

SEM Plan Committee Minutes
October 09, 2018
FMTZ Conference Room, 8:30-10:00 a.m.

Present: Lee Allard, Julia Geffroy, Edward Martinez, Maria Sena, Michelle Bencomo, Susan Chavez, Benito Pacheco, Ben Villarreal, and Thomasinia Ortiz-Gallegos

Zoom: Keith Tucker, Buddy Rivera, Sean Weaver, Gloria Gadsden, Kevin Ensor, and Tina Clayton

I. Final Review of SEM Plan

- Edward is reporting to Faculty Senate, Staff Senate, and Student Senate. He would like to provide plan to them for review by the end of the week.
- Executive Summary still needs links to plans. Once plans are finalized, links will be added.
- Lee and Edward spoke with President. President is not budging on the 4500 students by 2022. Lee and Edward met to come up with new projection numbers to meet President's goal.
- Sean is going to review and proofread to make sure document is consistent.
- Table of contents and participants table need minor work. Edward will make necessary changes to these items.
- Academic Section review
 - Goal 2-do not include percentage number. It is difficult to identify these students and how close they are to graduating.
 - Goal 2-Identify and develop a completion plan for inactive students that have over 90 + credits annually by 2021.
 - Goal 4-identify first time full time degree seeking students.
 - Goal 5-2022 is a good goal; depending on what happens in next few months. Adjusted as needed.
 - Goal 5-Tina asked if certificate programs included. She indicated that the International Education Center needs approved certification programs for SEVIS approval. This year SEVIS was unable to approve the programs. Thomasinia and Tina will work together to obtain approval on the certificate programs.
 - Goal 6-Distance Ed Committee no longer exists. Review Distance Ed manual and realign goal.
 - Goal 6-Remove develop policy for online course requirement action step.
 - Goal 7-Revise follow current university policies, procedures, and processes.
 - Goal 7-add Academic Affairs Office.
 - Goal 7-add University Relations and Registrar to responsible parties.
 - Change Academic Affairs to Academic Affairs Office on all areas where their name appears.
 - Goal 8-Change offer to explore/evaluate.
 - Goal 9-Add at least one partnership and add globally at the end.
 - Goal 9-Action step- add maintain alignment with state policy.
 - Goal 9-change create to continue.
 - Goal 9-add University Relations.
 - Goal 10-action steps-include maintaining alignment with continuing education program/requirements.
 - Goal 10-include Registrar under responsible party.

- Goal 10-change develop to continue current and enhance collaboration in identifying/exploring need for specialty courses and (entities).
- Goal 11 was campus vibrancy goal. Change to-increase campus vibrancy; offer variety of non-degree or degree seeking courses.
- Goal 11- add action step-identify need for increased course offerings during summer and inform academic units.
- Goal 11-remove K-12 students and community members.
- Goal 11-actions will change; analysis historical data to determine summer course needs for the past 5 years.
- Goal 11-add action step-financial aid
- Edward indicated that he will make all recommended changes and provide the plan to the senate committees. He will also share with EMT for their review and input. Edward would like to provide it to the BOR in the December board meeting to implement.

Office of Strategic Enrollment Management
Strategic Enrollment Management Plan Committee
October 16, 2018
8:30-10:00am, FMTZ 210
Minutes

Present: Michelle Bencomo, Dr. Edward Martinez, Dr. Lee Allard, Susan Chavez, Dr. Kimberly Blea, Sean Weaver, Benito Pacheco, Craig Snow, and Adam Bustos

Zoom: Buddy Rivera, Jeanie Flood, and Tina Clayton

- I. Dr. Allard reminded the committee of President Minner's enrollment goal of 4,500 by 2022. He reported that the Higher Learning Commission (HLC) is recommending that NMHU identify specific goals for specific populations as well as develop an enrollment projection model.
 - Discussion ensued regarding projecting ratio's based on Dr. Gonzales' plan for increasing online offerings.
 - Dr. Martinez indicated the largest areas of growth are the transfer and graduate student populations. He stated these are also the areas where online offerings will be impacted.
 - Review of revisions to SEM Plan:
 - Executive Summary: Links not yet available for recruitment, retention, and marketing plans.
 - Graphs and tables were not changed; however, Dr. Martinez stated he corrected mistakes to the ABQ numbers
 - Situational Analysis: *some changes made to wording in bullets 3, 4, and 7 on page 15; addition of 8th bullet regarding Rocky Mountain Athletic Conference; second to last bullet on page 16 updated; addition of last bullet regarding faculty and staff serving as club advisors*
 - Undergraduate Retention (pg. 23): *changes made to bullets 3, 4, 5, and 9*
 - Onboarding and Retention Table (pgs. 25-27): *Review and minor change to Goal 1.*
- II. Dr. Martinez informed members that he met and shared an overview of the SEM Plan with Faculty Senate and the Executive Management Team (EMT). He stated he will be meeting with Staff Senate on 10/17/18 and Student Senate on 10/21/18. The SEM Plan has gone out to all senate committees, the senate chair was asked to compile the recommendations, and a deadline for recommendation submission of 10/29 was provided. Dr. Martinez reported that the SEM Plan Committee will review recommendations during the committee's regularly scheduled meeting on 10/30. Once updates have been made, the plan will be resubmitted to senate committees for endorsement. It is Dr. Martinez' hope that the final SEM plan will be ready to present at the Board of Regent's Meeting in December.
 - Thomasinia recommended that a statement be placed within the SEM Plan to indicate that each department/area is responsible for fulfilling goals/assignments listed within the plan in their respective areas.
- III. Next SEM Plan Committee Meeting: 10/30/18 at 1pm (time changed to accommodate FMLA training).