**DES NEWSLETTER**

The Division of Enrollment Services Newsletter  
Southern Methodist University  
An Electronic Newsletter of Undergraduate Admission, Financial Aid, University Bursar, and the University Registrar

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**VIPs - Very Important Ponies**

Some of our VIPs this month are:

**Mary Ann Frye** - Thank you so much! As a result, my aid has been disbursed. You were very kind to take the time to help me, even if I was transferred to the wrong person. See everything does happen for a reason. **Happy student.**

**Damon Wilkins, Kelly Milazzo, Jeremy Parrish, and Paley Wu** - Special thanks for putting together, editing, and getting online the Bursar’s Website Usability Survey. The Bursar’s Website Project Team will review the results of the survey at our next meeting at assist with our redesign project.

**Cindy Castro** - Congratulations on your graduations and receipt of your Master’s of Liberal Studies degree. **Great job.**

**Mirjan Laci and Angie Flores** - My daughter is scheduled to graduate in May, and I wanted to express my appreciation to both of you for your assistance over the past four years with her financial account, billing to the Alabama pre-paid program, and answering my questions from time to time. We believe our daughter has had a very positive experience at SMU, and has enjoyed her time there in all respects. From my perspective, I want to say it has been a pleasure working with each of you, and your assistance and responsiveness has been welcome. Perhaps we will need to communicate again before graduation, but I wanted to share these comments with you now before I forget. Thank you very, very much. **Happy Mom**

**Kelly Milazzo** - You were awesome today. SMU really has you in the right place . . . thank you for calling me. Again, Thank you for amazing personal attention - I copied Deanie [Kepler] so she can give you a shout-out to all the big-time SMU folks that should know that you represent them so well . . . . Grateful Parent

**Gretchen Voight**, **Adrienne Montgomery**, **Darrah Rippy**, **Monica Gomez**, **Barbara Dilbeck**, **Cate Hamilton**, and **Damon Wilkins** - Thank you so much for all of your good work on the Tau Sigma ceremony! Because of your efforts, I think we had a nice event for the transfers and their families, and I know that President Turner and Ambassador Phillips greatly enjoyed it. Once again, you’ve helped out in a pinch with smiles on your faces and I greatly appreciate working with such committed co-workers!

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**Quotation of the Month**

Education should be as gradual as the moonrise, perceptible not in progress, but in result.  
**Author Unknown**

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**SMU Trivia**

**Question**

Who was the first woman employee at SMU?

**Answer**

Dorothy Amann

She was hired by President Hyer in 1913 as his secretary. She first office with Dr. Hyer, Bursar Frank Reedy and two bookkeepers in the Methodist Publishing House in downtown Dallas. This group moved into Dallas Hall before it was
Bursar's Project Team Improving Website

Under the leadership of Damon Wilkins, the University Bursar has appointed a project team to investigate the effectiveness of the Bursar's website. In conjunction with the Communication Project Team, the Website group is assessing the content and usability of the site. Students were sent an online survey asking how often they used the site and for what type of information. It also asked how student obtained information other than the website. Another tool that the Project Team will use is Google Analytics which provide data on the number of visitors to the site, the number of clicks the visitor makes, how long they stay on a page, and how often specific features are used.

After the survey is completed and analyzed in conjunction with the Analytics, the Project Team with the assistance of Senior Web Designer Paley Wu, will begin to implement the changes needed. The target is for the redesign site to be available by the beginning of the fall term.

THANK YOU

to all who made the 96th Commencement and Graduation ceremonies memorable for our graduates and their families and friends.

Joan Gosnell, University Archivist