

Goal 1 Update

LEADS 2025
AY 22 UPDATE

Renay M. Scott, Ph.D.



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New Mexico State University

Goal 1 Team

- Renay Scott, Lead, VP, Student Success
- Luis Cifuentes, Co-Lead, VP of Research
- Melody Munson-McGee, Special Assistant to VPSS
- Natalie Kellner, Data Analysis for Enrollment Management
- Enrico Pontelli, Dean, College of A&S
- Steve Stochaj, Dept. Head, Electrical Engineering
- Carol Flinchbaugh, Interim Assoc. Dean & Faculty
- John Campbell, College Assistant Professor, Animal & Range Science
- Monica Torres, President, DACC
- Seth Miner, AVP Enrollment Services
- Tony Marin, AVP, Student Engagement
- Sherry Kollman, Assoc Chancellor, Digital Learning Initiatives.



The Objectives

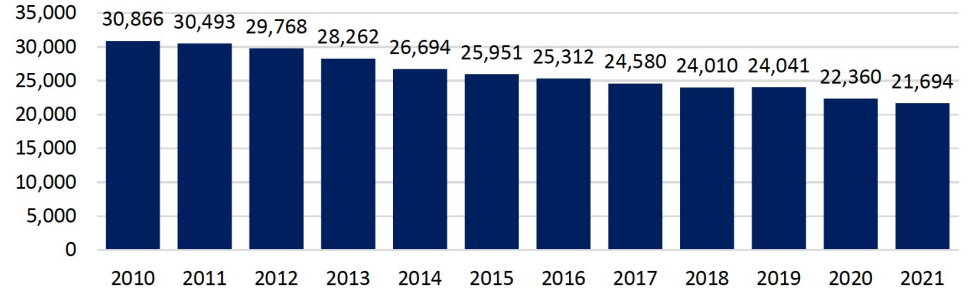
- 1.1 Diversify, optimize, and increase system-wide enrollment by differentiating and targeting recruitment, marketing and pricing strategies
- 1.2 Optimize academic program offerings, focusing on demand, quality and outcomes
- 1.3 Enhance student learning, retention and degree attainment, and close achievement gaps
- 1.4 Through engagement in high impact practices, enhance student life, climate, health and wellness, and professional development leading to improved academic and career outcomes



