

New Mexico Highlands University
Institutional Key Performance Indicators (KPIs)
Fall 2019

Contents

Summary	2
Enrollment by Term (KPI 1)	3
Enrollment Demographics (KPI 2)	4
Retention, Graduation, and Yield (KPI 3)	5
Academic Affairs (KPI 4)	6
Finance and Administration (KPI 5)	7
Faculty Salaries and Diversity (KPI 6)	8
Staff Salaries and Diversity (KPI 7)	9
Office of University Relations (KPI 8)	10
Advancement (KPI 9)	11
Student Affairs (KPI 10)	11
Athletics (KPI 11)	12
Glossary	13

Prepared by Office of Institutional Research and Effectiveness

Run date: January 2, 2020

Summary

Enrollment Management											
Fall enrollment			Fall-to-fall retention: new students			4-year graduation rate: new students			New student yield rate		
		Trend			Trend			Trend			Trend
2017	3284	↓	2016	45.2%	↓	2013	10.9%	↑	2017	16.7%	↑
2018	3181	↓	2017	51.6%	↑	2014	20.4%	↑	2018	33.6%	↑
2019	2902	↓	2018	55.4%	↑	2015	17.8%	↓	2019	32.4%	↔

Finance											
Core revenue (K \$)			Core revenue per FTE			Core expenses (K \$)			Core expenses per FTE		
		Trend			Trend			Trend			Trend
FY2016	\$71,305	↑	FY2016	\$25,375	↑	FY2016	\$60,289	↔	FY2016	\$21,455	↔
FY2017	\$65,932	↓	FY2017	\$23,880	↓	FY2017	\$65,389	↑	FY2017	\$23,683	↑
FY2018	\$66,463	↔	FY2018	\$24,372	↔	FY2018	\$73,976	↑	FY2018	\$27,127	↑

Human Resources											
Avg faculty salaries			Faculty % minority			Avg staff salaries			Staff % minority		
		Trend			Trend			Trend			Trend
2016	\$54,414	↔	2016	25.6%	↓	2016	\$42,545	↔	2016	76.3%	↔
2017	\$58,884	↑	2017	30.5%	↑	2017	\$41,569	↔	2017	75.6%	↔
2018	\$56,601	↓	2018	36.8%	↑	2018	\$45,785	↑	2018	76.4%	↔

Advancement											
Total revenue (K \$)			# of donors			# of alumni events			# alumni participants		
		Trend			Trend			Trend			Trend
2016	\$1,915	↑	2017	654	↑	2017	49	↑	2017	2599	↑
2017	\$1,789	↓	2018	529	↓	2018	54	↑	2018	3532	↑
2018	\$2,023	↑	2019	586	↑	2019	54	↔	2019	4640	↑

Athletics									
Academic year GPA			% in-state			% living on-campus			
		Trend			Trend			Trend	
AY2017	2.88	↔	AY2017	34.8%	↑	AY2017	53.4%	↑	
AY2018	2.84	↔	AY2018	30.3%	↓	AY2018	58.9%	↑	
AY2019	2.86	↔	AY2019	36.2%	↑	AY2019	61.5%	↑	

University Relations		
Unique pageviews		Trend
2017 1st	53,814	
2017 2nd	25,232	↓
2018 1st	29,390	↑

Student Affairs		
Student clinic visits		Trend
2016	1,729	
2017	2,180	↑
2018	2,281	↑

Academics		
Total R&D (K \$)		Trend
FY2016	\$1,111	
FY2017	\$1,023	↓
FY2018	\$952	↓

Note: Up and down arrows indicate a change of 3% or more; horizontal arrows indicate no significant change. Green indicates a positive change, red a negative change, gray a neutral change.

