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

Kimberly Huckaby Kiernan - Blanton Building Manager

Jessica Dixon - Information Systems

STAFF LEAVING

Kelly Milazzo - Registrar's Office

Jorge Guerra - Information Processing

Birthdays

Greg Pulte - March 26th

Anniversaries

Epi Ramirez - 17 years!

Summer Kokic - 5 years

Deveron Ellison - 5 years

Gordon Brannon - 1 year

Hilary Bowman - 1 year

Document Management and Imaging System Implementation Update

Over the past few weeks we have been working with **Perceptive Software, Inc. (PSI)**, the ImageNow vendor on planning our implementation. Over the next few weeks we will continue to refine and detail out the implementation plan and firm up the go live date for phase I and phase II.

VIPs - Very Important Ponies

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

Our own **Marcia Miller** -

Financial Aid Professionals Participate In TG Leadership Symposium

Round Rock, Texas - Fifteen student financial aid administrators from three states participated in a week-long leadership symposium in which TG provided training on leadership skills within the context of a campus financial aid office.

The 15-person class completed the second annual Financial Aid Leadership Symposium Feb. 5-9 at TG's campus. The training focused on core leadership competencies such as vision, building trust, communication, team building and coaching skills.

Tom Rebstock, a TG senior trainer and coordinator of the symposium, said that the program is tailored specifically for managers in college financial aid operations who seek leading-edge professional development opportunities.

"These are people who have been identified as high performers in their financial aid offices," Rebstock said. "This symposium allows them the opportunity to further develop their sphere of influence in their organization and within the student financial aid industry."

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 1 – Listen UP!

You want to keep your existing customers. It takes six times the effort to get new customers. Treat current students and parents well, so they will recommend SMU to other families.

Customer Service is critical to a successful operation. We use instant messaging and email to

Quotation of the Month

Live and work to make a difference, to make things better, even the smallest things. Give full consideration to the rights and interests of others. No business is successful, even if it flourishes, in a society that does not care for or about its people.
Eugene C. Dorsey

SMU Trivia

Question
What is the history of students of color enrolling at SMU?

Answer
The first African American students to be admitted to degree programs at SMU

The implementation team has accomplished the following tasks over the past few weeks:

- Have been analyzing the EC-Imaging system to identify the data stucture.

- Provided PSI with a list of databases, tables, index fields, page counts and sample data.

- Analyzed server hardware requirements for both test and production servers.

- Have ordered hardware for production server.

- Decided to setup and use existing hardware for test server.

- Have posted two positions in ITS to support the imaging server and system administration.

Over the next week we will add a FAQ page to the Imaging website http://www.smu.edu/intranet/des/Imaging/Default.asp to help answer questions.

For your reference, Phase I includes ImageNow installation and conversion of existing images on EC-Imaging to ImageNow. And Phase II includes workflow implementation for routing and approval of purchase orders and the data capture process for transcripts.

Once ImageNow is installed and the existing data converted, a plan will be developed for establishing new departments and users on the system as well as processing additional requests for the development of workflow processes. Additional information regarding the implementation and project status will be provided throughout the year.

If you have any questions, please contact Joe Papari at 8-2056 or jpapari@smu.edu.

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get the appropriate answer and continually seek training opportunities within the Division. We visit the websites that we often refer students to such as the National Student Clearinghouse transcript ordering site to make sure that we give them accurate instruction and to check to see if there have been any changes that we should know about since the last time we visited the site.

Customer service can differentiate and set you apart. If universities offer mostly identical services, recognize that the expectations are greater because we are SMU and there are cost and prestige factors that come with that. We strive to make the families experience with us enjoyable and educational.

Feedback is needed to gauge customers to see how they feel. ER receives many calls and e-mails from students and parents. We share concerns with individual departments so they can review if a new procedure or idea needs some fine tuning. Our ER meetings also give us the opportunity to hear from others within the Division about issues and concerns with which they are dealing

If you're going to get feedback from customers, you better be willing to use it. Many parents called concerning the Net Pay system not updating to show tuition has been paid. Student Financials took this feedback and there is now a line included on the SF eSpace page that indicates the balance shown might not be current if the payment was made through another payment method.

Chapter 2 - Scout the Competition

When using outsourcing, you need to hold your partner companies to your own service standards. Sallie Mae is our new online/billing provider for the university and we continually share what is working and what is "broken" with the appropriate people.

Everyone is busy and wants immediate attention so long lines or holding on a phone line are the number one customer turn off. We continually look for ways to give a concise but complete answer to their question striving for a 2-3 minute call but taking longer when necessary.

Always give the customer a little something extra to show your appreciation…in French, Lagniappe. We explain processes and procedures so students and parents can understand how to avoid a problem in the future.

Look at what the competition is doing. A few years ago the Executive Directors went on a tour of various universities to see how their enrollment services offices operated. Among other things, this resulted in a new and improved way to utilize the ER team.

Take advantage of conferences and conventions to share ideas, learn from others, and develop new beneficial relationships. Professional development conferences offer a view of what other universities are doing, how programs can be improved upon, and how to build relationships with other colleagues in the industry. Conferences are

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were five men who enrolled at Perkins in the fall of 1952. My understanding is that—although a few African Americans had taken classes at SMU prior to that time—no black persons were allowed at the University to pursue degrees in any school before the fall of 1952. What occurred much earlier, however, was the enrollment of Hispanic students. According to the volume by Howard Grimes (A History of the Perkins School of Theology [Dallas: SMU Press, 1993] p. 155) an otherwise unknown man named Santiago Gomez earned his Bachelor of Divinity degree from the School of Theology in 1919. In 1926 Eleazar Guerra earned his degree and later became a Bishop in Mexico. The person usually identified as the earliest Hispanic graduate is Alfredo Nañez, who earned his B. D. in 1932. He had a long association with SMU and served for a time on the Perkins faculty.

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