

# DES NEWSLETTER

The Division of Enrollment Services Newsletter  
Southern Methodist University  
An Electronic Newsletter of  
Undergraduate Admission, Financial Aid, Student Financial Services, and the University Registrar

Volume I, Issue III      January 2002



## STAR STAFF

**Sharla Roderick** -  
Technology Team, Financial  
Aid Area

**Dewayne Espinosa** -  
Enrollment Resources Team,  
Student Financial Services

**Jim Bryan** - Recruitment and  
Retention Team,  
Undergraduate Admission  
Area

**Norman Lieber** -  
Registration Team,  
Registrar's Area

**Transfer Admission** - Irma  
Herrera, Barrie Glasscock,  
Ginger Oravski

## STAR ACHIEVEMENTS

100 Transfer Applications  
for Fall 2002 to date

**December Commencement**  
Saturday, December 15, 2001  
commencement ceremonies  
were held in McFarlin  
Auditorium for 523 SMU  
students. The graduate  
ceremony was at 5:00p.m. and  
the undergraduate ceremony  
was at 7:30p.m. Ross Murfin  
was the address speaker at  
each ceremony. The  
graduates, their families and  
friends all seemed to be in  
great spirits.

## Tattle on Your Co-Workers

One of the principles in Tommy Newton's [Customer Service Workshop](#) presented at the Texas BUC\$ conference in October was to "Tattle on Your Co-Workers." His point was that we should focus on situations in which staff give excellent customer service. He suggested creating a Fish Bowl in which staff can note times they have observed excellent customer service. Tommy pointed out that our customers are not only the students and families with which we work but our co-workers as well.

You are encouraged to come to the Leadership Area to fill out a card exposing a situation you observed. One important note -- items should be for a specific act of good customer service -- not that a staff member always gives excellent customer service. We hope our baseline is good customer service.

Here are a few examples of items put in the Fish Bowl so far:

**Melissa Stanford** wrote a piece on the IP team for the Newsletter in the middle of a very busy time in IP.

**Sarah Hunt** saw a student was having trouble completing her Loans By Web. She help the student through the process. Sarah is always gracious and professional.

**Sherry Reinwald** never says, "it's not my job." She went out of her way to assist me when I needed help.

**Rod Jackson** continues to be in contact with the families he recruits. They often call him with billing questions. He comes to my office to have me explain the situation and he will call the family back. I have offered to make the call but he always calls the family himself.

**Jackie Nicholas** always is willing to answer questions for me. Her pleasant personality makes me feel comfortable approaching her.

**Kelly McMillan**, what can I say, she brings a smile and good humor to every task. I was on a committee

## Division Highlights

### Undergraduate Admission

[January 28](#) - Mustang  
Monday  
[February 18](#) - Mustang  
Monday  
[March 22-23](#) - President's  
and Hunt Scholar Wkend  
[March 23](#) - Spring Fest  
[April 11-12](#) - Mustang Days  
[April 19-20](#) - Mustang Days

[Saturday Tours](#) - Feb.  
2,9,16,23, March 2,16, April 6

[January 21-25](#) - Area  
Community College Fairs  
[Early Feb-Early March](#) -  
Transfer Admission Decisions  
[April 1](#) - Deadline to Transfer  
for Summer 2002  
[May 15](#) - Deadline for  
Transfer Scholarships  
[June 1](#) - Deadline to Transfer  
for Fall 2002

### Financial Aid

[January 1](#) - first day to file  
FAFSA for 02-03.  
[January 15](#) - letters to  
continuing undergraduate  
merit scholars notification of  
gpa requirements  
Both student and parent can  
apply for a PIN at  
[www.pin.ed.gov](#) to use e-  
signature for FAFSA  
[February 1](#) - priority deadline  
for filing FAFSA 02-03  
[March 15](#) - first FA packages  
for Fall 2002 First Year  
Undergraduates  
[April 1](#) - first day student can  
see FA aid advisor for  
summer 2002  
[April 15](#) - first FA packages

Hats off to the Registrar's staff who did a wonderful job making sure everything ran smoothly that night! Their time and effort contributed greatly to the success of the ceremonies.