Enrollment by Term (KPI 1)

FALL ENROLLMENT (KPI 1a)					
Cohort	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Undergraduate degree-seeking	2129	2086	1890	1797	1693
Undergraduate non-degree	50	55	58	63	64
Graduate degree-seeking	1089	1063	1056	1059	902
Graduate certificate	34	43	34	21	54
Graduate non-degree	207	183	182	177	149
Dual credit	54	41	64	64	40
Total	3563	3471	3284	3181	2902

SPRING ENROLLMENT (KPI 1b)					
Cohort	Spr 2015	Spr 2016	Spr 2017	Spr 2018	Spr 2019
Undergraduate degree-seeking	1949	1880	1826	1708	1544
Undergraduate non-degree	56	59	68	60	76
Graduate degree-seeking	1040	1067	1047	1092	990
Graduate certificate	41	48	29	30	29
Graduate non-degree	188	178	196	181	171
Dual credit	61	43	49	74	53
Total	3335	3275	3215	3145	2863

SUMMER ENROLLMENT (KPI 1c)					
Cohort	Su 2015	Su 2016	Su 2017	Su 2018	Su 2019
Undergraduate degree-seeking	616	531	500	495	463
Undergraduate non-degree	28	27	46	38	43
Graduate degree-seeking	602	596	601	591	506
Graduate certificate	23	28	19	19	16
Graduate non-degree	135	105	119	88	103
Dual credit	6	2	14	4	9
Total	1410	1289	1299	1235	1140

Source: NMHU Office of Strategic Enrollment Management / Office of Institutional Effectiveness
 Update schedule: Fall and spring census day; summer EOT

Enrollment Demographics (KPI 2)

FALL ENROLLMENT BY GENDER (KPI 2a)					
Cohort	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Female	64.7%	65.4%	65.5%	66.1%	66.7%
Male	35.3%	34.6%	34.5%	33.9%	33.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

FALL ENROLLMENT BY ETHNICITY (KPI 2b)					
Cohort	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
African American	4.4%	4.1%	4.4%	4.2%	4.6%
American Indian	7.2%	7.6%	8.0%	8.3%	8.7%
Asian	0.9%	1.0%	1.1%	0.9%	0.7%
Hawaiian	0.5%	0.5%	0.4%	0.4%	0.2%
Hispanic	52.3%	53.4%	53.8%	53.7%	53.7%
NonResident Alien	5.8%	5.4%	5.1%	4.7%	4.4%
Two or More	1.4%	1.7%	1.7%	1.7%	2.0%
Unknown	2.9%	2.6%	2.2%	2.1%	2.6%
White	24.6%	23.7%	23.4%	23.9%	23.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

FALL ENROLLMENT BY AGE (KPI 2c)					
Cohort	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
<18 yrs	1.8%	1.6%	2.2%	2.6%	1.9%
18-19 yrs	12.3%	13.5%	12.0%	12.6%	14.4%
20-21 yrs	11.7%	10.2%	11.4%	10.9%	11.6%
22-24 yrs	14.8%	14.8%	14.6%	14.1%	13.0%
25-29 yrs	15.9%	16.0%	14.7%	15.7%	14.3%
30-39 yrs	20.5%	20.9%	21.0%	20.1%	20.1%
40-49 yrs	11.9%	11.9%	12.1%	11.6%	11.3%
50+ yrs	11.1%	11.1%	12.0%	12.3%	13.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Source: NMHU Office of Strategic Enrollment Management / Office of Institutional Effectiveness
 Update schedule: Fall census day

Retention, Graduation, and Yield (KPI 3)

RETENTION RATES (KPI 3a)										
	Fall to spring					Fall to fall				
Cohort	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
New, first-time, full-time	76.7%	74.5%	72.1%	75.6%	77.1%	52.0%	52.7%	45.2%	51.6%	55.4%
Transfer w/o associate's	63.2%	64.7%	56.1%	73.6%	80.2%	40.2%	53.9%	39.3%	51.8%	58.0%
Transfer with associate's	83.9%	85.6%	85.5%	89.4%	78.5%	79.4%	78.8%	76.6%	79.2%	73.3%
New first-time graduate student	88.9%	91.1%	89.0%	91.0%	90.5%	84.4%	81.9%	81.2%	85.3%	83.3%