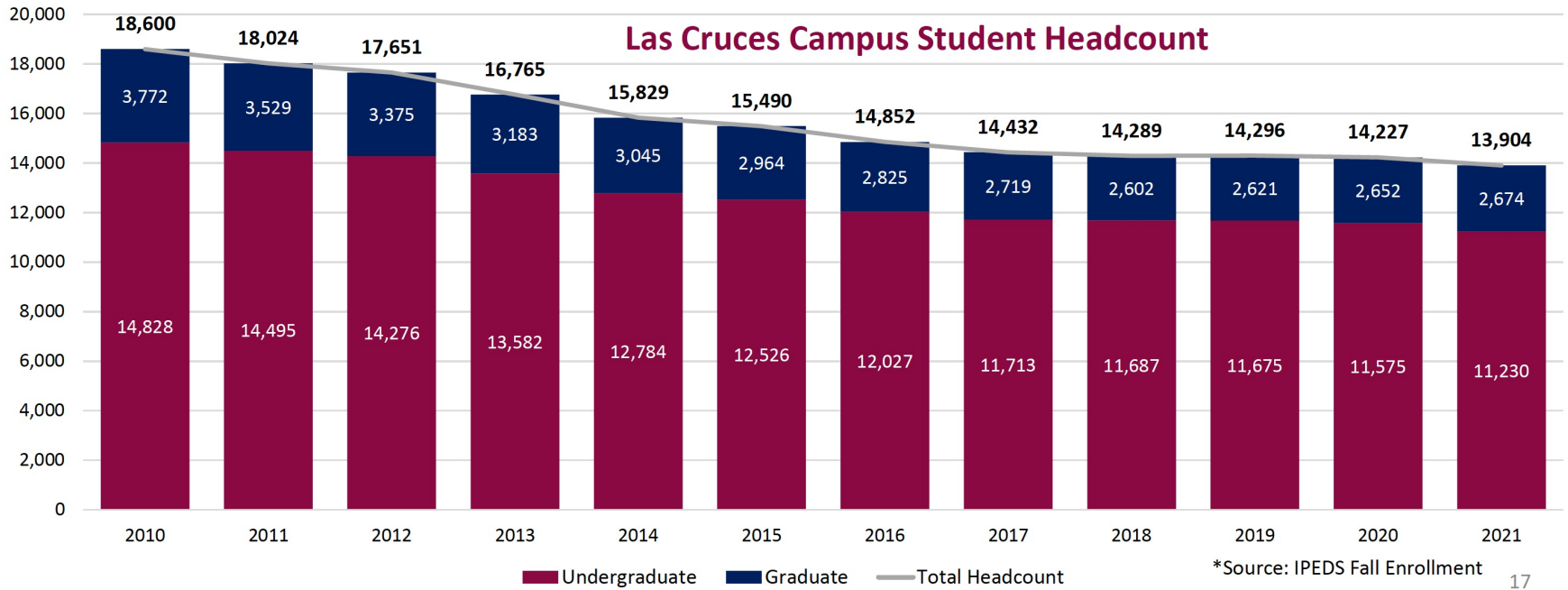
NMSU Enrollment

- Following a sustained decline, enrollment has stabilized
- The Las Cruces campus experienced a COVID pandemic related 2.3% decline in Fall 2021

