

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 VIII, Issue IV April 2009



Staff News from DES

NEW STAFF

STAFF LEAVING

Vitoria Rea - Financial Aid Advisor

STAFF PROMOTIONS

Paley Wu - Senior Web Designer

Monica Juneau - Manager in SFO

Cheryl Swift - Senior Student Account Specialist

Mirjan Laci - Senior Student Account Specialist

Birthdays

Byron Lewis - April 1

Abbi Pfister - April 1

Anna Gomez - April 2

Meredith Dawson - April 2

Cindy Castro - April 3

Myriah Garcia - April 13th

Paola Sotomayor - April 15th

Claudia Favela - April 27th

Lorinda Lamb - April 29th

Anniversaries

Ron Moss - 16 years

Sylvia Wiseman - 11 years

VIPs - Very Important Ponies



Some of our VIPs this month are:

Monica Juneau - has initiated a project for Student Financial Services with regard to the retention of imaged records. Because of her forethought, she will be the project lead for the group that will develop a timetable for purging imaged records. Thank you, Monica! *Pat Woods*

Gretchen Voight - I probably don't have to tell you this but Gretchen is the best in all the land to work with at SMU. Kudos to Gretchen -- she's helpful (very helpful) at every turn. *Phyllis Payne*

Cheryl Swift and Marcia Miller - Thank you for taking the lead to contact current students with financial holds on their enrollment. This outreach will make a big difference in our work with students with outstanding balances.

Myriah Garcia - I just wanted to let you know that Myriah is really an asset to the Registrar's Office. Steve and I appreciate the promptness and follow through on everything that she does. She shows professionalism in her work. *Cheryl Moore*

Stephany Coleman - WOW! It is amazing how quickly you were able to make the Economic Assistance Loan a reality for our students. It shows your commitment to customer service and your understanding of the value of these loans to our families. Thank you!

Summer School Office - Thanks to all who contribute [to the Summer School Kick Off]. We're making progress toward getting summer school truly "institutionalized" here. *Tom Tunks* Hooray to all of you for doing such a great job. So far the numbers look quite impressive! *John Whaley* Thank you for the good news [on summer enrollment figures], John [Hall]. Congratulations to

DON'T FORGET No Meeting in May Division Meeting

Important Dates

May 4 - Last day of instruction

May 5 - Reading Day

May 6-12 - Final Examinations

May 15 - Baccalaureate

May 16 - Commencement

May 25 - Memorial Day Holiday

Quotation of the Month

There is nothing like a dream to create the future.

Victor Hugo



SMU Trivia

Question

Who was Bishop James Atkins?

Answer

Bishop Atkins was the Chairman of the Texas Methodist Educational Commission from 1911 to 1914. He presided over the creation of Southern Methodist University. Plaque in Dallas Hall states, "By resolution of the Commission, date February 4, 1911, Southern Methodist University was established in Dallas."

The second building at SMU was named for Bishop Atkins. It is now Clements Hall.

Recruit, Retain, Rejoice

Theme of April Enrollment Services Meeting

The staff in Enrollment Services started their April meeting by viewing the new

Ginger Oravsky - 9 years

Rod Del Rio - 9 years

Stephanie Nonemacher - 8 years

Stephen Forrest - 7 years

Cheryl Swift - 4 years

Abbi Pfister - 2 years

Monica Juneau - 1

Enrollment Services Highlights

SWAT - Tony Tillman is chairing a group of staff to address retention of our current students. Enrollment Services, Residence Life, Dedman College Advising, and the Dean of Student's office will work together to contact continuing undergraduate students who have not enrolled for the fall term. The outreach is to offer assistance to students, should there be a barrier to their enrollment.

Transfer Initiative - Nancy Skochdopole in conjunction with Financial Aid, the Altshuler Learning Enhancement Center, Residence Life, and the Hegi Career Center will sponsor a event for accepted transfer students. The event will be held on May 26th. Academic Advisors will be present to assist these students in identifying any deficiencies they may have that must be completed before matriculation. The goal is to work with the student to complete these course in the summer.

Summer School - The Summer School Office has been actively promoting enrollment in SMU's three summer school programs - SMU-in-Taos, SMU Abroad, and SMU-in-Dallas. To date the enrollment for summer school 2009 is a few percentage points ahead of enrollment at this time last year.

Spring Brings Students to SMU - March and April are the busiest month in Admission. Students are invited to campus for Scholar Day - interviews for President and Hunt Scholarships, for Mustang Days, two day event for admitted students, and for Springfest, a Saturday targeting junior's in high school beginning to explore their college options. All of these events have been well attended, breaking previous records. "Our programs went extremely well and we are pleased with the overwhelmingly positive response we received from parents and students" remarked Byron Lewis, Associate Director of UG Admission. The Admission staff is doubling their efforts as the deposit deadline approach on May 1st.