GRADUATION RATES (KPI 3b)												
	3-year graduation rate			4-year graduation rate			5-year graduation rate			6-year graduation rate		
Cohort	Fall 2014	Fall 2015	Fall 2016	Fall 2013	Fall 2014	Fall 2015	Fall 2012	Fall 2013	Fall 2014	Fall 2011	Fall 2012	Fall 2013
New, first-time, full-time	4.7%	5.4%	2.9%	10.9%	20.4%	17.8%	18.7%	19.2%	25.5%	22.2%	20.8%	22.3%
Transfer w/o associate's	17.1%	28.4%	11.0%	17.6%	21.4%	32.4%	22.9%	19.8%	25.4%	21.5%	25.0%	19.8%
Transfer with associate's	65.3%	66.0%	63.6%	69.6%	69.8%	69.3%	66.4%	73.9%	71.1%	72.7%	67.2%	74.7%
New first-time graduate student	66.6%	67.0%	69.6%	68.1%	73.5%	71.9%	69.9%	71.5%	75.5%	69.5%	71.9%	72.0%

APPLICATION FUNNEL - FALL COHORTS (KPI 3c)															
	New undergraduate					Transfer					New graduate				
	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
Applications	2778	4033	2327	1338	1417	873	867	810	662	645	857	831	846	731	716
Admits	1501	2579	1603	854	921	578	590	538	487	426	651	565	632	534	527
Matriculations	308	330	267	287	298	414	418	388	356	324	481	444	454	417	389
Yield rate	20.5%	12.8%	16.7%	33.6%	32.4%	71.6%	70.8%	72.1%	73.1%	76.1%	73.9%	78.6%	71.8%	78.1%	73.8%

Source: NMHU Office of Strategic Enrollment Management / Office of Institutional Effectiveness
 Update schedule: Fall census day

Academic Affairs (KPI 4)

GRANT FUNDING (KPI 4)						
	FY2016-17			FY2017-18		
	Federal govt	Non-federal	Total	Federal govt	Non-federal	Total
Total R&D expenditures	\$1,015,000	\$8,000	\$1,023,000	\$741,000	\$211,000	\$952,000
Type of research:						
Basic research	\$938,000	\$7,000	\$945,000	\$614,000	\$203,000	\$817,000
Applied research	\$77,000	\$1,000	\$78,000	\$127,000	\$8,000	\$135,000
By program:						
Geology				\$66,000	\$4,000	\$70,000
Chemistry	\$722,000	\$2,000	\$724,000	\$675,000	\$39,000	\$714,000
Computer Science					\$14,000	\$14,000
Biology					\$150,000	\$150,000
Natural Resources	\$293,000	\$6,000	\$299,000		\$4,000	\$4,000

Source: NSF HERD Survey as prepared by OIER and Finance offices

Update schedule: March of each year after survey is submitted

Finance and Administration (KPI 5)

CORE REVENUES (KPI 5a)									
Revenue source	FY2016			FY2017			FY2018		
	Reported values	% of total core revenue	Core revenue per FTE	Reported values	% of total core revenue	Core revenue per FTE	Reported values	% of total core revenue	Core revenue per FTE
Tuition and fees	\$13,156,673	18%	\$4,682	\$15,020,144	23%	\$5,440	\$18,739,488	28%	\$6,872
State appropriations	\$31,561,502	44%	\$11,232	\$29,371,697	45%	\$10,638	\$29,090,900	44%	\$10,668
Local appropriations	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$0
Government grants and contracts	\$15,215,272	21%	\$5,415	\$19,755,640	30%	\$7,155	\$13,386,607	20%	\$4,909
Private gifts, grants, and contracts	\$0	0%	\$0	\$0	0%	\$0	\$2,777,259	4%	\$1,018
Investment income	\$260,578	0%	\$93	\$669,315	1%	\$242	\$589,554	1%	\$216
Other core revenues	\$11,110,592	16%	\$3,954	\$1,114,912	2%	\$404	\$1,879,421	3%	\$689
Total core revenues	\$71,304,617	100%	\$25,375	\$65,931,708	100%	\$23,880	\$66,463,229	100%	\$24,372
Total revenues	\$75,047,656		\$26,707	\$69,620,674		\$25,216	\$69,896,330		\$25,631