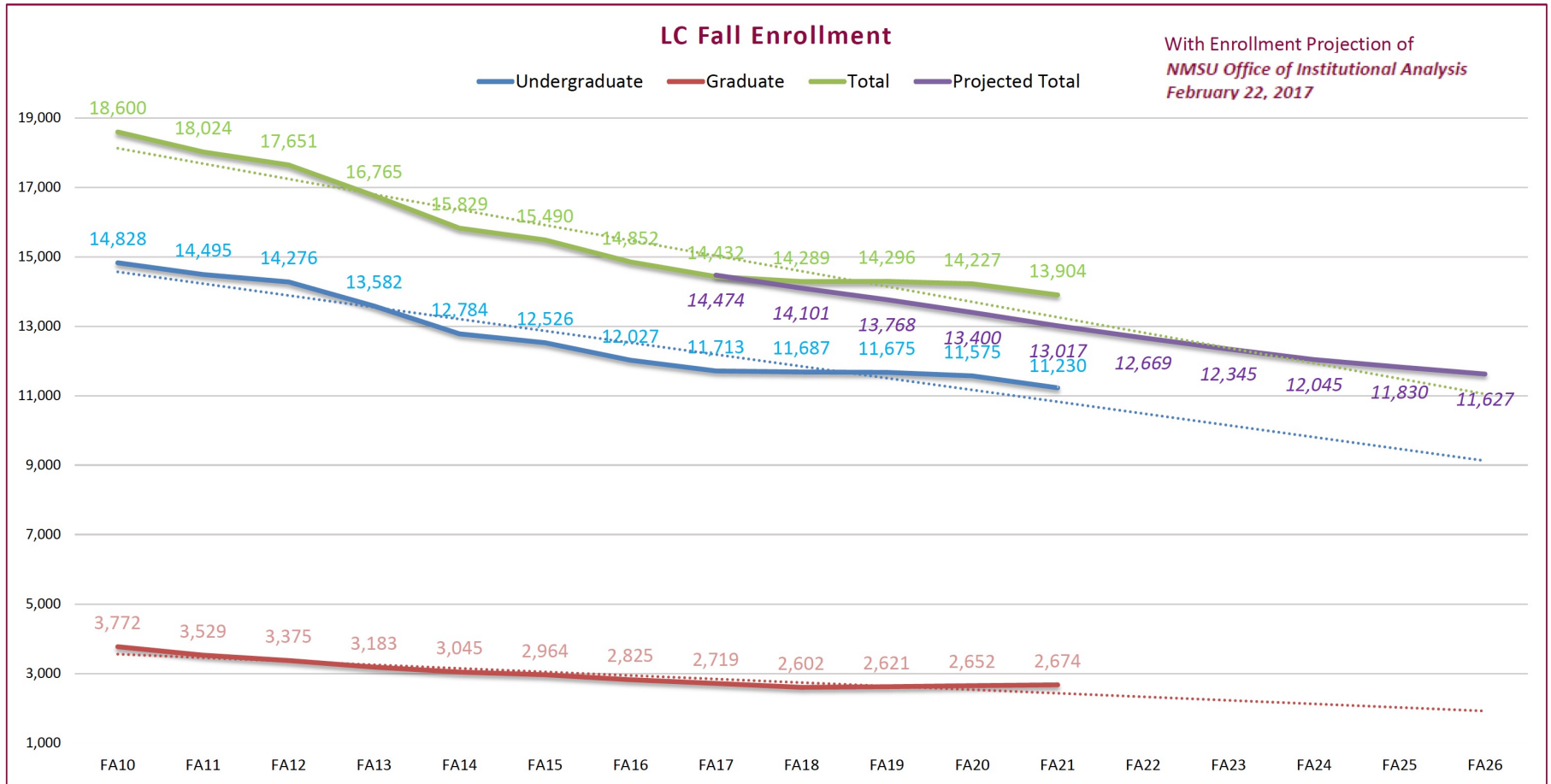
NMSU System



Las Cruces Campus Student Headcount



Las Cruces Campus Fall Enrollment Trend



Source: NMSU Data Architecture and OIA



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Enrollment Goals Readjusted Due to Covid


Base	FL 21	FL 22	FL 23	FL 24	FL 25	FL 26	FL 27
Total	13903	Goal	Goal	Goal	Goal	Goal	Goal
1%		14042.03	14182.45	14324.27	14467.52	14612.19	14758.31
2%		14181.06	14464.68	14753.97	15049.05	15350.04	15657.04
3%		14320.09	14749.69	15192.18	15647.95	16117.39	16600.91

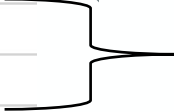


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New Students Needed in Fall 2022

Fall 2021		Fall 2022
Census	13903.00	
December Graduation	986.00	
88% attrition	11366.96	
May Graduation	1735.00	
88% attrition	8476.12	
Summer Graduation	300.00	
Continuing to Fall 2022	8176.12	
New Students Needed	Even	5726.88
	1%	5865.91
	2%	6004.94
	3%	6143.97


Stay Even


New Students Needed To Grow



1.1. New Objective 1.1 Diversify, optimize, and increase system-wide enrollment by differentiating and targeting recruitment, marketing and pricing strategies

Accomplishments

- Aggie Next Steps Program continues
- Institutionalized Pride Band Scholarships (250)
- Launched Decision IQ
- Formed SLATE Advisory Group

Priorities for AY 22-23

- Complete & Submit HED Enrollment Management Plan
- Build out SLATE tools for Graduate School
- Implement the Native American Education Initiative RPSP for AY 23 and apply for continued funding for FY 24.



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1.2 Optimize academic program offerings, focusing on demand, quality and outcomes

Accomplishments

- Ph.D. in Health Equity Sciences (joint program with UNM approved by DFA)
- Ph.D. in Applied Statistics (approved by DFA)
- Communication studies has two new graduate concentrations on-line:
 - Organizational Leadership Communication
 - Organizational Analysis & Decision Making
- Sustainability Graduate Certificate was revived and moved to ACES from COB
- Agricultural Strategic Communication concentration on-line for MA (on-line).
- Nurse Anesthesiology concentration for Doctor of Nursing Practices
- Digital Agriculture concentration on-line for Masters of Data Analytics (on-line)
- Expanded M.A.P. to more programs



1.3 Enhance student learning, retention and degree attainment, and close achievement gaps

Accomplishments

- Aggie Accelerate Summer Program
- Aggie Launch Pad
- HEERF applied to student accounts to reduce balances
- Planning for one-year schedule model
- Trellis Student Survey of Financial Wellness deployed