Custom Regalia Displayed in Blanton - Stop

all of your good work in bringing this about, and in a precarious time, too. *Tom Tunks* - SSO is Kathy Rowe, Nancy Skochdopole, Mary Beard, Shahnaz Khaja, Kelli Anderson, Todd Chiscano, Mike Adler, and Suellen Turner.

Kelly Milazzo - What a wonderful idea for a President's Partner Grant, the Seminar on Financial Responsibility. I know that all of your hard work putting this together will be noticed by the selection committee. Our students really could benefit from this seminar. *Pat Woods*

Staff Takes Top Academic Honors

Angie Flores

Angelica Flores, Assistant Director of Student Account Services and an undergraduate student at SMU, received an award for having a grade point average over 3.5 (actually a 3.8) at the Minority Academic Awards Ceremony.

Not withstanding working full-time and returning to school after having a family, Angie commented that she is "very proud of it." She spoke to the group attending the Ceremony and had her photograph taken with Dr. Turner.

Laura Ries

Laura Ries will be receiving her second award from the Business Leadership Center (BLC) in the Cox School of Business. Officially, she will be part of the "Dean's Circle". Last year she was awarded "The Distinguished Leader" and now it's the "Dean's Circle" so needless to say Laura is doing a wonderful job in her MBA program!! She's being recognized at a luncheon this coming Friday April 17.

Enrollment Services is proud of Angie's and Laura's achievements. Congratulations!

AdvantEdge SMU

SMU Student Financial Service has installed AdvantEdge software to enhance the university's ability to manage collections of student accounts. AdvantEdge is provided by Accelerated Data Systems and is one of the top 12 mid-range collections systems.

Accelerated states that the software is "considerably more than just a collection tool." AdvantEdge allows the user to

videos "Face of SMU" developed by SMU Public Affairs to enhance the recruiting of new students. The video will be shown on U Tube as well as featured on the SMU Homepage.

"'Dream Making' is what we do at SMU," remarked Ron Moss. Each of the students featured found the value added in an SMU education whether in an Education Abroad opportunity, community engagement, in the Learning Enhancement Center, or the Dedman Center.

Each of the Executive Directors of Enrollment Services spoke on the initiatives in their area focusing on recruitment and retention of students. John Hall said, "If you sense an issue that is a barrier to enrollment, let someone know." His staff is monitoring continuing enrollment. After the enrollment appointment times have concluded, the Registrar's Office (RO) will work with the SWAT group to identify continuing students who have not enrolled. Student registration for AARO is being monitored through the new online registration process.

"Everyone [in Enrollment Services] has come together, working as a team," observed Pat Woods. Her staff has worked with Stephen Forrest in RO to target students for the Economic Assistance Loan. The Student Financial Services (SFS) staff then follows up with these students to see if the loan is an option for them. SFS also has sent information to families on the many payment plans available for new and continuing undergraduate students.

Marc Peterson stated, "We can and will help students any time." If students have never applied for financial aid or if they have but their circumstances have changed, "Give us a shot." Financial Aid staff are working hard to award financial aid and to follow up with families with eligibility for the PLUS loan.

Telephone calls, e-mails, postcard both electronic and paper, on campus visits, t-shirts, backpacks -- you name it, Admission is doing it to encourage admitted students to commit to SMU. The new Recruitment Plus computer software allows Counselors to target students to focus the message.

Ron Moss concluded the meeting by sharing his view, "Enrollment Management at its best [right now], the energy that is being generated from DES." He challenged the staff to continue the efforts to Recruit, Retain, and Rejoice. SMU and Enrollment Service have risen to the challenge of this economic downturn.

by the first floor of Blanton and take a peek! The implementation of SMU's custom regalia for May, required candidates to order their caps and gowns on the Herff Jones website by Sunday, April 5. Since the robes are still in production, it is important to have an accurate count to ensure that the appropriate number of gowns are made. At the Sunday's deadline approximately 1,680 advance orders were placed: 81% of bachelor candidates, 64% of masters candidates, and 72% of doctoral candidates.

provide better customer service, send statements and letters, and to manage calls. The system provides unlimited storage of data related to collections as well as allows the user to group and organize the collection effort. This product can be customized to meet the needs of SMU and Accelerated provides extensive training on the produce software.

Student Financial Service hope to have the new system in full operations by the end of the spring term. Bursar Pat Woods believes that this automated process will increase collections and allow the current staff to work more effectively and efficiently.



Join the SMU Community in
Celebration of the 94th annual
Commencement Weekend

Baccalaureate Friday, May 15
at 7:30pm McFarlin Auditorium
(Undergraduates only)

Commencement Saturday, May 16
at 9:30am Moody Coliseum