CORE EXPENSES (KPI 5b)									
Expense function	FY2016			FY2017			FY2018		
	Reported values	% of total core expense	Core expense per FTE	Reported values	% of total core expense	Core expense per FTE	Reported values	% of total core expense	Core expense per FTE
Instruction	\$19,340,787	32%	\$6,883	\$19,581,449	30%	\$7,092	\$24,758,069	33%	\$9,079
Research	\$2,107,684	3%	\$750	\$2,226,510	3%	\$806	\$2,037,301	3%	\$747
Public service	\$7,012,446	12%	\$2,496	\$6,390,444	10%	\$2,315	\$9,147,493	12%	\$3,354
Academic support	\$2,777,308	5%	\$988	\$2,715,053	4%	\$983	\$3,182,865	4%	\$1,167
Institutional support	\$6,552,870	11%	\$2,332	\$6,850,216	10%	\$2,481	\$8,562,698	12%	\$3,140
Student services	\$4,519,038	7%	\$1,608	\$4,400,375	7%	\$1,594	\$5,973,660	8%	\$2,191
Other core expenses	\$17,979,163	30%	\$6,398	\$23,224,671	36%	\$8,412	\$20,314,365	27%	\$7,449
Total core expenses	\$60,289,296	100%	\$21,455	\$65,388,718	100%	\$23,683	\$73,976,451	100%	\$27,127
Total expenses	\$66,537,885		\$23,679	\$68,674,917		\$24,873	\$81,995,618		\$30,068

Source: IPEDS Finance reports as prepared by NMHU Finance Office
 Update schedule: April of each year (after IPEDS reports are submitted)

Faculty Salaries and Diversity (KPI 6)

FACULTY SALARIES (KPI 6a)								
	Fall 2015		Fall 2016		Fall 2017		Fall 2018	
	Count	Avg salary	Count	Avg salary	Count	Avg salary	Count	Avg salary
Full-time faculty:								
Professors	30	\$67,473	25	\$68,827	28	\$65,814	24	\$75,037
Associate professors	35	\$58,581	33	\$58,449	31	\$73,633	33	\$63,019
Assistant professors	42	\$50,778	39	\$50,213	32	\$56,995	32	\$53,157
Instructors	12	\$43,254	12	\$43,859	12	\$47,784	24	\$47,267
Lecturers	0		0		24	\$47,572	0	
No academic rank	17	\$50,319	24	\$45,954	14	\$45,597	20	\$51,619
Total full-time faculty	136	\$55,746	133	\$54,414	141	\$58,884	133	\$56,601
Part-time faculty	141		119		149		113	

FACULTY DIVERSITY (KPI 6b)									
	Fall 2016			Fall 2017			Fall 2018		
	Count	Female	Minority	Count	Female	Minority	Count	Female	Minority
Full-time faculty:									
Professors	25	44.0%	12.0%	28	46.4%	17.9%	24	45.8%	20.8%
Associate professors	33	33.3%	33.3%	31	38.7%	29.0%	33	42.4%	39.4%
Assistant professors	39	48.7%	25.6%	32	59.4%	34.4%	32	50.0%	37.5%
Instructors	12	50.0%	33.3%	12	50.0%	41.7%	24	54.2%	54.2%
Lecturers	0			24	50.0%	25.0%	0		
No academic rank	24	66.7%	25.0%	14	35.7%	50.0%	20	40.0%	30.0%
Total full-time faculty	133	47.4%	25.6%	141	47.5%	30.5%	133	46.6%	36.8%

Source: IPEDS Human Resources reports as prepared by NMHU Human Resources Office and OIER
 Update schedule: April of each year (after IPEDS reports are submitted)

Staff Salaries and Diversity (KPI 7)