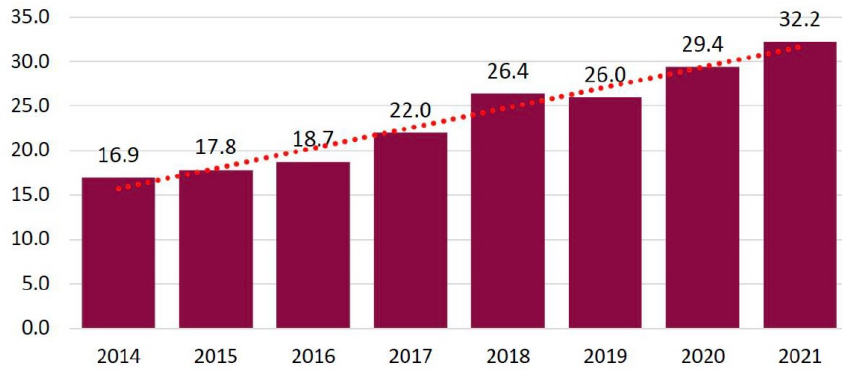
Priorities for AY 22-23

- Offer both Aggie Accelerate & Aggie Jump Start Summer programs
- Deploy Technology for year 2 of Aggie Launch Pad
- Expand Support for Writing and Mathematics
- Expand Statistics support for Graduate Students

