



HLC Accreditation Evidence Document

Title: Enrollment Task Force

Office of Origin: Office of the President

Description: An overview of the Enrollment Task Force, available on the president's website, *president.unm.edu*.

Date: 2019

Office of the President



Enrollment Task Force

The Enrollment Task Force (ETF) has been called to provide recommendations to address the current environment of declining enrollment. The decline of enrollment at all student levels impacts UNM in all areas, and demands a university-wide approach to address recruitment and retention of traditional and non-traditional segments of students.

This task force will be charged with developing recommendations to increase enrollment at all student levels and multiple market segments.

Subcommittees

The task force has been divided into multiple sub-committees addressing specific enrollment tactics and challenges. The subcommittees and samples of focus areas are listed below.

- 1. Admissions & Financial Aid:** Recruiting of beginning freshmen and transfers students, as well as providing financial aid that encourages enrollment
- 2. Affinity Group Outreach:** Getting recruitment support from groups including alumni, parents, community members and more
- 3. Graduate Enrollment:** Recruiting advanced degrees from UNM and other universities
- 4. Marketing, Revenue & High-Tech Innovation:** Marketing to various audiences, including online program markets, and enhancing institutional offerings through innovative tech tools
- 5. Non-traditional Undergraduate Enrollment:** Recruiting non-degree, returning and adult learners
- 6. Undergraduate Retention:** Retaining enrolled students through student support and advising strategy

Task Force members

Co-chair - Terry Babbitt, Office of the President, Division of Enrollment Management

Co-chair - Christos Christodoulou, School of Engineering

- Pamela Agoyo, *American Indian Student Services*
- Dana Allen, *Office of Alumni Relations*
- Daniel Borrego, *Bursar's Office*
- William Scott Carreathers, *African American Student Services*
- Andrew Castellano, *Family Development Program*
- Rosa Isela Cervantes, *El Centro de la Raza*
- Julie Coonrod, *Graduate Studies*
- Robert DelCampo, *University College, Innovation Academy*
- Matthew Hulett, *Admissions Office*
- Karen Gardner, *College of Arts & Sciences*
- Corine Gonzales, *Admissions Office*
- Sydney Gunthorpe, *CNM*
- Madeline Kee, *College of Arts & Sciences*
- Debby Knotts, *Extended Learning*
- Eric Lau, *College of Fine Arts*
- Alice Letteney, *UNM Valencia*
- Brian Malone, *Student Financial Aid Office*
- Health Mechler, *Office of Institutional Analytics*
- Mark Narvaez, *Graduate student*
- Mark Peceny, *College of Arts & Sciences*
- Pamela Victoria Pyle, *College of Fine Arts*
- Ethan Rule, *University Communication & Marketing*
- Pamela Sedillo, *College of Population Health*
- Pablo Torrez, *Global Education Office*
- Laura Valdez, *University Advisement*
- Krystal Lynn Ward, *College of Pharmacy*
- Craig White, *Anderson School of Management*

Contact

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- VP for Student Affairs
- VP for Athletics
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Enrollment Task Force Input

Thank you for providing information and recommendations to the Enrollment Task Force. Please be aware that a task force member may contact you for additional information based on the answers you provide here. Your support is greatly appreciated.

Name*

First Name

Last Name

Email*

Office, department or unit affiliation*

What office, department, program, etc. do you work in or what school or program do you attend?

Comments or recommendations

Do you have any information that could help the subcommittees or full ETF in developing long and short-term recommendations?

Information might include communications, research, data, procedural details.

File

No file chosen

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