**CONGRATULATIONS**

**Catherine Hadnot**, for the arrival of her new grandson - Emerson Hadnot IV

**Mike Novak**, SWASFAA pre-conference workshop on Enrollment Management

**June Hagle**, facilitator at SWASFA Boot Camp for New Professionals

**NEW STAFF**

**Mark Gomez**, Financial Aid Counselor

**Thomas Frazier**, Financial Aid Counselor

**STAFF CHANGES**

**Jenny Demasi**, Scholarship Coordinator

**STAFF LEAVING**

**Laura Stinson**, February 6

**ANNIVERSARIES**

**Irma Herrera** - 28 Years!

**Peggy Park** - 11 years

**Lorinda Lamb** - 10 years

**Monica Cordero** - 7 years

**Marc Peterson** - 3 yrs/DES

**Ramiro Gauna** - 3 years

**Chadd Bridwell** - 3 years

**Jenny Demasi** - 1 year

**Tommy Newton** - 1 year

with her. She freely shared her innovative ideas and volunteered her own time to make the activity a big success.

**Delaine Ringel** offered her assistance when I was with a student. She overheard our conversation and knew that the student did not understand. Delaine asked if she could help and explained it in a way the student understood.

**Connie Buczynski** always goes above and beyond to help the customer. Just the other day she ran all over the building to find the person that a customer needed.

**Norm Lieber** was enrolling a nervous readmit. He kept reassuring her, that even though it was taking a little time, that everything was okay. He called faculty to obtain confirmation on a class. The young woman left saying, "everyone has been so nice."

**Don't make people "fish" for complements --  
Tattle on your co-workers.**

**Student Employment**

The office of Student Employment is a liaison and information facilitator for DES and the University. One of the most important responsibilities of Mary Beard, Student Employment Coordinator, is providing both federal work study eligible and non-work study eligible students information about jobs on campus and community service jobs off campus. Her office maintains the updates of current job openings in the Monstertrak.com database.

Mary's role also extends into the larger Dallas community as a representative for SMU with Dallas non-profit agencies. Mary endorses the FWS program's Reading, Math, and mentoring components.

Mary has two wonderful support staff -- Jamie Kennedy and Marianella Fuentes. Mary, Jamie, and Marianella can be found in 100 PAB.

For more information on some of Student Employments outreach click - [New Beginnings DISD Middle School Evening Program](#)

for Fall 2002 continuation undergraduate students

**Registrar**

January 10 -18 - Late Registration and Drop/Add Period

January 15 - tentative date for degrees being posted on transcripts

ACCESS.SMU - students may run FREE transcripts and grade reports  
Official Transcripts and Grade Reports - \$7.50 charge. Can be run by term or full transcript.

**Student Financial Services**

Through Feb. 1 - continue working of Spring 2002 payments

Jan. 22 - must petition of be reinstated to register for Spring 2002

Early March - deadline to settle account to avoid negative service indicator for Fall registration

**New Customer Service Hours for DES**

Beginning February 15 - hours that offices will be open to see students will be 9am to 4pm. Hours will be extended during peak times.

**May Commencement**

Go ahead and mark your calendars now for May Commencement 2002 which will be held Saturday, May 18 at 9:30 a.m. in Moody Coliseum. If you are interested in volunteering at any of the academic ceremonies please contact Erin O'Neil at 8-2037 or [eoNeil@mail.smu.edu](mailto:eoNeil@mail.smu.edu).



**STAFF DEVELOPMENT**

Below are links to outlines of material developed or collected at Professional Conference, Workshop, or Seminars. Click on the title of the item in which you are interested. Material is formatted so that you may print the outline.

**[Implications of 9/11 on Financial Aid](#)**

James Lane, Texas A&M University at Annual SWASFAA 2001 Conference

## **NEW BEGINNINGS DISD MIDDLE SCHOOL EVENING PROGRAM**

---

### **A Partnership with Federal Work/Study Students at SMU**

The New Beginnings Program targets teenagers who are classified as elementary school students because they have not successfully passed the state mandated Texas Assessment of Academic Skills (TAAS) Test. The program will provide an alternative educational option for this population that appears to be increasing each year. New Beginnings is a program that allows this population an opportunity to complete middle school and enter high school with the support in place to ensure they are successful in passing the TAAS Test when it is administered in the spring.

There are seven host schools that will serve all 21 regular middle schools in the DISD. Each center can service approximately 60 students. The classes are held from 4pm to 8pm Mondays through Thursdays.

