

# 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 V, Issue II February 2006



## Staff News from DES

### NEW STAFF

### STAFF LEAVING

### PROMOTION

### ANNIVERSARIES

Epi Ramirez - 16 years!

Chris Sekerke - 6 years

Deveron Ellison - 4 years

Summer Kocic - 4 years

Michael Gomez - 1 year

### BIRTHDAYS

Marilyn Prokup - March 13

Greg Pulte - March 26

If you are not on the list and should be, let Kathy know.

### University Registrar Services Expand

The University Registrar is pleased to announce the expansion of services with the coordinated efforts of the National Student Clearinghouse (NSC). The NSC was founded by the higher education community and is a non-profit organization that serves more than 2,800 colleges enrolling 91% of all US College students. SMU joins sister institutions such as John Hopkins Bloomberg School of

## VIPs - Very Important Ponies



Some of our VIPs this month are:

**Stan Eddy** - I'm a law student and just wanted to let you know how helpful I thought Stanley Eddy is. He answered all my questions thoroughly and went out of his way to help me.

**Epi Ramirez** - Indeed, all IS well. Thank you so very much for your help. We sincerely appreciate your kind attention and your efforts to accomplish this delivery for us. What a lovely "registrar" experience. *Got it! Thanks very much. I never got such great service from anyone at SMU until you.* Thanks so much for sending the transcript I requested via voicemail yesterday. As always, I very much appreciate your quick response to my requests.

**Monica Gomez and Student Account Team** - Outstanding [job of reducing the wait time at the Service Counter]. This is the result of great teamwork, and individual effort throughout DES. *John Hall A big congratulation to you and all those involved in these significant leaps forward. Tom Tunks*

May thanks to **Epi Ramirez, Kelly McMillan Milazzo, Peggy Boykin, Rose Johnson, Susan Evans, Joe Papari** . . . and everyone, as everything we do is a team effort. Implementing the Clearinghouse's Transcript Ordering service is a significant milestone event for us in the on-going enhancement of the service we provide to the SMU community and an improvement in the efficiency in which we do it. Congratulations.

## DON'T FORGET Division Meeting March 1

### Important Dates

March 13-18 - Spring Break

March 27 - Continuing UG Student Enrollment Period begins for Summer and Fall 06

April 5 - last day to drop a course

April 14 - Good Friday Holiday

April 24 - last day to withdraw

April 24 - Honors Convocation

May 2 - last day of instruction

May 3-4 - Reading Days

May 5-11 - Final Examinations

May 19 - Baccalaureate

May 20 - Commencement

May 21 - Residence Halls Close

May 29 - Memorial Day Holiday

### Quotation of the Month

The shoe that fits one person pinches another; there is no recipe for living that suits all cases.

*Carl Jung*



## SMU Trivia

### Question

What is a gonfalon?

### Answer

Public Health, Rice, University of Chicago, and Yale in extending services to students.

### Educational Verification

Beginning in August of 2005, prospective employers now have the option of going directly to the National Student Clearinghouse to obtain background educational data. Data for student's who have attended since 1995 automatically receive returned to the employer. The Clearinghouse will contact the Office of the Registrar in instances where the student attended prior to 1995.

Response time for obtaining this information provides a competitive edge for SMU students over other institutions that are not able to quickly provide this data when hiring decisions need to be made immediately. Registrar staff time has been freed to modify other processes and no longer handles multiple requests, phone calls, mailed or faxed requests for this data.

### Transcripts

As of January 13, 2006 students now request transcripts on-line through the convenience of 24 hour 7 day a week service through the National Student Clearinghouse. Transactions are secure through this user friendly process and all major credit cards are accepted. Students are guided through the NSC website through step-by-step instruction. The luxury of the service also gives students constant order status tracking information directly to their e-mail address. Students are also notified of holds and immediately directed to the proper contact to have the issue resolved. Once the request is processed, the Clearinghouse maintains a log of all orders for future reference by the student. Payment for transcript services is collected by the Clearinghouse.

No longer does the Registrar's Office manage multiple requests for transcripts or charge student credit cards. An overnight service charge is



### BUSINESS ETIQUETTE

This is the next 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).

A huge thank you to Linda for her insights and advise.



*Pony Protocol*  
by Linda Tyler Rollins

### Customer Service is a Family Affair

You have heard this one before: "Charity begins at home." So? As in, so what? Here's what: Civility begins in your cubicle, and your co-worker's cubicle and your co-worker's office, and down the hall, and everywhere within your campus family.

Picture this: You have just handled a very difficult phone call from a volatile customer *aka* student or parent. You know *that* call, right? You were superb. Gracious charming, helpful - all the buzz that gets you a gold star on your record.

You hang up, turn around and a pesky co-worker has entered your space, maybe for the umpteenth time today! So POOF goes all that wonderful customer service and charm.

"Now what?" you snarl, morphing into the best Freddy Kruger ever.

