Goal 1 Update

LEADS 2025
AY 22 UPDATE

Renay M. Scott, Ph.D.

BE BOLD. Shape the Future.
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.

Las Cruces Campus Student Headcount

*Source: IPEDS Fall Enrollment*
Las Cruces Campus Fall Enrollment Trend

LC Fall Enrollment

With Enrollment Projection of
NMSU Office of Institutional Analysis
February 22, 2017

Source: NMSU Data Architecture and OIA
Enrollment Goals Readjusted Due to Covid

<table>
<thead>
<tr>
<th>Base</th>
<th>FL 21</th>
<th>FL 22</th>
<th>FL 23</th>
<th>FL 24</th>
<th>FL 25</th>
<th>FL 26</th>
<th>FL 27</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
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<td>Goal</td>
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<tr>
<td>1%</td>
<td>14042.03</td>
<td>14182.45</td>
<td>14324.27</td>
<td>14467.52</td>
<td>14612.19</td>
<td>14758.31</td>
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<tr>
<td>2%</td>
<td>14181.06</td>
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<td>14753.97</td>
<td>15049.05</td>
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<tr>
<td>3%</td>
<td><strong>14320.09</strong></td>
<td><strong>14749.69</strong></td>
<td><strong>15192.18</strong></td>
<td><strong>15647.95</strong></td>
<td><strong>16117.39</strong></td>
<td><strong>16600.91</strong></td>
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# New Students Needed in Fall 2022

<table>
<thead>
<tr>
<th></th>
<th>Fall 2021</th>
<th>Fall 2022</th>
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<tbody>
<tr>
<td>Census</td>
<td>13903.00</td>
<td>5726.88</td>
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<tr>
<td>December Graduation</td>
<td>986.00</td>
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<tr>
<td>88% attrition</td>
<td>11366.96</td>
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<tr>
<td>May Graduation</td>
<td>1735.00</td>
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<tr>
<td>88% attrition</td>
<td>8476.12</td>
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<tr>
<td>Summer Graduation</td>
<td>300.00</td>
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<tr>
<td>Continuing to Fall 2022</td>
<td>8176.12</td>
<td></td>
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<tr>
<td>New Students Needed</td>
<td>Even</td>
<td>5726.88</td>
</tr>
<tr>
<td>1%</td>
<td>5865.91</td>
<td></td>
</tr>
<tr>
<td>2%</td>
<td>6004.94</td>
<td></td>
</tr>
<tr>
<td>3%</td>
<td>6143.97</td>
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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.
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

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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.
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

<table>
<thead>
<tr>
<th>Month</th>
<th>Awards</th>
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<tbody>
<tr>
<td>September</td>
<td>4</td>
</tr>
<tr>
<td>October</td>
<td>7</td>
</tr>
<tr>
<td>November</td>
<td>8</td>
</tr>
<tr>
<td>December</td>
<td>5</td>
</tr>
<tr>
<td>January</td>
<td>1</td>
</tr>
<tr>
<td>February</td>
<td>3</td>
</tr>
<tr>
<td>March</td>
<td>5</td>
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Awards by Category

<table>
<thead>
<tr>
<th>Category of Aid</th>
<th>Approvals</th>
<th>Sum of Approved Amount</th>
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<tbody>
<tr>
<td>Housing</td>
<td>8</td>
<td>$3,568</td>
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<tr>
<td>Other</td>
<td>6</td>
<td>$2,340</td>
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<td>Utilities</td>
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<td>$2,150</td>
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<td>Medical</td>
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<tr>
<td>Transportation</td>
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<td>$500</td>
</tr>
<tr>
<td>Vehicle</td>
<td>1</td>
<td>$500</td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>$9,558</td>
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</table>
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
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
Summary of Priorities for AY 22-23

- Complete & Submit HED Enrollment Management Plan
- Build out SLATE tools for Graduate School
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