

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

Pavielle Chriss - Admission Counselor

STAFF LEAVING

Kendra Simington - Registrar's Office

Birthdays

Jerrold Harrell - June 7

Carol Morris - June 9

Sylvia Wiseman - June 9

Pat Woods - June 11

Lydia Babbit - June 15

John Hall - June 18

Susan Evans - June 23

Maggie Lemmel - June 26

Susan Earp - June 27

Stephanie Nonemacher - June 30

Anniversaries

Sherry Reinwald - 24 years!

Mary Beard - 10 years

Sunsharae Thierry - 9 years

Cindy Luetzow - 5 years

David Bell - 3 years

Mary Compian - 3 years

VIPs - Very Important Ponies



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

Maggie Lemmel and Marcia Miller - My son, Elliott Berger, is a freshman at SMU and is having a wonderful experience. As a single father, I could not be happier about our experience that began with a phone call to the Admissions Department and Maggie Lemmel over a year ago. What a wonderful year it has been!

The reason for this note/email is to point out the incredible support and admiration I have for one of your staff members, Marcia Miller. She and I met last fall as part of my son's visit to SMU and parent's weekend. Right off the bat, she took us under her wing and began our financial setup/aid with SMU. From day one, she has treated Elliott, my former spouse and me like family. She has been very personal, very professional, very matter of fact and very caring, every step of the way. She has monthly meetings with my son, phone calls with Elliott's mom and many calls, emails, guiding sessions and unreal counseling for me. She is a master at her craft, tells it like it is, and has the student, family and SMU at heart, all at the same time. I am aware she is a single parent and her care for her family comes through in every interaction we have. It is so very clear she takes her role very seriously, and adds the personal, family touch that is very special. I don't know how she does it, but she makes my son and me feel as if we are her only clients!

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Financial Aid - Thank you all for your hard work in helping to bring in another terrific first-year class! We certainly could not continue to make such great progress without you.

Thanks again for all of your help. We're not finished yet - but we can all finally see the light at the end of the tunnel!! - Nancy Peterson

DON'T FORGET Division Meeting June 1

Important Dates

May 19 - Commencement

May 11 - May Term SMU in Taos begins

May 29 - May Term SMU in Taos ends

May 31 - 1st Day of class Summer School

June 27 - Aug Term SMU in Taos begins

June 29 - End of Summer I

July 2 - Summer II begins

July 4 - University Holiday

Aug 1 - Summer II and Combined end

Aug 14 - Aug Term SMU in Taos ends

Quotation of the Month

If things are not going well with you, begin your effort at correcting the situation by carefully examining the service you are rendering and especially the spirit in which you are rendering it.

Roger Babson



SMU Trivia

Question

Which English faculty member was instrumental in bringing a Phi Beta Kappa Chapter to SMU?

Answer

Ima H. Herron, an undergraduate at SMU who returned to teach American Literature after earning a PhD. Dr. Herron was a "whole women's movement in her time."

Cindy Castro - 3 years

Jerrod Harrell -3 years



8.9 Upgrade

The latest upgrade for ACCESS.SMU has all of the modules immersed in testing with their eyes on the Go Live date of June 25th. Discussion of the upgrade started several years ago but the conversion process began in earnest in October 2006. ACCESS.SMU will go offline at 6pm on Wednesday, June 20th and be back online by 8am on Monday, June 25th. During this time, users will have VIEW ONLY access to data in the system.

Version 8.9 primarily focuses on a more sophisticated technical tools set that will facilitate future upgrades. End users will see an enhanced look and feel in the Self Service functionality with emphasis on reducing dry clicks. Macintosh users also will find that version 8.9 is more compatible with the Macintosh system.

Upgrades are a regular part of any software system. Each quarter the software provider sends customers updates and fixes to respond to issues with the product. As technology improves and the needs of customers change, the software supplier designs major upgrades that add functionality and address needs.

SMU feels it is important to keep our system current with new versions of the software. Version 8.9 will provide the platform for future upgrades to version 9.0 and a version called Fusion. Version 8.9 lays the foundation to split the maintenance of the Human Resources (HR) module from the Student Administration (SA) modules so that the HR module can receive updates and fixes outside the SA cycle. By splitting these functions both components can maximize the enhancements provided by the software supplier.