What happened to the charm, the civility, the training? Is there a quota that you have for the day, and if you spend it on the telephone, you have none left for real people? I think not. Do treat your co-worker as you treat your immediate family? That's a real shame because you know you

A gonfalon is the traditional name for the school academic banner carried by the bachelor's candidate with the highest GPA during the May Commencement Ceremony. At SMU the gonfalon is carried behind the school marshal and in front of all bachelor's candidates for the school. SMU's gonfalon's were designed by Bob Banner of the SMU Theatre Department. The newest gonfalon is for SMU's new School of Education and Human Development.

### Monday Morning Leadership

For the next several months the DES newsletter will contain leadership ideas developed in the book *Monday Morning Leadership* by David Cottrell. The book uses stories to illustrate leadership concepts. Although the book is designed to assist those in management positions improve and develop leadership skills, the concepts illustrated should be broadly interpreted and can be used by everyone. Please take time to consider how the ideas presented could be beneficial to you.

Thank you, Greg Pulte for preparing these each month.

### The Second Monday:

The second installment asks readers to define what their 'main thing' is and discusses how to stay on that task.

#### Keep the Main thing the Main Thing

- People have different perceptions of what the 'main thing' is.
- People quit people before they quit companies.

What is the Main Thing?

The main thing is our purpose or priority. Every person within ones organization must be aware of what their main thing is. For example, the 'main thing' of DES is "to provide seamless, holistic service to students - both matriculated and prospective - and the people who assist them in their pursuit of higher education." Essentially our main thing is to provide excellent service to our students: prospective, current, and former, and to the academic schools in their efforts to provide student support services for these students. The four areas within DES each provide service to students in many different and varying ways. Each and every employee must not only understand the importance of this mission, each must *strive* to ensure the missions' objectives are successful. If someone were to ask us to do something that is in conflict with our main thing, our supervisor will

collected up front by the Clearinghouse thereby allowing the Registrar's Office to locate quality, dependable and economical express service.

In making these two processes more user friendly and quicker, SMU has made the job of processing these requests easier and more streamlined or everyone involved!

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## Enrollment Resources Turns Up the Volume

Enrollment Resources (ER) (the telephone customer service unit of Enrollment Services) was given a challenge this past summer to move to a different level of customer service. The goal was to become the telephone equivalent of the one stop shop. ER's focus is to reduce the number of calls transferred to other DES staff. This has been accomplished by having the ER staff obtain more knowledge in all areas of the Division. For six months the Enrollment Resources staff has worked closely with the four functional areas -- UG Admission, Financial Aid, Registrar, and Student Financial Services to develop an expertise that would allow them to answer many intermediate question in all four areas.

ER staff each are assigned an area of expertise, meet regularly with staff in their assigned area and actively participate in training related to that area. The ER expert then regularly updates the other members of the team so that all are current on the latest information for all four areas. Another important aspect is working with each area to determine which calls need to be transferred to the staff in that area.

In six month the ER team has reduced the number of transferred calls by 62%. In addition they have been able to increase the amount of time they spend with each caller in order to insure that the caller's questions are thoroughly answered. This has significantly reduced the number of repeat callers, improved customer satisfaction,

are nicer to strangers than you are to your family.

Your co-workers are also your family. You are a team. This is where you spend a vast portion of your waking hours. This should be a pleasant place, not a battleground.

Take a few hints from Robert Fulghum's book, *Everything I Needed to Know I Learned in Kindergarten*:

- Share everything.
- Play fair.
- Don't hit people.
- Put things back where you found them.
- Clean up your own mess.
- When you go out into the world, watch out for traffic, hold hands and stick together.

This isn't rocket science. It's much more important than that.

Play nicely. It costs you nothing and gains you everything.

*Remember. you can't play the game if you don't know the rules.*

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support us when we say we cannot.

It is an individual responsibility to ensure that everyone is on the same page and understands what their main thing is. Many times you will find that when you depend on another's perceptions to match your expectations, you're setting yourself up for disappointment. It is important to ask your colleagues and coworkers some questions about what their main thing is. You may be surprised to find that your thinking and expectations are not necessarily shared by your colleagues. All must be in agreement to achieve success - Our ships must all sail in the same direction.

It is a natural tendency to blame pay, benefits, upper management, salary administration, and other factors for someone's resignation. People however do not normally leave because of these reasons. People leave because their manager is not meeting their needs. "People quit people before they quit companies." Although other circumstances may be a factor, the boss is the principle reason why *most* people resign. Failure to communicate and to establish effective working relationships with ones' colleagues and to define expectations contributes heavily to employee turnover. Defining expectations is critical at all levels within the organization. Upper management may define employee expectations, but employees also must maintain expectations of upper management and communication is a two-way street. If employees don't know what their manager's "main thing" is -- ask!

It is the responsibility of each manager to develop a positive relationship with each of his employees. If this does not occur, it is up to *you* to make it happen. Employees must make time to manage their own boss in the same way they manage those who report to them. It is the individual's responsibility to find out specifically what their colleagues need from them. More to the point is the idea that individuals must develop understanding of the needs and requirements of *everyone* with whom we work, this includes students, coworkers at all levels within the organization, and people with whom we work within the SMU community.

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and helped the functional staff  
better manage their calls.

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