

# 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 VI, Issue III March 2007



## Staff News from DES

### NEW STAFF

Abbi Pfister - Admission Counselor

Fernando Del Rio - Information Processing

Paley Wu - Web Developer

### STAFF LEAVING

Mary Ann Plante - Registrar's Office

Greg Pulte - Registrar's Office

### Birthdays

Faye Gough - April 1

Anna Gomez - April 2

Cindy Castro - April 3

Paola Sotomayer - April 15

Rose Johnson - April 29

Lorinda Lamb - April 29

### Anniversaries

Ron Moss - 14 years!

Rod Jackson - 9 years

Sylvia Wiseman - 9 years

Ginger Oravsky - 7 years

Rod Del Rio - 7 years

Josh Ruiz - 6 years

Stephen Forrest - 5 years

## VIPs - Very Important Ponies



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

**Jenny DeMasi** - Just wanted to pass on a compliment on you I received this morning. I was out sick Mon and Tue and you worked with my colleague, Micah, while I was out. She told me this morning that: "she is greatness - she is so nice and all about being quick and efficient." I had to agree with her on all counts.

**Stephen Forrest** - is the guy -- the query guy. An thank goodness he is. He always is willing to work with us to build a new query or to run an electronic list of students -- with little or no notice. Thank you, Stephen. We are lucky to have you!

## Monday Morning Customer Services

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 3 - Chisel A Culture of Accountability

- Accountability -There is a connection between training and performance. The employer must fulfill his responsibility to properly train each employee. When we train new employees in ER we introduced them to training documents and then allow ample time to observe and listen how trained ER staff respond to different types of questions. Individually we are held accountable through the daily call reports. The report measures number of calls transferred and if we've spent too much or too little time on the phone.
- Providing orientation programs for new employees is important. In ER we realize we must first understand the culture of SMU and DES, get good job training and get cross-trained. Being skilled in all these areas prepares us for good customer service. We are each assigned a primary and secondary area of specialization and we spend time shadowing employees in those areas. Our ER meetings also allow us to keep abreast of

## DON'T FORGET Division Meeting April 4

### Important Dates

**March 26** - Beginning of Enrollment for Summer and Fall '07

**April 4** - Last Day to Drop a Class

**April 6** - Good Friday Holiday

**April 23** - Last day to Withdraw from University

**May 1** - Last day of Instruction

**May 2-3** - Reading Days

**May 4-10** - Final Examinations

**May 19** - Commencement

### Quotation of the Month

World leaders met recently to consider whether to forgive the debt of the world's poorest countries. I wonder when I'll be ready to forgive the debt of all those impoverished places in my psyche that are still such a hopeless mess.  
*Sy Safransky*



## SMU Trivia

### Question

In what year did SMU have its first summer school program?

### Answer

SMU offered its first summer term in 1917.

Cheryl Swift - 2 years



## Summer in the City

SMU is where you want to spend your summer! SMU has programs in Dallas, in Taos, New Mexico, and all over the world. And it may be more affordable than you think.

For a number of years summer school tuition has been discounted. For Summer 2007 the cost is 82% of the fall undergraduate tuition. And this summer SMU is providing financial aid to a limited number of undergraduate students. Students interested in the exploring the financial aid options should talk with their Financial Aid Advisor as soon as possible. There is need based and merit based aid available while it lasts. Student Financial Service also is offering a 0.00% loan to help spread out the cost of summer school. Information and forms can be obtained on the summer website at [www.smu.edu/summer](http://www.smu.edu/summer).

SMU in Taos and SMU Study Abroad provide students with a way to combine taking time away from the campus while still earning academic credit. Both programs strive to offer a broad range of experiences that enrich the student's academic experience. Check out their websites for details. [www.smu.edu/taos](http://www.smu.edu/taos) and <http://www.smu.edu/studyabroad/>

SMU in Dallas (and Legacy) give students a chance to catch up or get ahead. One of the best values at SMU is that second degree, second major, or additional minor. With some good planning an added six to twelve hours can double a student's degrees. Discussions with an academic advisor can open the possibilities.

Summer in the City 2007 is just the beginning of changes in the summer school program. Enrollment Services has been charged with working with the schools to expand our offerings and to encourage students to spend a summer with us. Summer 2008 will have more academic offerings, more financial aid and more fun in the city!

what is happening in other areas of enrollment services and to stay focused on the 'big picture'

- Create a process to analyze customer feedback to spot trends and take action. This helps spot employees or processes that may require corrective action. However, the authors suggest that we do not over analyze problems; but instead look for simple solutions to remedy the problem.
- Conduct regular balanced review, and keep the process simple. Performance reviews are great ways of giving positive feedback, constructive feedback, and setting specific job goals. All SMU employees are given a yearly review by their supervisor. In ER we will be meeting every 3 months to measure progress toward our goals.

## Chapter 4 - Know Your Stuff

- Customers want employees who are knowledgeable. It's important that every employee is trained in their area of expertise to assist families. Once an employee is confident in the execution of their job they can then relax and provide lagniappe (that something extra). In ER we can not resolve every situation so we then turn to other managers in the Division. However we do promise to be good messengers.
- Cross-train all staff members. Having basic knowledge of other areas within an organization is critical to providing good customer service. If only one employee knows how to do a particular function, but isn't able to come to work, someone else needs to know how that particular function works. Employees should spend a couple of hours a month shadowing other areas. It also allows other employees to see what other teams/departments do and expand their knowledge of the entire division (the big picture). The nature of an ER position requires that we know as much as possible about each area within the Division.
- Create reference sheets. Each department should provide a quick reference sheet to other departments within the Division with basic frequently asked questions and contact numbers. This allows less transferring and miscommunication for the customer. In ER we depend on the websites and any handouts or list you think will be useful to us.
- Rotate your leaders to different areas. Leaders, Supervisors and Managers are recommended to take time and see other departments. This will not only give them knowledge of what the other departments do, but also give them ideas to better improve the department that they are managing/supervising. In ER by changing areas of expertise every few years we will be forced to get out of our comfort zones



John Hall and Peruna at Summer School Kick Off



Student Workers help at Summer School Kick Off

SMU is "degrees above the rest" in our summer school program.

[www.smu.edu/summer](http://www.smu.edu/summer)



and come up with new ways to incorporate ourselves into the new department. It has been said that if you're sitting comfortably somewhere then you aren't growing.

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