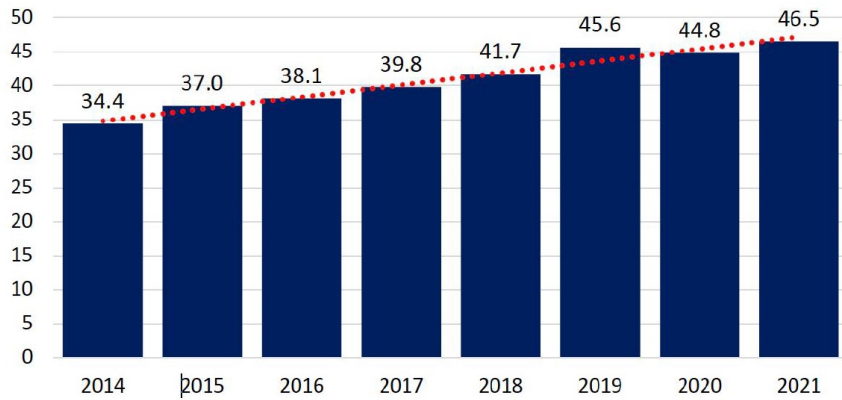


NMSU Graduation Rates

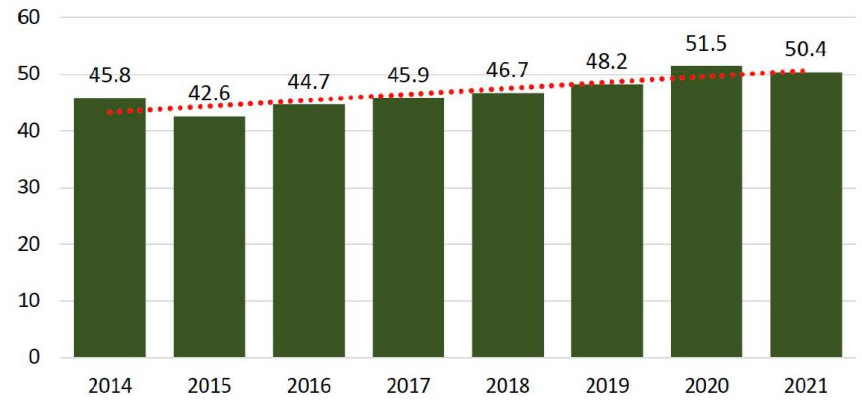
4 YR Graduation Rate



5 YR Graduation Rate



6 YR Graduation Rate

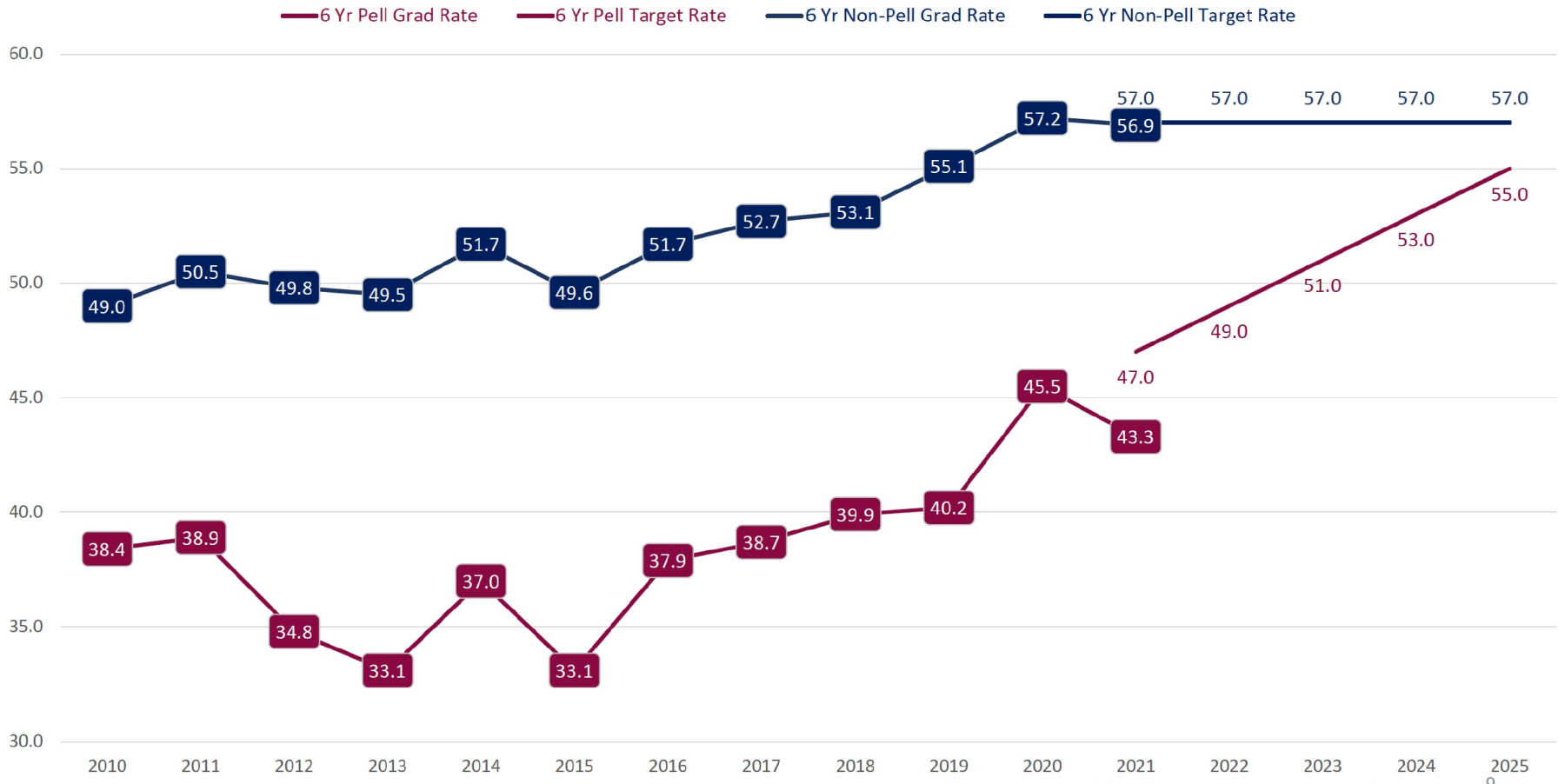


*Source: IPEDS Graduation Rates



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Closing the Achievement Gap – 6 Year Graduation Rate



*Source: NMSU Office of Institutional Analysis



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Retention Priorities for AY 22-23

- Expand Support for Mental Health Counseling and Education
 - Add staffing capacity
 - Develop awareness programming
- Support for Homeless Students
 - Explore best practice support programs
- Expand Awareness of Aggie Cupboard and Assisting Services on Campus

45%

of students

REPORTED BEING HOUSING INSECURE.



20%

of students had

VERY LOW FOOD SECURITY.



60%

of students indicated

EXPERIENCING GENERALIZED ANXIETY DISORDER.



