

# 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 VI, Issue IV April 2007



## Staff News from DES

### NEW STAFF

### STAFF LEAVING

### Birthdays

Cruz Lopez - May 3  
Stephen Forrest - May 7  
Walter Jimenez - May 16  
Patricia May - May 20  
Irma Herrera - May 21  
Shereetta Robertson - May 22  
Stephany Coleman - May 24  
Cheryl Swift - May 24  
Jean Porter - May 27  
Rick Diaz - May 29

### Anniversaries

Joe Papari - 27 years!  
Peggy Boykin - 23 years  
Paula Anderson - 9 years  
Monica Gomez - 6 years  
Marcia Miller - 4 years  
Rehanna Nayer - 2 years  
Consuela Mitchell - 2 years  
Gretchen Voight - 1 year

## VIPs - Very Important Ponies



Some of our **VIPs** this month are:

**Susan Evans** - I want to thank Susan Evans for taking time out of her very busy testing schedule to help FA figure out how to calculate transfer gpa's. She helped tremendously with documentation to RO processes that we would not have had a clue how to do. Being able to calculate the transfer gpa on coursework accepted by SMU will allow financial aid to award new federal grant funds to qualifying spring transfer students.

**Jerrod Harrell** - Mom Eileen called to let me know how much she appreciated all of Jerrod's help. She and her daughter Madison decided at the last minute to come to Mustang Day tomorrow. Jerrod went over and above her expectations by helping them find a hotel and providing detailed information that confirmed why they should make the effort to come.

## Monday Morning Customer Service

The ER staff is currently reading the book Monday Morning Customer Service by David Reed and David Cottrell. We have summarized the key points and also shared the ways we are presently applying the basic principles in our everyday work

### Chapter 5: Keep backstage things Backstage

- There are 'Onstage activities' that involve the customer and 'Backstage activities' that are behind the scenes and meant to involve only the employees. For ER that means that each caller whether the first or the last of the day deserves our full attention and best customer service. They judge us by how we treat them at that moment and though they may be the 390th person we helped after what may be a long and frustrating day, they expect and deserve our best.
- Employees should be trained to respect the customer...no matter what the situation. Whether it is a hold on an account, an unexpected admission decision, inability to get into a certain

**DON'T FORGET**  
**Division Meeting**  
No meeting in May

### Important Dates

**April 23** - Last day to Withdraw from University

**May 1** - Last day of Instruction

**May 2-3** - Reading Days

**May 4-10** - Final Examinations

**May 19** - Commencement

### Quotation of the Month

Look at a day when you are supremely satisfied at the end. It's not a day when you lounge around doing nothing; it's when you've had everything to do, and you've done it.

*Loard Acton*



## SMU Trivia

### Question

Which SMU President received his divinity degree at SMU and served as the Dean of School of Religion at Vanderbilt?

### Answer

Humphrey Lee

summer school at SMU

degrees  
above  
the rest

dallas | taos | abroad

www.smu.edu/summer

## Cruising for Summer School Students



On April 3 a shiny, red Pontiac convertible cruised Bishop Blvd. handing out promotional materials about summer school opportunities in Dallas, at SMU in Taos, or through the SMU Study Abroad program. Carl Sewell, Chairman of the SMU Board of Trustees, provided the car and decorated it with SMU decals and a pony on the hood to call attention to the exciting programs that SMU offers in the summer.

The Summer in the City initiative highlights that there now is a limited amount of financial aid available for undergraduate students and a 0.00% loan. Even though tuition for summer is discounted, many student need assistance to attend.

Summer school is an excellent time to get ahead in a degree program, catch up in order to graduate on time, or to supplement an educational program. Enrollment is continuous through the end of the drop add period for May Term, first and second summer terms.

[www.smu.edu/summer](http://www.smu.edu/summer)

class, often when we get a call folks are upset. We recognize that they are not so much upset with us as they are about the situation in which they find themselves. We strive to help them resolve their issue and also try to educate them on how to avoid a similar situation in future terms. Some concerns must be dealt with by a more appropriate person; our responsibility then is to generate a smooth hand-off.