SMU will target the two middle schools closest to our campus - Edward Cary Middle School on Killion and Thomas Rusk Middle School on Inwood. SMU students participating in the program must provide their own transportation; although they may be able to car pool with other SMU students.

Interested Federal Work/Study (FWS) eligible SMU students can elect to attend either mandatory orientation (students will be paid for attending). The job begins January 28<sup>th</sup>, 2002. Students will be paired with a student based on an application to be completed at the orientation.

#### **Orientations**

Tuesday, January 15, 4-6pm Hughes-Trigg Atrium A/B

Or

Thursday, January 24, 4-6pm Perkins Administration Building 113

SMU students positively impact the lives of many area students and their families. Young people with mentors

Stay in school

Achieve and aspire to get better grades

Go to college

- So far there are 30 students recruited to become mentors and earn their FWS award.
- 55 students in the reading tutor/mentor program developed by Bruce Levy
- 20 students working as reading tutors at Dallas Can Academy

In an effort to reduce the drop out rate, the mentors not only foster healthy relationships, but also are helping to raise the standards in our society.

For more information contact:

Improving America's Schools Conference

Remarks by Ron Paige, Secretary of Education

[www.ed.gov/Speeches/12-2001/20011219.html](http://www.ed.gov/Speeches/12-2001/20011219.html)

Or Mary Beard, Student Employment Coordinator, 100 Perkins Administration Building

## CUSTOMER SERVICE

---

Presentation by Tommy Newton  
Texas BUC\$ 2001 Conference

Think about a situation in which you received excellent customer service.

What was it about that situation that made you feel good?

Think about a situation in which you received poor customer services.

What was it that made you dissatisfied with the services?

Be aware of your customer service experiences outside of your workplace. Evaluate what about the service experience was good or bad for you and apply what you experience to your delivery of customer service at SMU.

### Four Principles of Excellent Customer Services

1. Tattle on your co-workers
2. Give "mean" students what they REALLY want
3. Have a Big Head
4. Tell your boss what to do

TATTLE ON YOUR CO-WORKERS - Recognize acts of excellent customer service.

Often, staff in DES goes beyond their regular duties to assist students, families, and their co-workers. Share those acts of excellent customer service instead of complaining about the times someone falls short.

To facilitate "Tattling on your Co-workers", a Fish Bowl has been placed in the Leadership Suite to collect instances of excellent customer service. There are blue card next to the Fish Bowl for you to share your observation of another staff member.

*Don't make people "fish" for complements.  
Put your observations in the Fish Bowl.*

When you "turn in" another staff member, please be as specific as possible. These should be a specific situation in which the staff member went beyond his/er normal responsibilities to provide excellent customer service. General, comment - "he's always so friendly and helpful" are not what we are looking for. We hope everyone is always helpful and friendly.

Fish that recognize your excellent customer service will be shared with you, your supervisor, and the Executive Directors. Periodically, prizes will be given!

### GIVE "MEAN" STUDENTS WHAT THEY REALLY WANT - Excellent Customer Service

Even when a student (or any of our family members or co-workers) is upset and cranky, they want excellent customer service - whether they deserve it or not.

How many times have you said after a bad experience with customer service, "I will never go there again?" Our customers - students, families, or our co-workers, can go somewhere else as well. Think of the cost in actual dollars if a student leaves SMU - our lost revenue could be anywhere from a few thousand dollars to \$120,000.

People also share their customer service experiences - good or bad. Many students determine their feelings about SMU from their contact with Enrollment Services. These feelings are shared with their family, their friends, and affect their support of the University after they leave.

### HAVE A BIG HEAD - Display your awards and recognitions

Your office gives those who visit it an impression of who you are. Display your awards and recognitions you have received. When you are finding information on your computer or when you have to leave someone in your office as you obtain whatever it is for you to provide them with excellent customer service, they will look at the items in your office and determine that you are an excellent staff member who will be able to assist them.

If you don't have any awards or recognitions, make some up. Tommy said he would be happy to help you "create" some awards.

### TELL YOUR BOSS WHAT TO DO - share your ideas and suggestions

You are the expert in your area. As you determine ways to do your job more effectively and to give excellent customer service, share those ideas with your boss. Constantly be looking for innovation, ways for the staff in DES to best meet the needs of our customers.

Another tip from Tommy, send a postcard to people who come into your office. That 34cent stamp may make all the difference in how someone feels about you, DES, and SMU.

[Back to November 2001](#)