

Strategic Enrollment Management
SEM Plan Committee Minutes
November 19, 2019
FMTZ Conference Room, 8:30-10:00 a.m.

Present: Brandon Kempner, Ian Williamson, Michelle Bencomo, Lee Allard, Terri Law, Sean Weaver, Jim Deisler, Ben Villarreal, Jessica Hurtado, Sean Weaver, Susan Chavez, Benito Pacheco, and Maria Sena

Zoom: Gloria Gadsden, Tina Clayton, Kevin Ensor, Joe Gieri, Kimberly Blea, and Buddy Rivera

I. Review and Discussion of the NMHU SEM Plan

- Terri Law stated that she has become Interim VP of Strategic Enrollment. Her goal today is to review and discuss the update to the SEM Plan. Terri has read the current plan and she feels that the plan needs to be condensed. She would also like to take a revised plan to the Faculty Senate on December 02, 2019 for their approval.
- Plan discussion included:
 - Dr. Minner's goal of 4500 students by 2021. Terri indicated that a discussion will need to happen with the President and the Board of Regents to determine if this goal is realistic.
 - Committee agreed that the plans' current goals are not realistic. Committee needs to determine what is a better realistic goal for 2021. Member indicated that because of New Mexico's population reduction, fewer college aged kids, maintaining what we have would be the realistic goal. Member indicates the only way to grow enrollment is to change our model and become an online university.
 - Committee agreed that increase in enrollment could occur in the graduate level. Part of the challenge is if we are doing the same things today then we were 3 or 4 years ago.
 - Committee needs to find ways to grow the student population. Some ideas included, starting more online programs, increasing dual credit students, using our centers to increase enrollment, and working more closely with the athletic program.
- Terri indicated that she will speak to the President about modifying the 2021 goal.
- Terri indicated that she will update the plan and work with Lee to update the data information in the plan. She will send out the plan to the committee for review and comments.