

# 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

### STAFF LEAVING

### STAFF MOVING

### Birthdays

Nancy Skochdopole - March 8

### Anniversaries

Deveron Ellison - 8 years  
Summer Kokic - 8 years  
Hilary McIlvain - 4 years  
Gordon Brannon - 4 years  
Fernando Del Rio - 3 years  
Paley Wu - 3 years  
Joann Martinez - 2 years  
Chante Chapman - 2 years  
Randy Trevino - 1 year

## Enrollment Services Highlights

**Graduation Fair** - for May Commencement was a big success. Director of Academic Ceremonies, Gretchen Voight said, "It was non-stop both days. Many more students than last year." The fair held in the SMU Bookstore is designed to provide one location for the graduate to order regalia, graduation announcements, have graduation photograph taken, and handle all the details to make graduation special. Voight estimates at least 700 students came through the fair.

**Financial Aid Staff** - learns about new federal loan process. Thirteen members of the Financial Aid staff attended a workshop on Direct Lending. The federal government passed legislation that subsidized and unsubsidized loans will be handle by colleges and universities through a process of direct lending. The Dallas workshop was provided for financial aid staff of colleges throughout the north Texas area to train staff for this change. More information is "under construction" on the SMU Financial Aid website but should be available soon. Direct lending will begin with the new financial aid year.

**Records and Registration Meetings** - what goes around, comes around. The Registrar's office has invited staff in the schools who work with academic records and registration to meet each fall and spring term to share information. This year the Registrar's staff brought back a former format to make the meetings more interactive. Newsletters are produced for both the undergraduate and graduate

## VIPs - Very Important Ponies



Some of our VIPs this month are:

**Pavielle Chriss** - Just wanted to lift up Pavielle for her excellent interview in the *Daily Campus*. Kudos to her and to all of you for your own valuable work as well as your support of our diversity efforts. *Ron Moss*

**John Hall, Gretchen Voight, and Cate Hamilton** - I wanted to extend my appreciation to all of you for hosting the NT TACRAO workshop at your beautiful campus. It was a very informative and entertaining day. I came away with some new and exciting ideas. I especially like how you have made your FERPA information and release forms available online. I am hopeful that in the near future we will have that available for online access as well. *Dee Ann Brown, North Central Texas College, Bowie*

**Damon Wilkins, Stanley Stubblefield, and Shahnaz Khaja** - Many thanks for all the help with the TCCURAO Support Staff Workshop last week. The workshops were a hit, and the attendees left with a great impression of SMU and Enrollment Services. *John Hall*

**Charles Harper and Anna Gomez** - even after I interrupted your meeting, you immediately researched the question of a parent and got back to him within an hour. I appreciate your unconditional customer service and I know our families do as well.

**Kimberly Scott** - Just want to send out a good word for Kimberly. I was very busy at the front counter today and Kimberly stepped up to assist when I needed it. I really appreciate your assistance today, Kimberly, Thank you.

**Paley Wu** - I'm glad to report that with Paley's help, SMU's Cost Page now meets the new legislation requirements (including the Net Price Calculator which will be added as soon as it is available).

**Consuela Mitchell** - and everyone in Financial Aid, a big THANK YOU for the work on compliance with the new state regulation regarding financial information. Your quick response and hard work is appreciated. I know this is just the beginning -- but keep up the great work.

## Commitment to Diversity

The recruitment and retention of a diverse student body is and has been an important goal of SMU for many years. Undergraduate

## Division Meeting



Mark your calendar  
April 7, 2010

## Important Dates

April 2 - Good Friday Holiday  
April 5 - first day to enroll for summer and fall

April 8 - last day to drop a course  
April 26 - last day to withdraw  
May 4 - last day of instruction  
May 5-11 - Final Examinations  
May 14 - Baccalaureate  
May 15 - Commencement

## Quotation of the Month

Fortunately for children, the uncertainties of the present always give way to the enchanted possibilities of the future.

*Gelsey Kirkland*



## SMU Trivia

### Question

How many diploma vendors have served SMU in our history?

### Answer

Four!

SMU used Star Engraving from its founding through the late 1970s. After Star Engraving was purchased and the new owners discontinued this product line, Jostens was selected. Jostens did not last but a few years and was replaced by Herff Jones who provided excellent serve for many years. In 2009, SMU moved to the Michael Sutter company. Michael Sutter will provide equal or a better products with additional services at a lesser cost.

