

# 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

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## Staff News from DES

### NEW STAFF

**Hilary Bowman** - Admission Counselor

**Gordon Brannon** - Financial Aid Advisor

### STAFF LEAVING

**June Williams** - Retiring from the University and UG Admission

**Marilyn Prokup** - Retiring from SFS but working as a temporary staff member through the end of the year.

### PROMOTION

**Josh Ruiz** - Assistant Director of Technology in SFS

### ANNIVERSARIES

**Ron Moss** - 13 years!

**Mary Ann Plante** - 10 years

**Sylvia Wiseman** - 8 years

**Rod Jackson** - 8 years

**Marilyn Prokup** - 6 years

**Rod Del Rio** - 6 years

**Ginger Oravsky** - 6 years

**Josh Ruiz** - 5 years

**Stephanie Nonemacher** - 5 years

**Stephen Forrest** - 4 years

## VIPs - Very Important Ponies



Some of our VIPs this month are:

**Enrollment Resources Team** - I have noticed a HUGE difference in the quantity and quality of the phone calls and voicemail I have received in the last 3-4 months. I know this is 100% due to the fact that ER team is AWESOME. In the past, my phone and Epi's would ring non-stop throughout the day. We never had the pleasure of coming back from a meeting or lunch to no voicemail. I've dreaded the blinking red light in the past. Epi and I were constantly returning calls explaining how to request a transcript or enrollment verification or simply confirming that a fax was indeed received. NO MORE!!! The ER team handles probably about 75% of the calls we once did. This frees us up to spend more time on the calls that we need to research. THANK YOU for what you do and how well you do it. *Kelly Milazzo*

**Epi Ramirez** - The clearinghouse received the consent form this morning at 7:58am and I am happy to report that it was processed earlier this afternoon. I thank you once more for your response. It shows that SMU does care and it gives me a "warm and fuzzy" feeling.

**Barbara Waters** - I'm the Admissions Director for the PMBA program and work on a daily basis with Barbara Waters. I just wanted to personally thank you for assigning Barbara as financial aid counselor for the business school. She does a tremendous job of assisting prospective and current students through the complicated financial aid process, always with a smile and friendly word. I had a particularly difficult time recruiting for our January PMBA class and Barbara followed up with all the incoming students to insure they were taken care of in terms of financial aid. that's what I call dedication. *Vicki Cartwright*

## DON'T FORGET Division Meeting April 5

### 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 10-14** - National Student Employment Week

**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

Words are mere bubbles of water, but deeds are drops of gold.  
*Chinese proverb*



**SMU Trivia**

Priya Kongara - 3 years

## BIRTHDAYS

Fay Gough - April 1st

Anna Gomez - April 2nd

Cindy Ruiz - April 3rd

Rose Johnson - April 29th

Lorinda Lamb - April 29th

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

## Transfer Credit Evaluation

### Year Transcripts Received

2001	17488
2002	16934
2003	14716
2004	11209
2005	11995

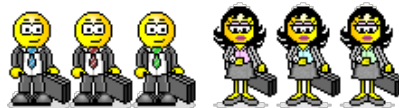
### Year Courses Evaluated

2001	23548
2002	21796
2003	22349
2004	20899
2005	22548

Not every transfer transcript received has courses that are evaluated. In 2005 there were 3024 students who submitted 4200 transcripts where none of the courses show up on External Courses. The number of transcripts received has dropped in the past 5 years while the number of courses evaluated has remained relatively constant. It would appear that students have better information about what is transferable and so are submitting fewer transcripts that end up not getting course evaluations. Indeed, in 2001 there were 8303 students who submitted 9733 transcripts where none of the courses show up on External Courses.

## Classes Offered

From Fall 2000 to Fall 2005 the number of Graduate class sections offered has risen from 1332 to 2065. The number of sections with a Friday meeting has dropped from 140 to 100 (with a low of 98 in Fall 2004).



## 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

## The Cold and Clammy "How Do You Do?"

I was presenting a workshop in Dallas for a group of upper management types a month ago. You know, these are the people who made it to the top of the corporate heap, so one would expect a bit more polish. Yeah, right!

One of the first questions about attending a corporate mixer was from a woman, "How do you eat and drink at the same time?" I gaped at her before I regained my composure. "You don't", I replied. Apparently, that was not a good answer because she wanted to debate the issue. Debate on. Your public image is at stake, not mine!

Let's discuss handling a beverage while you are working a room. It's usually a cold something, and you typically hold it in your right hand. True?

The next thing you know, a very important person is coming your way to greet you. You quickly change your beverage to your left hand, and offer the "The Cold and Clammy

## Question

When did SMU hold it's first graduation ceremony?

