

# 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 IV, Issue II February 2005



## STAR ACHIEVEMENTS

**Past Due Accounts Collected over \$13million**

## NEW STAFF

Angela Mejia - Student Accounts

## STAFF LEAVING

Annette Rodriguez - Financial Aid Advisor

## ANNIVERSARIES

- Epi Ramirez - 15 years
- Deveron Ellison - 3 years
- Summer Kocic - 3 years
- Luz Roque - 3 years
- Angela Erwin - 2 years

## BIRTHDAYS

- Mary Eddison - March 5
- Marilyn Prokup - March 13
- Greg Pulte - March 26
- Laura Harrington - March 28

If you are not on the list and should be, this is produced from the Employee Roster on the V drive. Let Kathy know if there is an error.

## VIPs - Very Important Ponies



Some of our VIPs this month are:

Kelly McMillan and Epi Ramirez - Thank you both so much! I am extremely pleased with the service that I have received through your office today. I really appreciate both of your work. You went beyond my expectations in refunding my transcript fee. It will be a pleasure dealing with your office in the future.



## BUSINESS ETIQUETTE

This is the second in a series of articles by etiquette and protocol consultant Linda Tyler Rollins. Ms. Rollins is a graduate of The Protocol School of Washington and founder of Rollins Rules Etiquette and Protocol Consulting. Ms. Rollins was associated with the University of North Texas Athletic Department for twenty years before moving into consulting full time.

Ms. Rollins is available to present workshops and can be contacted through her website at [www.rollinsrules.com](http://www.rollinsrules.com).



*Pony Protocol*  
by Linda Tyler Rollins

## You Can't Rewind a First Impression

You never hear the phrase, "Taylor made a great second impression."

The first impression is the one that counts; it takes about five seconds. Consider what you can absorb in five seconds: hair and make-up, clothes and shoes, body language and facial expression.

Bypass the concept that the world should be about your inner beauty and ability. Focus on your corporate world. It demands instant credibility.

## DON'T FORGET

**March 2 Division Meeting**  
8:30am Blanton Meeting Rooms

## Important Dates

- February 21 January Monthly Statement Due Date
- February 28 February Month End
- Mar 12-20 - Spring Break
- March 21 Monthly Statement Due Date
- March 25 Good Friday Holiday
- March 30 Enrollment opens for Summer and Fall continuing students
- March 31 March Month End

## Quotation of the Month

The highest appreciation is not to utter words, but to live by them.  
*John F. Kennedy*



## SMU Trivia

### Question

When did SMU discontinue requiring attendance at Chapel?

### Answer

In 1940 students were no longer required to attend chapel. Before that time, students listed as the only acceptable reasons for missing chapel were "illness, absence from the city, battle, murder, or sudden death."

## FERPA related questions

If you present yourself looking rumpled, brassy, flashy or out of date, your client (students, parents, administrators, professors, anyone you come in contact with on behalf of SMU) may focus on your appearance. Your message will become secondary, if not completely buried. Ultimately, you may convince your client you are an expert, but a negative first impression is difficult to overcome and could easily dilute your impact.

Conversely, a beautifully wrapped empty package is still empty.

If you haven't paid attention to the details of your appearance, what else have you short-changed in your preparation for the position you hold?

Quick tips: Stay current with your clothing style - not trendy, but classic. (Send your 80's outfit or Britney pants to a thrift shop.) Your clothes must be clean, pressed, professional and fit properly. Tend to your hands: clean nails and fresh polish without chips. Update your hairstyle. No cologne. Relax your face. Smile. I'm talking to you too, guys (...maybe not about the nail polish, ok?).

First impressions are not restricted to visual contact. If your phone personality sounds like you need nine milligrams of something shot directly into your heart to revive you, you're sabotaging your client's confidence in your ability to handle the issue.

Pay attention to the details. How you look and how you sound are vital to making a positive first impression. The first impression sets the stage for you to effectively complete any type of corporate transaction.

Coming soon to Pony Protocol: Almost the Last Word in Business Casual.

***Remember, if you're going to play the game, you'd better learn the rules.***

**Q: Is it OK to leave a message on an answering machine that contains confidential information?**

**A: Generally the answer is NO. We have to presume that the message may be accessible by others.**

There may be situations where we know for **sure** that the message will remain confidential to the student, but unless we do, we would **Not** leave confidential information in a voice message.

For example, instead of leaving a message "Please call me about your grade change from an I to a F", the message would be "Please call me about your SMU academic record".

**Q: Is it OK for an instructor to post grades using the SMU ID number, or part of the SMU ID Number?**

**A: No. The SMU ID Number, whether in full or in part, should NOT be used to post grades or any other confidential information.**

This is also true for using the name, social security number and date of birth. All of this information is widely and easily available. Students provide this information all the time to others for a variety of purposes.

Grades and other confidential academic information should only be posted using a process where it will remain confidential to the student.

One suggested method is for faculty to ask students to include a "secret code" on their test or paper and then use this code to post the grade.

Please remember that students should never be asked to divulge their confidential e-mail/Access.SMU password.

John A. Hall  
University Registrar & Executive  
Director of Enrollment Services



## STAFF DEVELOPMENT