FULL-TIME STAFF SALARIES (KPI 7a)								
	Fall 2015		Fall 2016		Fall 2017		Fall 2018	
	Count	Avg salary	Count	Avg salary	Count	Avg salary	Count	Avg salary
Research	0		2	\$40,000	0		0	
Public service	0		0		0		0	
Student / academic affairs	68	\$43,312	70	\$43,811	32	\$34,817	56	\$42,494
Management	37	\$83,571	37	\$90,520	65	\$75,604	42	\$99,734
Business / finance	25	\$44,612	27	\$45,289	31	\$44,252	25	\$48,915
Computer and technical	15	\$45,102	15	\$43,519	17	\$41,034	21	\$44,988
Community, sports, entertainment	39	\$46,380	31	\$44,079	37	\$39,651	31	\$47,362
Healthcare	3	\$44,366	2	\$41,441	3	\$40,527	3	\$63,951
Service occupations	54	\$22,884	55	\$22,333	18	\$23,545	49	\$24,234
Sales	0		0		0		0	
Office / administrative support	64	\$31,636	61	\$32,357	51	\$32,198	59	\$33,863
Construction and maintenance	18	\$30,715	18	\$29,619	58	\$21,984	28	\$28,389
Production and transportation	2	\$29,239	2	\$29,128	3	\$22,270	0	
Total full-time staff	325	\$41,978	320	\$42,545	315	\$41,569	314	\$45,785
All part-time staff	21		19		20		19	

FULL-TIME STAFF DIVERSITY (KPI 7b)									
	Fall 2016			Fall 2017			Fall 2018		
	Count	Female	Minority	Count	Female	Minority	Count	Female	Minority
Research	2	50.0%	0.0%	0			0		
Public service	0			0			0		
Student / academic affairs	70	70.0%	67.1%	32	75.0%	71.9%	56	73.2%	64.3%
Management	37	37.8%	64.9%	65	44.6%	66.2%	42	45.2%	66.7%
Business / finance	27	70.4%	81.5%	31	80.6%	87.1%	25	72.0%	88.0%
Computer and technical	15	26.7%	66.7%	17	23.5%	70.6%	21	23.8%	71.4%
Community, sports, entertainment	31	51.6%	51.6%	37	40.5%	48.6%	31	38.7%	41.9%
Healthcare	2	50.0%	50.0%	3	100.0%	0.0%	3	66.7%	66.7%
Service occupations	55	16.4%	94.5%	18	38.9%	83.3%	49	20.4%	95.9%
Sales	0			0			0		
Office / administrative support	61	91.8%	88.5%	51	100.0%	84.3%	59	96.6%	84.7%
Construction and maintenance	18	0.0%	88.9%	58	12.1%	93.1%	28	7.1%	96.4%
Production and transportation	2	0.0%	100.0%	3	33.3%	100.0%	0		
Total full-time staff	320	52.8%	76.3%	315	52.7%	75.6%	314	52.9%	76.4%

Source: IPEDS Human Resources reports as prepared by NMHU Human Resources Office and OIER
 Update schedule: April of each year (after IPEDS reports are submitted)

Office of University Relations (KPI 8)

PAGEVIEWS ON www.newmexicohighlands.com (KPI 8a)							
July - December 2016*		January - June 2017		July - December 2017		January - June 2018	
Unique	Unique returning	Unique	Unique returning	Unique	Unique returning	Unique	Unique returning
20,032	n/a	53,814	13,377	25,232	5,823	29,390	6,685

TOP FIVE CITIES ON www.newmexicohighlands.com (KPI 8b)			
July - December 2016*	January - June 2017	July - December 2017	January - June 2018
(User / Returning user)	(User / Returning user)	(User / Returning user)	(User / Returning user)
Albuquerque (6571/1796)	Albuquerque (7456/1964)	Albuquerque (5175/1342)	Albuquerque (6240/1629)
Las Vegas (1865/927)	Houston (2833/905)	Santa Fe (1242/289)	Santa Fe (1621/388)
Santa Fe (1306/404)	Dallas (2712/847)	Las Vegas (1200/398)	Las Vegas (1617/556)
Rio Rancho (747/192)	Denver (2273/620)	Rio Rancho (746/210)	Rio Rancho (1015/299)
Los Angeles (624/140)	San Antonio (1972/685)	Lagos, Nigeria (698/303)	Denver (955/268)