## Answer

In 1916, SMU conferred 5 degrees. Transfer students were admitted when SMU opened it's doors in 1915. Umphrey Lee, a future University President, transferred to SMU and was one of the early graduate.

## 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 Third Monday:

### Escape from Management Land

The third installment asks readers to get out of management land and to:

- Get in touch with your people.
- Realize that your job is not to lower the bottom by adjusting and accommodating the falling stars. You should be raising the top by recognizing and rewarding the superstar behaviors.

It is critical for managers to realize that: 'People normally quit because their manager is not meeting their needs. **People quit people before they quit companies.**'

What does the good manager need to do in order to maintain excellent employees, coach rising stars, and remove underachievers?

**First, hire good employees.** Managers must not become lazy in their hiring. Taking more time to interview and assess candidates up front prevents future difficulties and disappointments.

A serious concern in any organization is that good employees are asked to do more and more while others are being asked to do less. At times this situation can result in good employees feeling abused because they are good employees. The outcome of this is that good employees are punished for being good employees while the lower performing employees are being rewarded for doing less and less.

Consequently, in Fall 2000 Graduate sections with a Friday meeting comprised 10.5% of the total, and in Fall 2005 fell to 4.8%. An offered class does not necessarily have enrollment. In Fall 2000 8.7% of sections with a Friday meeting had no enrollment, compared to only 0.9% of the Fall 2005 sections.

From Fall 2000 to Fall 2005 the number of Undergraduate class sections offered has risen from 2116 to 2538. The number of sections with a Friday meeting has risen slightly from 534 to 553 (with a low of 513 in Fall 2004). In Fall 2000 Undergraduate sections with a Friday meeting comprised 25.2% of the total, and in Fall 2005 comprised 21.9%. An offered class does not necessarily have enrollment. In Fall 2000 3.9% of sections with a Friday meeting had no enrollment, compared to 6.4% of the Fall 2005 sections.

How Do You Do?" Yes, indeed, you will make an impression. An unforgettable one, especially if you quickly wipe your hand on your pants leg or skirt to dry it!

You know you have done this. We have all forgotten to become left-handed drinkers, unless you are left-handed to begin with.

Multi-tasking is not all it's cracked up to be. Eat and drink during your social occasions. Just try to keep them separated so you can socialize with ease.

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

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**Second, coach every member of the team to become better.** Provide adequate feedback and direction to employees. Do not fall into the trap of assuming that employees are happy working without much feedback. A manager's responsibility is to pay attention to the individual employees needs and to encourage their development through positive and useful feedback.

**Third, de-hire the people who are not carrying their share of the load.** Ignoring performance issues of individual employees has a negative effect on the rest of the team. What begins as one negative and cynical employee can become an entire team of negative and cynical employees.

One of the main things a leader must do is to eliminate confusion. Confusion can paralyze a team of employees. Something that contributes to the team's confusion is a trap many managers fall into - the trap of management land. In management land things are not always what they seem and it can sometimes be very difficult to escape from management land.

In management land, simple things often become complex and people can easily lose perspective. Managers begin to think the games others play are what are most important.

So what is management land? 'In management land, people are rewarded for saying only the things managers want to hear. It is difficult to discover the truth. Management land can be described as confusing, frustrating, and sometimes comical to those on the outside. Managers must escape from management land and get in touch with their people.

**On most teams there are three types of employees:**

- **Superstars-** people who have experience, knowledge and desire to be the very best at their jobs.
- **Middle stars** - they may not have the experience to be a superstar yet or they once were superstars but have subsequently lost their motivation to be the best.
- **Falling Stars** are the ones who do as little as they can get away with.

A typical team has about 30% superstars, 50% middle stars, and 20% falling stars. The pitfall of superstars is that if you keep piling work on your superstars then you should not expect them to continue to be superstars. Certainly some superstars will always be superstars regardless of the workload; but others will be beaten down into middle stars because of the additional work you pile on or from the failure to appropriately acknowledge their hard work.



Ask yourself this question. What is the minimal acceptable level of performance for the three types of employees? Many might say the minimal acceptable level of performance is in the middle 50%, however the correct answer is the bottom 20%. The fact that people in the bottom level are still on the team implies that their behavior must be acceptable.

In fact, many managers have fallen in to the trap of rewarding their falling stars by giving them less work while acknowledging them with decent performance reviews! When you do that, you should expect more people to fall into the falling star category. Why not do less when there are still rewards? Your job is not to lower the bottom by adjusting for and accommodating the lowest performing employees. You should be raising the top by recognizing and rewarding superstar behaviors! You simply cannot ignore performance issues and expect your superstars to stick around for very long!

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