## HELP!

As was reported in the February Newsletter (and in this one), the success of our recruitment efforts involve everyone at SMU.

The period from now to May 1 is critical to achieving the targets set by the University President of a first year class of 1400 academically gifted and diverse students. An increasing large number of high school students

meetings so that the amount of time "reporting" has been greatly reduced. This allows the meeting to focus on feedback, comments, and new ideas in an open discussion. Both the schools and the Registrar's staff have enjoyed and found this new/old format to be a successful change.

**Bursar's staff work on new ideas** - The University Bursar, Pat Woods, brings her staff together each year to reflect on the past year and look forward to the next year. At the end of 2009, four groups of staff formed to bring to reality ideas from the end of the year meeting. Groups are working on ideas to improve collection of past due balances for the current term, streamlining the process for authorizing other payers for student accounts, enhancing communication with students and families, and increasing the use of the Bursar website as a important tool for students and families. Targets for all initiatives are summer 2010.

**Honors Convocation** - showcases the academic talent of our undergraduate students. As the number of academically gifted students increase each year in the first year class, more students are tapped for academic honors. The Honors Convocation has grown to the point that it is difficult to personally acknowledge all honor students. **Honors Convocation for 2010 is April 19 at 5:30pm in McFarlin Auditorium.** It is open to the public -- so come cheer our wonderful students as they are recognized for their achievements.

**Honor Roll** - [http://smu.edu/registrar/honor\\_roll/](http://smu.edu/registrar/honor_roll/)

**Mustang Express** - Transfer Admission has created guidelines within which a transfer student can receive an admission decision immediately upon presenting all required documents. If a transfer student meets specific grade point and course requirements, an Admission representative can offer admittance to the student on the spot (so to speak.) The admission decision is contingent upon the student retaining the academic profile represented in their admission packet. Transfer students also must provide a final transcript for work done for the spring term.



**Water Damages Records** - Perkins Administration Building was the home of the University Registrar from the time it opened in 1928 until Enrollment Services moved to the Laura Lee Blanton Student Services Building in 2003. Throughout most of those years, academic records were made of paper and required storage to keep the records safe, dry and secure. Before leaving Perkins, all of the records stored in the records vault were imaged. The vault in Perkins remained the storage place for the original documents.

Over the weekend of February 14th, a pipe in the vault began to leak. By the time it was discovered

Admission sets goals each year to increase the number of students of color in the first year classes. Over the past ten years, the diversity of the first year class as gone from a low of 15.7% of the entering class to 24.1% of the 2009 first year class. Even though this increase is significant, it is not enough.

On February 22, 2010, the Division of Student Affairs and Undergraduate Admission collaborated to host approximately 200 local high school students from Dallas and Carrollton-Farmers Branch ISD for a Multicultural Recruitment Conference. Workshops were offered on the admission and financial aid processes as well as motivational addresses from Dr. Lori White, Vice President for Student Affairs, Tony Tillman, Assistant Provost, Pat Feldman, A-LEC, and students and staff from Student Activities and Multicultural Student Affairs. Executive Director Jennifer Jones and Senior Admission Counselor and Coordinator of Diversity Initiatives, Pavielle Chriss both insured the success of the event.

Undergraduate Admission and the Division of Enrollment Services will be hosting a National Hispanic College Fair in Moody Coliseum on April 16. SMU was selected by this National organization as one of the sites for their nationwide college fair program. High School students from the Dallas Independent School District will meet representatives of over 50 colleges and universities to learn the opportunities available to them in higher education. Undergraduate Admission expects over 2000 DISD students to participate.

As with all student recruitment, the involvement of the SMU community, whether small or large, contributes greatly to our achievement of all our goals to attract the best and brightest students.

**NTCCURAO**

**Only a Registrar could figure this out!**

SMU Enrollment Services welcomed Registrar and Admission Officers to a support staff workshop hosted by the Texas Association of University Registrar's and Admission Officers (TACRAO) north Texas region. The name notwithstanding, approximately 125 staff from colleges and universities in the north Texas region participated in a day long program geared at issues confronting all enrollment services personnel.

