to return.

The recruitment plan has been updated. New goals have been set to meet the university future enrollment target and our great recruiters are making their fall visits to high schools and colleges. At the administrative area we are preparing for future registration; outlining a more robust cross-training program under the leadership of Terry Babbitt; resolving some of the issues that have been brought to our attention to better serve students in the future; and under the stewardship of Denise Osborne and Wayne Mannion, reviewing, monitoring and planning our budget to meet the state pullbacks. Due to our conservation of resources and the various restructuring of processes and personnel alignment, we will be able to meet the state and university budget reductions.

Provost Ortega has asked us, along with the other divisions, to do a self review of our services and processes. Though most of this work has been done previously within the last two years, we will revisit our procedures in an effort to provide greater efficiency and effectiveness of our services. All Directors within the division will engage all personnel in this review. This is a great opportunity for each of you to provide most valuable input to all of our operations.

The institutional emphasis this year is to improve advisement and the university graduation rate. As a partner in academic affairs, we play a vital role in helping the university improve this performance. We will work in support of this objective and I know that together we can continue to provide the exemplary service that is expected of us.

I welcome your valuable input and want you to know my door is always open to you. Any ideas, suggestions or other input is greatly appreciated and will be given full consideration. Please set up an appointment on my calendar and I would be happy to meet with you.

With warm regards,

Carmen A. Brown

Cc: Suzanne Ortega, Provost and Executive Vice President of Academic Affairs
Terry Babbitt, Associate Vice President, Enrollment Management