

# Board of Regents Meeting

September 29, 2009

**Good Morning** President Sanchez, distinguished members of the Board-of-Regents, President Schmidly, Executive Vice Presidents: Ortega, Roth, and colleagues. It gives me great pleasure to announce the University has broken **enrollment records**. We are extremely pleased with all of our enrollment accomplishments for the Fall 2009 and we want to recognize the efforts of our Deans, the Faculty and Staff that provided the support that made this a **reality**.

Although we could say the economy played a role in this growth, we are also certain the **major increase** in the recruitment of National Scholars, out-of-state students, and transfer students **are not due** to the economy but to **strategies and tact** that were put in place over a year ago. They included, but were not limited to recruitment plan that targeted transfer students and out-of- state students as well as a robust communication plan that was **timely executed**. The Admissions office and Financial Aid office purposefully targeted daily application processing to have a consistent turnaround time of twenty-four hours from completion of file. I must not forget to also mention in this report the enormous amount of work by the graduate schools and colleges that contributed to this growth and record number enrollment.

To understand where we have been and where we are at today, I would like to show a glimpse at last year's Fall 2007 – 2008 data and Fall 2008 – 2009. Please notice the growth from a year to another. In the area of Transfer and Graduate Students please notice the significant change from negative numbers to positive in just one year's time.

The following are Highlights of Fall 2009:

- The Albuquerque Campus broke enrollment records for Fall 2009 in total headcount, total credit hours, new beginning freshmen, and new transfer students.
- The Fall 2009 Headcount is 27,304. A 5.75% increase from Fall 2008
- The total credit hours generated is 317,377. This is a 6.5% increase from last fall.
- The freshman class is 3,409. This is a 5.7% increase. There was a 9% increase in the number of non-residents (358 to 393 = +34). Included in this group is a 92% increase in National Scholars (from 38 in 2008 to 73 in 2009). We also gained in the quality and composition of our freshman class. Our average ACT composite score grew slightly from 21.87 to 21.99. Our average combined SAT score increased from 1072 to 1090 (18 point growth). **The composition of the freshman class had landmark changes for the first time ever;** Hispanic students are now the largest sub-group in any flagship freshmen cohort. Kudos to all!
- New Transfer students rose 28.9% from 2008. Most notably, the non-resident transfers grew by 66 students from 166 to 232 (a 40% increase. Transfers who were originally New Mexican residents also increased from 2008 (141) to 2009 (220) a 56% increase.
- The number of new graduate students are up over 20% (Regent Koch, we heard you loud and clear last year!)
- All branches are up substantially in credit hours.
- Other highlights include nearly a 3% increase in returning students; total enrollment increases of all ethnicities; almost a 4% increase in graduate programs overall; an increase in average course load; and a freshman retention increase from 77.4% to 79.2%

**One-Stop:**

This Fall UNM students and staff experienced and enjoyed the One-Stop on main campus and the virtual Communication Center that assisted students and staff with registration questions and issues. The student's satisfactory service questionnaire provided us great insight to our services. Our goal was to have a 90% satisfactory rate and today we are enjoying a 94% satisfactory rate for those students that received their services at the One-Stop. And for those that used the communication center, a 97% satisfactory rate was achieved.

No longer do students have to wait for hours to be assisted with their registration issues. **Gone are the long hours of wait.** The average wait time in the One-Stop was 7 minutes. The early re-engineering of our processes allowed all of us in enrollment management to focus on the registration cycle. Director's, Manager's, Associate Director's, all came together as an enrollment management team and made themselves available during this peak period in our registration cycle. Many times throughout the cycle they were assigned to assist in the lobby area and their efforts contributed greatly to ensuring the lines were kept minimal. **There was a notable sense of spirit and collegiality at the One-Stop.**

As we move forward with this service concept our goal is to have a 100% satisfactory rating. We have issues to resolve and there is no doubt in my mind if we continue with this **commitment and sense of purpose** we will achieve our goal.

Branch campus enrollment and efforts also needs to be highlighted more specific in this report. Our colleagues in the branch campuses work diligently and their efforts paid off. The branch with most significant growth in headcount is Valencia. It obtained 13.5% of growth, then followed by Taos with an 7.6 % growth. Los Alamos with 7.0%, then Gallup with a headcount of 1.3% increase. Student credit hours at the branches also grew significantly with Taos taking the lead with 15.9% increase. Followed by Valencia with 14.97%, Los Alamos at 15.2% and Gallup follows with 10.3%.

**President Sanchez and the distinguished members of the Board of Regents  
this concludes our enrollment report for Fall 2009. Are there any questions that  
I can answer for you? I thank you for all the support that you have afforded  
our endeavors and we look forward to your continued support and leadership.**

**Submitted this day on September 29, 2009**

**Carmen A Brown  
Vice President, Enrollment Management**