*Incomplete data

SOURCE TRAFFIC (TOP 20) TO www.NewMexicoHighlands.com January 1-June 30 2018 (KPI 8c)								
Source	Channel	Sessions	Form Fills	Calls	Link to Application	Download	Total Conversions	Conversion Rate
(direct)	Direct	16778	79	65	1777	355	2276	13.6%
google	Organic Search	5077	7	24	340	54	425	8.4%
google	Paid Search Ads	876	0	872	0	0	872	99.5%
nmhu.edu	Referral Links	747	1	2	72	21	96	12.9%
bing	Organic Search	582	0	0	50	9	59	10.1%
ClickDimensions	Email	315	0	2	13	1	16	5.1%
yahoo	Organic Search	231	1	1	25	4	31	13.4%
tpc.googlesyndication.com	Referral Links	215	0	0	0	0	0	0.0%

Source: NMHU Office of University Relations
Update schedule: October and April annually

Advancement (KPI 9)

ADVANCEMENT MEASURES (KPI 9)				
Measure:	FY2016	FY2017	FY2018	FY2019
Total revenue	\$1,223,468	\$1,914,826	\$1,789,193	\$2,023,188
Number of donors	522	654	529	586
Number of alumni events	30	49	54	54
Participants in alumni events	2487	2599	3532	4640
Number of individual giving appeals	2	6	4	4

Source: NMHU Advancement Office

Update schedule: October annually

Student Affairs (KPI 10)

NEW FRESHMEN: RETENTION BY RESIDENCE HALL (KPI 10a)									
Fall 2016 cohort				Fall 2017 cohort			Fall 2018 cohort		
	Count	Fall-to-spring retention	Fall-to-fall retention	Count	Fall-to-spring retention	Fall-to-fall retention	Count	Fall-to-spring retention	Fall-to-fall retention
Archuleta	33	75.8%	30.3%	23	73.9%	60.9%	0		
Melody Hall	50	66.0%	36.0%	27	77.8%	33.3%	42	66.7%	38.1%
Viles and Crimmin	130	82.3%	53.1%	102	65.7%	48.0%	116	83.6%	60.3%
Other	9	77.8%	44.4%	2	100.0%	50.0%	10	70.0%	60.0%
Total	222	77.5%	45.5%	154	69.5%	47.4%	168	78.6%	54.8%

Source: NMHU Student Affairs Office

Update schedule: Fall census day

STUDENT CLINIC ACTIVITY (KPI 10b)									
	June 2015 - May 2016			June 2016 - May 2017			June 2017 - May 2018		
	Medical	Behavioral Health	Nurse	Medical	Behavioral Health	Nurse	Medical	Behavioral Health	Nurse
# of visits	1242	469	18	1560	617	3	1610	669	2

Source: NMHU Student Affairs Office / El Centro Family Health

Update schedule: Fall census day

Athletics (KPI 11)

