

Strategic Enrollment Management Plan Committee Minutes
May 1, 2018
8:30-9:30 SH123

Present: Lee Allard, Julia Geffroy, Jessica Jaramillo, Edward Martinez, Michelle Bencomo, Adam Bustos, Sean Weaver, Tamiyn Crain, Kimberly Blea, Thomasinia Ortiz-Gallegos, Benito Pacheco, Casey Applegate-Aguilar, Rebekah People, Warren Lail, and Maria Sena

Zoom: Kevin Ensor, Tina Clayton, Buddy Rivera, Susan Chavez, and Jeanie Flood

- I. Review and Finalize**
 - a. Committee Goals**
 - Committee reviewed and approved the goals for the SEM Plan Committee.
 - b. SEM Plan Outline**
 - Committee reviewed and discussed SEM Plan outline and possible leaders for each subcommittee.
 - Committee approved the plan outline.
 - c. Subcommittees**
 - Jessica requested that Dr. Ensor be part of the undergraduate subcommittee.
 - On Service subcommittee, leader will reach out to Terri Law at Foundation to request that Terri be part of the subcommittee on an as needed basis.
 - Susan Chavez from Financial Aid will assist with all of the subcommittees. She will be available on an as needed basis.
 - Edward would like to provide a draft early in August to the faculty for their review. SEM Plan is due to HLC by December 2018.
 - Rebekah, undergraduate student, indicated that she would like to participate in the Academic subcommittee.
 - Tamiyn, graduate student, indicated that she would like to participate in the Graduate Recruitment and Graduate Retention subcommittees.
 - Kevin Ensor will also be on Undergraduate Recruitment subcommittee.
 - Sean will participate in the Graduate Retention subcommittee.
 - Buddy provided a sample SEM plan that he has been working on. He indicates that goals need to be attainable. Committee needs to create modest goals.
 - Committee reviewed all subcommittees. Leaders will need to bring their committee members together and determine what documentation is available to review.
 - Subcommittees will need to start composing sections of the plan.
 - Committee agreed it might be faster to work in individual groups. It was agreed upon by the committee that the next few committee meetings will be cancelled and the subcommittees will meet during this time to work on a draft for their specific sections.
 - Thomasinia and Gloria will be co-chairs of the Academic committee because faculty members might not be available during the summer.
 - Michelle will be included in graduate recruitment subcommittee.

- Recommendation was made by member to include at the end of each section of the plan information regarding budget, marketing materials, staffing, etc.
- Committee agreed that during the May 29th meeting a draft of their section would be presented for the committee to review. Draft only needs to be one or two pages.

**Strategic Enrollment Management Plan
Committee Minutes
May 29, 2018
8:30-9:30 FMTZ 210**

Present: Edward Martinez, Sean Weaver, Kimberly Blea, Craig Snow, Adam Bustos, Jeanie Flood, Rebekah Peoble, Jessica Jaramillo, Julia Geffroy, Warren Lail, Joe Gieri, Ben Villarreal, Benito Pacheco, Casey Applegate-Aguilar, Michelle Bencomo, and Maria Sena

Zoom: Tina Clayton, Buddy Rivera, Tamlyn Crain, and Gloria Gadsden

- I. Review**
 - a. Undergraduate Recruitment Section**
 - **Committee suggested adding academic advisement, degree audit, course scheduling, and academic programs information.**
 - **Campus visit section is new.**
 - **Jessica will add section about student athletes.**
 - **Some information will overlap in several sections. Committee agreed it is good to show this information in the different sections.**
 - **Jessica will work on making the changes or updates that the committee suggested.**
 - b. Situational Analysis Section**
 - **Edward indicated he had followed format of CMU plan. He chose to use 5 year enrollment trends for First Time Freshmen, Transfers, and Graduate students.**
 - **Information highlighted in yellow indicates we do not have it.**
 - **Information highlighted in green indicates information is questionable and committee needs to make a decision to include or not include in the plan.**
 - **Information in the analysis was obtained from OIER office, PEP report, and Factbooks.**
 - **Committee suggested including Center information.**
 - **Committee suggested separating information by campus.**
 - **Overall enrollment trends were reviewed. Warren requested a copy of the PEP report regarding graduate students.**
 - **Committee suggested that information regarding transfer student recruitment be changed. Would like to see what institutions transfer students are coming from instead of what counties they are coming from.**
 - **Population trends would also be helpful.**
 - **Include the recruitment and retention of athletes.**
 - **Committee requested that information for transfer students, by what campus they are attending, be included for retention and graduation rates.**
 - **Yield conversion analysis should include campus, applied, and enrolled.**

- **Inquiry data is very limited for graduate students. How do we gather graduate data and have faculty inform us of how many students have inquired about their department.**
- **Graduate students are being admitted on department level. Student acceptance could be higher if departments accepted more students.**
- **Committee suggested changing yield/conversion to matriculation.**
- **Graduate recruitment plan is being developed. Slate will be used to communicate with prospective graduate students.**
- **Committee suggested adding more information on job trends section. Include data specific to NMHU students; what are they doing when they finish degree, etc.**
- **Retention and graduation trends. Committee suggested providing information of students that are not retained; information to include business office balances, where are they going, etc. Review information to determine if there is a pattern.**
- **Include specific outreach of the Native American populations, information regarding the Social Work program, Arts at HU, dorms especially Viles and Crimmin, the Student Union Building, and the career outcomes of students.**
- **Dr. Flood will edit nursing accreditation information and send to Edward.**
- **Include faculty information:**
 - **Diversity data on faculty.**
 - **Compare to other institutions.**
 - **Dr. Marrs published research and publications.**
 - **Highlight research grants like NSF, NIH, etc. Grants are a huge part of recruitment.**
- **Change university location- instead of rural area state scenic and historic location.**
 - **Include the Outdoor Recreation Center and equipment.**
- **University Reputation needs to be changed to University Commitment**
- **Include university capacity analysis**
 - **Include Residence Hall**
 - **Include Centers**
- **Include opportunities and the ability to grow.**
- **Include vibrant campus live.**
- **Include under planning assumptions:**
 - **Employment.**
 - **Populations.**
 - **Number of institutions in NM and information regarding decreasing high school students.**
 - **Talk about adult population.**
 - **ACT scores-specifically to high school students; need information about adult learners.**
 - **Students getting educated and going somewhere else.**
 - **Creation of SEM Office, vision, offices under SEM.**
- **Internal and External- change to opportunities and threats.**
- **Goals and membership document individual members and varies subgroups**

- Edward indicated that he would revise document based on the suggestions of the committee. He also instructed the committee to review section and if anything that belongs in this section is missing to send him an email.
- Continue reviewing next week.