

Enrollment Task Force

Under the charge of the Provost, the Enrollment Task Force (ETF) is necessitated by the current chronic environment of declining enrollment following sharp recession-driven enrollment increases. Many factors contribute to the current challenges including an improving economy, stagnant demographics, intense competition and more. These conditions demand more than ever a university-wide approach to addressing recruitment and retention of standard and unconventional segments of students.

Best practice strategic enrollment management (SEM) organization and procedures have long been standard at UNM and should continue but the multitude of obstacles and changing higher education landscape dictate that a comprehensive campus initiative with emphasis and urgency be established to formulate short- and long-term solutions to reverse the current enrollment trend.

Charge:

Develop recommendations to increase enrollment at all student levels and multiple market segments. Consider recruitment strategies, market opportunities and financial considerations with high return on investment. In addition, student retention must be a principle component of an effective strategic enrollment management plan and the task force should evaluate data-driven evidence to propose action that can improve the return rates of non-degree, undergraduate, graduate and professional students.

Chair: Christos Christodoulou, Dean of School of Engineering  
Co-chair: Terry Babbitt, Chief Enrollment Officer and President's Interim Chief of Staff

Members:

- ASUNM delegate: Madeline Kee, ASUNM finance senator
- GPSA delegate: Mark Nervaez
- Julie Coonrod, Dean of Graduate Studies
- Laura Valdez, Director of Advisement Strategies
- Brian Malone, Executive Director of Enrollment Management
- Matt Hulett, Director of Admissions
- Scott Carreathers, Director of African American Student Services
- Corine Gonzales, Strategic Project Director, Enrollment Management
- Mark Peceny, Dean of Arts & Sciences
- Debby Knotts, Executive Director of Extended Learning
- Pam Sedillo, Student Success Manager, College of Population Health
- Krystal Ward, Assistant Dean for Student Affairs, College of Pharmacy
- Alice Letteney, CEO, Valencia
- Eric Lau, Chair, Department of Music, College of Fine Arts
- Craig White, Dean of Anderson School of Management
- Rosa Cervantes, Director of El Centro de La Raza
- Pamela Agoyo, Director of American Indian Student Services
- Robert Del Campo, Dean of University College
- Dana Allen, VP Alumni Relations
- Daniel Borrego, Bursar
- Ethan Gregory, UCAM
- Pablo Torres, Senior Operations Manager, Global Education Office
- Sydney Gunthrope, Vice President, Central New Mexico Community College
- Faculty Senate Representative
- Karen Gardner, Program Planning Manager, Arts and Sciences