ATHLETICS - ACADEMIC SUCCESS (KPI 11a)															
Sport	AY2017					AY2018					AY2019				
	Count	Academic year GPA	% in-state	% living on-campus	% transfer students	Count	Academic year GPA	% in-state	% living on-campus	% transfer students	Count	Academic year GPA	% in-state	% living on-campus	% transfer students
Football	75	2.42	37.3%	61.3%	14.7%	88	2.33	28.4%	71.6%	34.1%	98	2.38	15.3%	68.4%	15.3%
Men's Basketball	21	2.32	28.6%	38.1%	33.3%	16	2.56	37.5%	43.8%	43.8%	17	2.30	52.9%	35.3%	23.5%
Baseball	33	3.17	15.2%	27.3%	39.4%	26	3.14	11.5%	57.7%	34.6%	34	3.25	35.3%	64.7%	29.4%
Men's Cross Country	8	2.95	37.5%	25.0%	12.5%	8	3.38	12.5%	25.0%	0.0%	8	3.03	12.5%	37.5%	25.0%
Wrestling	36	2.72	38.9%	52.8%	8.3%	32	2.90	31.3%	40.6%	9.4%	23	2.94	47.8%	43.5%	0.0%
Women's Basketball	14	3.19	50.0%	57.1%	28.6%	14	2.90	50.0%	57.1%	50.0%	11	2.67	54.5%	63.6%	18.2%
Women's Cross Country	7	3.16	71.4%	57.1%	0.0%	8	3.37	75.0%	62.5%	0.0%	12	3.19	91.7%	58.3%	16.7%
Soccer	28	3.34	32.1%	71.4%	21.4%	30	3.04	26.7%	33.3%	23.3%	24	3.20	41.7%	66.7%	8.3%
Softball	23	3.22	13.0%	78.3%	13.0%	22	2.85	9.1%	81.8%	13.6%	23	3.15	26.1%	52.2%	30.4%
Track	32	3.13	46.9%	59.4%	12.5%	28	3.36	50.0%	60.7%	7.1%	33	3.19	60.6%	63.6%	9.1%
Volleyball	19	3.21	42.1%	26.3%	5.3%	15	3.38	33.3%	73.3%	33.3%	18	3.57	44.4%	77.8%	16.7%
Total	296	2.88	34.8%	53.4%	17.9%	287	2.84	30.3%	58.9%	25.4%	301	2.86	36.2%	61.5%	16.6%

ATHLETICS - RETENTION (KPI 11b)									
Sport	AY2017			AY2018			AY2019		
	Retention (%)	# eligible to return	# of returnees	Retention (%)	# eligible to return	# of returnees	Retention (%)	# eligible to return	# of returnees
Football	39.7%	68	27	54.4%	79	43	52.4%	82	43
Men's Basketball	37.5%	16	6	61.5%	13	8	75.0%	12	9
Baseball	66.7%	18	12	68.4%	19	13	47.8%	23	11
Men's Cross Country	83.3%	6	5	83.3%	6	5	66.7%	6	4
Wrestling	66.7%	30	20	76.0%	25	19	84.2%	19	16
Women's Basketball	23.1%	13	3	53.8%	13	7	33.3%	9	3
Women's Cross Country	50.0%	4	2	66.7%	6	4	54.5%	11	6
Soccer	73.9%	23	17	56.0%	25	14	73.7%	19	14
Softball	73.3%	15	11	76.5%	17	13	66.7%	18	12
Track	68.0%	25	17	61.9%	21	13	88.5%	26	23
Volleyball	46.2%	13	6	61.5%	13	8	93.8%	16	15
Total	54.5%	231	126	62.0%	237	147	64.7%	241	156

Source: NMHU Athletics Office

Update schedule: October annually

Glossary

Enrollment	Fall and spring enrollments include all registered students as of census day.
	Summer enrollment includes all registered and withdrawn students as of the end of term
Enrollment demographics	Data reflect all enrolled students, both undergraduate and graduate
Retention	Fall-to-spring retention rates show the percent of students retained from the fall census day to the following spring census day
	Fall-to-fall retention rates show the percent of students retained from one fall census day to the next fall census day
	Transfer students are divided by whether or not they had earned an associates degree at the time of matriculation
Graduation rates	4-year graduation rates shows the number of students in the specified cohort who graduated within 4 years
	3-year, 5-year, and 6-year graduation rates are defined similarly
Application funnel	This table shows the number of first-time, full-time, degree-seeking students who moved from applicants to matriculated (i.e. enrolled) students
	Admitted students are those who completed an application
	The yield rate is the percentage of students who completed an application who actually enrolled
Core expenses	"Institutional support" is a functional expense category that includes expenses for the day-to-day operational support of the institution.
Staff salaries	This table shows average staff salaries broken down by IPEDS categories
	There have been some changes in these categories across time.
Faculty and staff diversity	"Minority" is used to indicate persons who self-identify as Hispanic, Native American, African American, or Pacific Islander
Faculty salaries	"No academic rank" typically refers to full-time contingent faculty