As the Go Live date comes closer, the

Admission and Enrollment Resources colleagues - Nancy and I want to use the occasion of our May 1 admission deposit deadline as an opportunity to thank all of you for your individual and collective contributions to what appears to have been another highly successful recruitment cycle, this time toward the enrollment of the SMU Class of 2011. Thank you again and keep your fingers crossed that the couple of more strong deposit days we need are on the way (as we expect they are because of your great work) this week. Ron Moss



Summer School Update

As the spring term comes to a close, the May term at SMU in Taos is underway. Over 100 undergraduate students join faculty and staff in the New Mexico mountains to earn academic credit in a beautiful setting.

Study Abroad programs are leaving Dallas beginning with SMU in Suzhou, China leaving May 17th. SMU in Germany, Italy, Moscow, South of France, and Paris leave by the end of May. In June and July students attend SMU in India, London, Oxford, and Italy/Archeology. Students often focus on foreign language as well of the culture of the countries in which they study.

Although final attendance figures will not be in for some time, students participating in summer school are taking an average of 5.7 credit hours. Some 2,000 undergraduate students are enrolled in over 10,000 credit hours as of May 15.

AARO Kick Off

The first Academic Advising Registration and Orientation for summer 2007 will begin on May 30 for students coming to SMU for the first time in the summer. AARO for students enrolling for the first time in the fall will begin on July 2.

Again this year, New Student Programs and Enrollment Services will sponsor a

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 7: Be Realistic and Optimistic

Be careful to set expectations accurately. If possible, leave room to surprise your customers by exceeding their expectations.

We tell parents and students that we will return a call or respond to an email before the close of the business day. We often exceed this expectation by calling them much earlier than 5:00 which comes as a surprise to them and is very much appreciated.

Don't pad numbers or time estimates excessively, but give yourself a 95% or better chance to meet or beat the estimate.

We try to set realistic time goals when dealing with our families. Some questions require that the situation be researched and may involve more than one person or office. What we can not do is set unrealistic expectations for ourselves or the other areas. The main thing we try to do is keep families aware of where we are in the process.

Give potential customers an accurate picture of your product or service. Don't get carried away with marketing materials only to have a guest leave disappointed.

All information sessions should provide accurate information on what families can expect here at SMU. We try to not exaggerate the services we offer but rather present an accurate picture of the university processes and procedures.

Chapter 8: Recover Right

We need to look at guest complaints as valuable feedback that gives us an opportunity to improve our services.

This chapter deals with recovering the right way when a service complaint is received. The ER team is the "ears" of the Division of Enrollment Services, we hear the concerns that parents and students have about various issues or processes. We share this information at our ER meetings or if something requires immediate attention we take the concern to a manager in the appropriate department. Feedback from our families allows us to know what works and what needs to be changed.

The recovery needs to be immediate and appropriate for the mistake.

It's difficult for us to "recover" quickly from some system issues. We do assure our "customers" that we are doing all we can as quickly as possible to help resolve their problem. The chapter stresses that we must take ownership of mistakes. Sometimes all we can do is apologize, try to calm them down and then work diligently to resolve the problem.

module staff in all areas is putting in many hours to insure that the transition from version 8.0 to version 8.9 is smooth. To keep energy up and spirits high ITS and DES are providing project staff with encouragement in the form of breakfasts, lunches, and stress reliever, survival kits.

This also is a way to say "thank you. We appreciate all your hard work" to our module staff and ITS.



Kick off for AARO on June 28th. The ice cream social tradition will continue with celebrity scoopers. We hope this will be a time to welcome the new Vice President for Student Affairs Lori White to the SMU community. Details still are underway but there always is food, fund, and favors.

Mark Your Calendar
AARO Kick Off
Ice Cream Social
June 28, 2007



A successful 'recovery' can turn an upset person into a loyal customer, more than paying back the cost to fix the original mistake. Customers don't forget attitudes. This includes attitudes of everyone in the organization not just the frontline people. The most important factor that separates an exceptional organization from an average one is how you respond to a customer complaint or service issue. One underutilized tool for dealing with complaints is a simple, "I'm sorry that this has happened to you".

We must develop a culture where frontline staff members are comfortable involving their leaders when it is in the best interest of the customer. While we can resolve many concerns or issues of our families eventually some will insist on speaking to someone who is in "charge" or can make the exception they are seeking. When the parent wants to speak to a manager we do not hesitate to get them in contact with the appropriate manager as soon as possible. However we do not set unrealistic expectations that the manager's position on a policy will be any different than what we have already tried to share and explain.
