

# 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 VII September 2009



## Staff News from DES

### NEW STAFF

### STAFF LEAVING

Steve Boykin - Registrar

### STAFF PROMOTIONS

### Birthdays

Rod Del Rio - Sept 1

Nancy Peterson - Sept 5

Kathleen Hayden - Sept 11

Frances Wardell - Sept 22

Melissa Guerra - Sept 24

Monica Cordero - Sept 26

### Anniversaries

Barbara Waters - 24 years!

Jackie Wilborn - 19 years

Cruz Lopez - 11 years

Stan Eddy - 9 years

Darrah Rippy - 9 years

Bill Chandler - 6 years

Daniel Herrera - 6 years

Kerry Schneidewind - 2 years

## Enrollment Services Highlights

**Student Financial Services explores options to improve service and lower costs** - In Texas, and to some degree nationwide, SMU

## VIPs - Very Important Ponies



Some of our VIPs this month are:

**AdvantEdge Implementation Team** - Patricia May, Bonnie Smith, Samantha Tellone, Cindy Castro, Deveron Ellison, Charles Harper, and Stephany Coleman worked tirelessly throughout the spring and summer to implement the AdvantEdge Collection Software. Thank you for all your time and effort. *Pat Woods*

**Jackie Wilborn, Mary Compian, and Jean Porter** - A big THANK YOU for all of their help with August graduation! Our office (Student Financial Operations) had a small roadblock to cover with [Perkins Loan] Exit Interviews, but these ladies helped make sure this roadblock minimally affected students receiving diplomas. *Stephany Coleman*

**Gretchen Voight and the Opening Convocation Team** - the [Mustang] Band was great. I thought the whole event was one of our better ones thanks to you and all your helpers. *President Turner*

**Jerrod Harrell** - I just want to thank you for looking into and solving the problem that I had encountered with the student fees. Thanks. *Georgey in Park N Pony*

**Walter Jimenez** - Thank you very much for taking the time to send both e-mails. People like you are the ones that make a better world. Your family must have done a great job and so have you. You have my respect. Thank you. *Happy student*

**Laura Ries** - Congratulations on earning your MBA. I know it took a lot of hard work, and I'm sure it wasn't easy to do while working full-time. *John Hall*

**Frances Wardell** - I just want to say THANK YOU. You are a tremendous asset to the SFS team. We greatly appreciate all of your hard work with the Tech Team in making sure that our processes run smoothly which enable us to perform our daily duties. *Stephany Coleman*

## DON'T FORGET

**October 7**  
Division Meeting

### Important Dates

Oct. 12-13 - Fall Break  
Nov. 2 - Spring Enrollment Begins  
Nov. 10 - Last Day to Drop  
Nov. 26-27 - Thanksgiving Holiday  
Dec. 1 - Last Day to Withdraw  
Dec. 9 - Last Day of Instruction  
Dec. 10 - Reading Day  
Dec. 11-17 - Examinations  
Dec. 18 - Residence Halls Close  
Dec. 19 - Graduation  
Dec. 21-25 - University Holiday  
Jan. 1 - New Years Holiday

### Quotation of the Month

History never looks like history when you are living through it. It always looks confusing and messy, and it always feels uncomfortable.

*John W. Gardner*



## SMU Trivia

### Question

Who said, "SMU was something of a prodigy because she had many Fathers and no Mothers."

### Answer

SMU graduate Herbert Gambrell in his memoir in 1955. Gambrell referred to the skillful way the SMU founders "planted among the Dallasites a Desire for a University." When Fort Worth began lobbying for the Methodist school, "Dallas citizens pledge \$300,00" and W. W. Caruth pledged 662 acres in Highland Park.

Student Financial Services (SFS) is known for being on the cutting edge in providing services to students and their families at an affordable cost to the university. This summer University Bursar, Pat Woods, began a process of evaluating all of the services we provide through SFS. With other areas of the university, a group is investigating financial services, vendors, and process. Ms. Woods hopes to implement any needed changes for fall 2010.

**Enrollment Services participates in DISD Intern program** - Mayor Tom Leopard of Dallas in conjunction with *Education is Freedom* offered DISD High School students internships throughout the Dallas area. SMU participated in the program by bringing two students from North Dallas High to the campus for eight weeks. Jose, a rising senior, and Shante, a rising junior, worked in several offices including spending a week in Enrollment Services. All areas in DES share their experience and expertise to assist Jose and Shante in preparing for college.

**DES Hosts Houston Community College to demonstrate Imaging System** - The ImageNow system implemented by SMU OIT and DES has attracted questions from other institutions interested in a similar project. Houston Community College will visit SMU later in September to learn how ImageNow is integrated with ACCESS.SMU, our data capture applications and document workflow. Joe Papari, Director of Information Systems will host the group.

**ImagingWorkflow Implemented** - speaking of document workflow in the ImageNow system - Enrollment Services has implemented a digital data workflow with Dedman College. Meadows and Cox are next to implement the workflow process, followed by Lyle and the other three schools. Ten types of documents can be sent through this paperless system -- ACG, Transfer credits, test credits as well as other forms traditionally sent through campus mail.

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## Transfer and Transition Services

**SMU: We Talk Transfer** is the mantra of the university's efforts to enhance programs for students transferring to SMU from other colleges and universities. For many years, transfer student initiatives emanated from the Admission staff. The strong, personal relationship the staff developed while assisting student transferring to SMU often continued after matriculation. Transfer Admission staff advise the SMU chapter of Phi Theta Kappa.