To insure that all who wished to attend could participate, the daylong workshop was presented twice, on consecutive days in March. The morning programs included an interactive presentation by SMU Parent and Family Program Director, Deanie Kepler and SMU Enrollment Services Director, Kathy Rowe on "Navigating the Dangers of the Front Line." This session provided the participants with an opportunity to analyze various customer services scenarios to share approaches to good customer service practices. Next John Spencer, Registrar form TCC, South and Bill Roessler, Director of Records and Reports at TCC District talked about College Connections and gave an update on the new VA programs. Lunch included a presentation by Deanie Kepler on the impact of Generation in the workplace. Dr. Kepler has done extensive research on Generation to assist colleges in understanding the changes in students and parents as well as offer insight into working

and their families will be on campus beginning college search or confirming their selection of a college or university. It continues to be true that the SMU campus itself is an enormous selling factor, but increasingly student make their choices by how they "feel" when they are on campus.

Do they feel welcome, comfortable, valued, and wanted. This is where we need your help. Last year we asked you to wear your SMU nametag whenever you are on campus from after spring break until May 1. We ask that again. This will identify you as a member of the SMU community. Greet our guests (students will have a red bag containing recruitment information). Provide assistance if the family seems lost. And consider participating in our many opportunities to talk with prospective students and their families.

This year we are adding "Show Your SMU Colors" in a great partnership with Auxiliary Services. More details are forth coming but the basic idea is to wear red and blue as part of your regular business attire -- a red and blue tie or scarf, a red or navy shirt, blouse, jacket or sweater. We want our visitors to know we our proud to be a part of SMU and we "show it in wearing our colors." Look for e-mails with more details and the various ways you as faculty or staff can assist in bringing in the class.

Key days are:  
 Scholar Day - March 19  
 Springfest - March 20th  
 Mustang Days - March 25-26 and April 9-10

Thank you in advance for your participation.



**Summer has arrived?**

Summer came to SMU on March 2 with the kick off for Summer School 2010. Although, SMU-in-Taos and SMU Abroad enrollment began much earlier both participated in the kick off event.

Over 500 students received information on the 3 summer school programs - SMU-in-Taos, SMU Abroad, and SMU-in-Dallas. They also were treated to free hot dogs, water, and other give aways to attract them to the representatives of the three programs. Suellen

several inches of water filled the floor of the vault. Most records were damp if not soaked. The quick action of the Blanton staff, Risk Management and Registrar's staff to call in document recovery specialist has mitigated the damage to these precious relics of our history. John Hall, University Registrar reports, "Harley [at Restorx] told us that they were extracting about 20 gallons of water a day from the record. [However,] the records look amazingly good -- and I think Restorx will recover 99.99% of our records for us."

John goes on to say, "We were impressed with the professionalism and work of Restorx. Also we sincerely appreciate the attention to this recovery project by SMU's Anita Ingram, Robert Taylor, and Eric English."

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### SMU Holiday Schedule for 2010-2011

Independence Day Holiday - Monday, July 5th  
Labor Day - September 6th  
Thanksgiving Holiday - November 25 and 26th  
Christmas/Winter Break - December 24-31st  
Martin Luther King, Jr. Day - January 17  
Good Friday - April 22nd  
Memorial Day - May 30th

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in multi-generational offices.

The afternoon provided a rapid fire set of presentations called "Just the Facts" in which staff offer a 15 minute overview of ideas or innovations. Topics included FERPA, Special Academic Regalia, Why Transfer students are Important, Reverse Transfers, and Professional Communications. The day concluded with a presentation by Mr. Tony Tillman, SMU Assistant Provost on "Student Retention -- It's Everyone's Business."



Turner and Dr. Michael Adler, Program Director talked with students about the various programs at SMU-in-Taos. Although the Mary Term enrollment was closing on March 2, space was available in the June and August sessions as well as the new Fall term in Taos.

Susan Kress, Director of Education Abroad talked with students about the opportunities to Study Abroad. Three summer programs had available spaces remaining on March 2. However, students often begin planning the term abroad well in advance of their enrollment in a specific program and had many question for Susan. SMU Abroad provides daily information session at 4pm Monday through Thursday in the Blanton building throughout the year.

SMU-in-Dallas will begin enrollment during the regular enrollment period for fall 2010. The schedule of classes is available online at [www.smu.edu/summer](http://www.smu.edu/summer) in the dropdown menu for "Course Information." The summer school office is planning great programming for students on the Dallas campus in order to build community and offer convenient entertainment.