- An organization or team within that organization must maintain a high standard of service and ensure that backstage activities are truly behind the scene. Our callers are unaware that we at times instant message 2 or 3 different people within DES trying to get them the right answer, occasionally get out of our seats to track down the right answer, all they see is the end results.
- It is important for leaders to leave their offices and observe what is going on in the day to day operations. Greater awareness creates better responses to questions or complaints from customers and from the staff.
- Our students and their families are our "Mystery Guests", they will report how we react and respond to their concern. When they are treated well the first time that becomes their expectation.
- Customer service skills are like the air in a bicycle tire...it leaks. Leadership must pump up the employees by reminding them that excellent customer service is the key to their success. They must also provide them with the opportunity to learn new skills and reinforce existing ones.

### Chapter 6: Get Off Your Island

- In order to be proactive and productive, it is necessary to schedule time to plan, train, and prepare. Neither the team nor our families benefit if we continually operate in a reactionary mode rather than a proactive manner. We keep a 3 month calendar so we can anticipate the type of information we will need to have at hand to answer a question effectively and efficiently.
- When an entire team works together to deliver service to a customer, everyone wins. All company policies and procedures should encourage teamwork. We communicate to our families that multiple people can assist them, if the one person they spoke with previously is not available.



## Damon's Great Spring Break Adventure

Damon Wilkins is the Administrative Assistant for the Executive Directors of Enrollment Services. He volunteered to be a staff leader for an Alternative Spring Break trip. Here are his reflects from that experience.

Over spring break, I participated in SMU's Alternative Spring Break program as a staff site advisor for the animal rights trip to Peace River Refuge & Ranch in Zolfo Springs, FL. Peace River is a non-profit exotic animal sanctuary with a wide variety of animals including tigers, cougars, Siberian lynx, jungle cats, bears, spider monkeys, wolves, Egyptian fruit bats, sugar gliders, an iguana, a black leopard, and many more!

Despite the allure of all these exotic animals, our ASB trip was the smallest with only three participants. On the flip side, because of the size of our group, we were able to travel the 1,200 mile distance in a new 2007 SUV/minivan hybrid. On both the departing and returning trips, we stayed over night in Mobile, Alabama rather than drive 18 hours in one day!

Prior to beginning our service work on Monday morning, we took a tour of the refuge to meet all the animals. While some of them were left with the refuge because of monetary problems, the majority of animals came from a Florida zoo which had gone bankrupt. Once Florida Game and Wildlife assumed control of the zoo, the animals would have been put down had the refuge not agreed to immediately move the animals.

Our service consisted of helping assemble the roof on two bat habitats. Eight

- Employees who are not helping the team accomplish its goals and in fact are bringing the team down should be disciplined or dismissed.
- Leadership should be directly involved or at least depended on to insure that the customer service given is the best it can be.



triangular roof pieces comprised each habitat with five sections on each piece. On one set of pieces, we used a pneumatic staple gun to anchor pre-cut sections of wire mesh, followed by trimming the mesh then beginning on the next section. After all sections on the eight roof pieces were done, we flipped each piece and repeated the process with wider spaced wire mesh.

It was hard work but we had Wednesday off, which we utilized by going to Busch Gardens Africa in Tampa. I highly recommend the Sheikra rollercoaster, which had a 60 foot high, 90 degree vertical drop!!

Once the roof pieces had been completed, we did not have enough manpower to mount the pieces atop the enclosure but a large group was scheduled to arrive the following week to finish the job.

Next, we moved on to the other roof, which had been mounted to ensure all the pieces fit properly. We measured and cut the wire mesh pieces, then, using ladders and the roof as support, continued with anchoring and cutting the wire mesh. Luckily, smaller bats were going in this enclosure so there was no need to put wire mesh on both sides of the roof.

Our service got cut short early Friday afternoon after a lengthy tropical storm continued to drench everything, including us. We didn't get the second roof complete, but the staff at the refuge was amazed at our progress during the week.

Everyone had a great time but we were all glad to return home Sunday evening after traversing a total distance of over 2,700 miles! I had a great experience and I highly recommend that more DES staff participate in SMU's Alternative Spring Break program in the future.