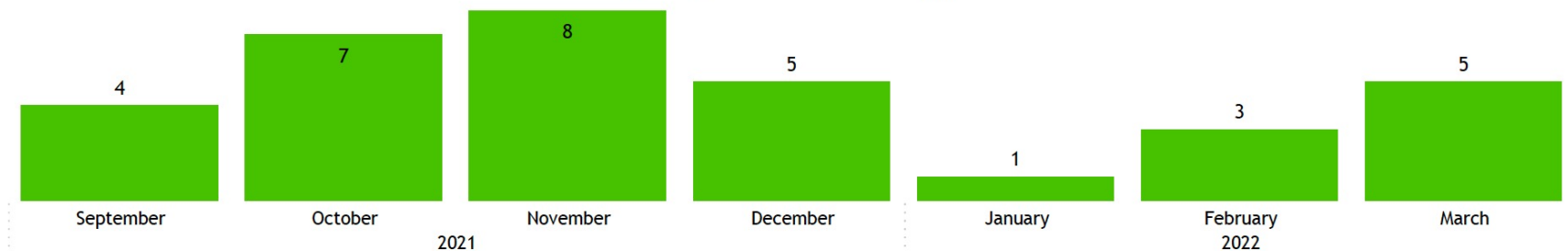
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Project Success Emergency Aid Program

Emergency Aid

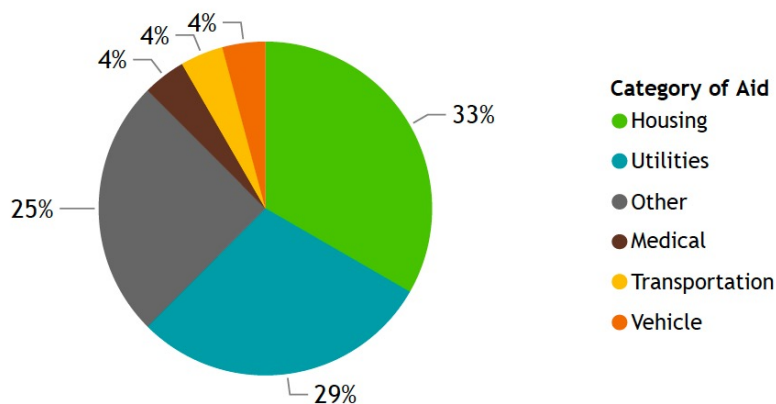
Emergency Aid is a small grant program designed to support students' persistence toward degree completion by removing unforeseen financial obstacles from their path, which, if not resolved quickly, could cause students to abandon their higher education plans.

Number of Emergency Aid Awards Approved Over Time



Category of Aid	Approvals	Sum of Approved Amount
Housing	8	\$3,568
Other	6	\$2,340
Utilities	7	\$2,150
Medical	1	\$500
Transportation	1	\$500
Vehicle	1	\$500
Total	24	\$9,558

Awards by Category



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1.4 Through engagement in high impact practices, enhance student life, climate, health and wellness, and professional development leading to improved academic and career outcomes

Selected Accomplishments

- Seven Career Fairs: 4 Virtual; 3 in-person
- Launched VitaNavis Career Development Inventory
- Restarted in-person Study Abroad Opportunities
- HACU Grow with Google HSI Readiness Program
- Lockheed Martin Space Internship Program
- Expanded Study Abroad Engagement through IDEAS Program

Priorities for AY 23

- Launch Graduate Employer Outcomes Survey
- All 2022 New Freshman will complete VitaNavis Career Inventory at AWO



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Accomplishments AY 22

- Identified Core Values for “Aggie Life”
 - Leadership,
 - Excellence,
 - Accountability,
 - Diversity & Inclusion,
 - Service & Student Success
- Implemented Crimson Connections
- Implemented immersive orientation experience (Fort Keystone)
- Increased student participation in Fraternity & Sorority Life
- Introduced Yoga to Graduate Students for stress management



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Summary of Priorities for AY 22-23

- Complete & Submit HED Enrollment Management Plan
- Build out SLATE tools for Graduate School
- Implement the Native American Education Initiative RPSP for AY 23 and apply for continued funding for FY 24.
- Offer both Aggie Accelerate & Aggie Jump Start Summer programs
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Questions ???



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