

Strategic Enrollment Management Plan Committee Minutes  
March 27, 2018  
8:30-10:00 a.m., SH123

Present: Lee Allard, Craig Snow, Sean Weaver, Jessica Jaramillo, Kimberly Blea, Benito Pacheco, Keith Tucker, Maria Sena, and Casey Applegate-Aguilar

Present by Zoom: Gloria Gadsden, Jeanie Flood, Kevin Ensor, Warren Lail, and Julia Geffroy

- I. Retention History Discussion
  - a. Kimberly with the assistance of Casey discussed in detail the NMHU retention history beginning 2007. First-Time Full-Time Freshman and transfer student subpopulation were discussed.
- II. Total Enrollment Discussion
  - a. Kimberly discussed enrollment at NMHU from Fall 2011 to Fall 2017 by student type. Committee also discussed dual credit students.
- III. Freshman/Transfer Recruitment Discussion
  - a. Jessica Jaramillo, Student Recruitment and Admissions Director, provided an overview of their offices' recruitment activities. Freshman activities include Counselor Workshop, Senior Day, Junior Day, Freshmen Scholar's Day, and Financial Literacy nights.
  - b. Kevin Ensor volunteered to assist Jessica with recruitment activities.
  - c. Transfer Recruitment activities include community college advisor workshop, transfer fairs, and transfer scholarship awarding.
  - d. Articulation Agreements with community colleges are being updated.
- IV. Membership
  - a. Kimberly read and reviewed the SEM Plan membership. Membership will consist of 19 members with five being faculty.
  - b. Membership term will be 12 months up to three consecutive terms.
  - c. Kimberly will obtain recommendation for students from Student Senate after elections
  - d. Some offices might have a permanent seat in the committee. Permanent could be Recruitment and Undergraduate Admissions, University Relations, and Academic Support.
  - e. Meeting will occur every Tuesday from 8:30-10:00 a.m. in SH123.