As was reported earlier, Nancy Skochdopole was named Director of Transfer and Transition Services to assist with recruiting of transfer students but to primarily facilitate the transfer student's transition to

**Jackie Wilborn, Sylvia Wiseman, Mitzie Goff, and Steve Boykin** - Rarely do we take the time to just acknowledge how much we appreciate our colleagues across campus whose professionalism, efficiency, and attitude make life so much easier here at SMU. In particular, I want to tell you how much I appreciate the hard work and efforts of all your staff, but note Jackie Wilborn who is such a pleasure to work with in diploma and degree processing, Sylvia Wiseman in academic records, Mitzie Goff, who has come on board and come up to speed so quickly and Steve Boykin who is always willing to go the extra mile to help our with last minute crises. *Jim Dees*

**Charmissa Ajakaiye** - Thank you for being so helpful with sorting out my financial aid situation and for taking the time to personally help me through the process. I really appreciate it. **I wanted to drop you a quick note to thank you for taking care of the scholarship check for Brent. That made the process so much easier to handle and we truly appreciate your thoughtfulness.** *Happy student and happy family*

**Mitzie Goff and Veronica Decena** - Congratulations on a successful VA [Veterans Administration] audit. *Tom Tunks An A++ .. Huzzah!! Huzzah!!* A sincere note of thanks to you. Keeping accurate and compliant VA records is one of those critical but unseen jobs. And, I know that with the new GI Bill that the amount to work involved in handling veterans issues and the inquiries has skyrocketed. I appreciate you keeping on top of this and the great job you are doing. *John Hall*

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## Paul Quinn Students Visit SMU

SMU was privileged to be asked by Paul Quinn College President Michael J. Sorrell to have four of the College's best and brightest student attend SMU for the fall term. Dr. Sorrell explained in a letter to Dr. Turner that he wished to have these students "visit" SMU for the fall term while Paul Quinn appealed loss of accreditation from the Southern Association of Colleges and Schools. Dr. Turner asked the Provost's Office to facilitate the matriculation of these students. In five days, four Paul Quinn students were attending their first day at SMU.

Dr. Lori White, Vice President of Student Affairs and Anthony Tillman, Assistant Provost met with the students to welcome them and begin their transition. Information sessions, academic advising, enrollment, and SMU's Opening Convocation filled the day before classes began. The academic advisors worked with each student to find classes which would fit into their degree program at Paul Quinn. The students are expected to return to Paul Quinn for the spring term.

## Recruit, Retain, Rejoice

Those of you who are avid readers of the *DES Newsletter* know this column has focused on Recruitment and Retention for the past several issues. Today it is time to REJOICE!

Since the mid-1990s, the size and quality of the first year class has increased. SMU also has continually worked to retain our students and invite students to transfer to SMU. A solid plan was in place that monitored and supported that growth. But 2008-09 saw the U. S. economy become unstable to the point that the reliable models for enrollment could not insure success.

Now here is the rejoicing part, SMU began fall 2009 with an entering class of 1336 and an overall student body of 10912. SMU's total enrollment was down only .5% from fall 2008.

After announcing the incoming class size to the faculty, Dr. Turner said, "despite as chaotic an enrollment cycle as I've seen in my 21 years as a university president" and factors such as more "first-choice" institutions offering enrollment to students on their waiting list and "second-choice" school enhancing scholarship offering to attract SMU admits, SMU did well. Turner credits Dean of Admission, Ron Moss and the Office of Undergraduate Admission with keeping the university on track with its goals. Without sacrificing either size or quality, SMU's first year class entered with comparable academic profiles as past years.

In support of the recruitment efforts, the Financial Aid area, Student Financial Services, and the Registrar's office exerted extra efforts to assist continuing and new students concerned with costs and enrollment. Enhancements were implemented in all areas to insure students could find the help they needed to enroll for this fall.

**All of SMU should REJOICE at the success of another new year.**

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## Fall enrollment project

Each term, Student Financial Services successfully collects an average of 96.6% charges to student accounts. Even after exhaustive attempts to contact

SMU. Part of her efforts are to make the transfer student connect with SMU quickly.

Nancy reports that 60 new transfer students attend Mustang Corral this fall, 20 participated in the Common Readings, and 60 participated as a group in the Opening Convocation. Some of these new transfer students are petitioning for a seat on the Student Senate and planning to request recognition of a transfer student organization.

The Transfer staff is exploring the possibility of developing an honors curriculum for transfer students and, in addition, wishes to found a transfer honor society. The A-LEC will offer programs targeted at academic challenges of transfer students designed to address these issues but also to introduce the students to the services of the center.

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Thank you to all who assisted in this quick effort.

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students with outstanding balance and growing past due fees, the remaining 3.4% often do not begin to address these balances until a few days before classes begin for the next term. In the fall, it may be after 9 months, two terms, and 50 attempted contacts from Student Financial Services staff.

For fall 2009 sixty-eight students with outstanding balances in excess of \$1,000 who had not enrolled were identified as well as 200 students who did not have balance but had not enrolled for fall. Telephone calls, e-mails, and letters were sent to these student encouraging them to contact Enrollment Services for assistance in a timely manner.

By the last day of enrollment for fall, 98.2% of outstanding balances were resolved.

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