

New Mexico Highlands University
SEM Plan Committee
September 28, 2020
3:00-4:30 p.m., via Zoom

Minutes

Attendance

Terri Law, Maria Sena, Edward Martinez, Benito Pacheco, Susan Chavez, Ernestine Clayton, Ian Williamson, Kimberly Blea, Lee Allard, Joe Gieri, Kevin Ensor, Gloria Gadsden, Sean Weaver, Michelle Bencomo, Keith Tucker, Brandon Kempner, Patrick Wilson, and James Deisler

Preparation for HLC Focus Visit

Terri indicated that the SEM Plan committee is scheduled to meet with the HLC focus visit individuals on Monday at 2:15 p.m. Everyone is welcomed to join. She indicated that they have had our report since January. Terri stated that they will ask what the university has been doing for the last eight months. Terri encouraged the committee to review the updated SEM Plan.

Kimberly stated that they might ask about how the pandemic has impacted our areas. If HLC asks about data, we should refer them to Lee to provide this information. Committee needs to be responsive to their questions.

Benito stated that we need to show the progress in our areas. Slate and Tutor Trac facilitated our retention work along with our data driven decisions.

Ian requested that notes from this meeting be provided to the committee before the scheduled HLC meeting. Notes can include the highlights of the accomplishments from this committee. (notes attached). Kimberly stated that this will be a great opportunity to look back and see what has been accomplished. This will be beneficial for the committee to review.

Review of SEM Plan

Terri indicated that when she reviewed the initial plan that was written, she felt it provided a lot of data and a table of action. However, moving forward, she would like a dashboard. She would also like to include key indicators.

Benito stated that the initial plan focused more on the undergraduate population. He would like to include information regarding the graduate population on the updated plan. He stated that we also need to focus on transfer students. Ian indicated that the committee needs to ensure that we document all the progress that has been made in the plan.

Committee Membership

Terri indicated that the committee membership will be reviewed. She stated that this committee is quite large. She would like to determine if everyone currently involved is needed and/or do we need to additional members. She feels that someone from Faculty Senate should be part of the committee. In the future, the committee needs to decide if we should have two sub-committees that would work on retention and recruitment areas.

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Notes

HLC Visit:

SEM Plan:

Approved by the Executive Management Team on November 6, 2018

Approved by Staff Senate on November 7, 2018

Approved by the Associated Students of New Mexico Highlands University on November 18, 2018

Approved for one year by Faculty Senate on January 29, 2020

Key Retention Initiatives:

- SEM Plan in place.
- Overall retention rate increased to 63.6% from 55.4%.
- Student Success Coaching model.
- Data points used for retention. Thoughtful and coordinated approach.
- Centers shifted to Student Support Specialists (one stop shop for center students)
- Two online, asynchronous programs geared toward working adults and the growing adult student population.
- Undergraduate Enrichment (HUE) and First-Year Experience Learning Communities (FYE LC) help transition first-time freshmen into the college experience.
- Achieving in Research, Math And Science (ARMAS) Center supports any student studying science, technology, engineering or math (STEM) subjects.
- Campus Life Initiative and Outdoor Recreation Center.
- Student Relations Coordinator position established to assist students.
- Extensive cocurricular opportunities.
- Alternative Teacher Licensing.
- Use of Slate and Tutor Trac to make data informed decisions.
- Streamline processes for student employment.
- Telehealth services for all students regardless of location.
- FTF Assessment to identify personal areas of concerns for non-completion such as financial risk
- Career assessment with all FTF.
- Co-curricular transcript system.
- IT and Student Relations Coordinator providing social engagement opportunities.
- Digital signage platform.
- Streamline of the Financial Aid Office.
- Matriculation Taskforce-review of processes from student recruitment to student graduation.
- Dedicating resources to fixing issues and improving performance in different areas.
- Data driven website, use of heat maps & student interviews to create overall website.
- Adjust processes as needed.

Key Enrollment Initiatives:

- SEM Plan in place.

- Data points for recruitment. Thoughtful and coordinated approach.
- Graduate recruitment was consolidated.
- Alternative Teacher Licensing.
- Increase online enrollment by purchase of Wiley. Still in early stages of process.
- Permanent deans hired. Stability of our programming. Stronger relationships with academics.
- Collaboration and relationships with Business Office and Registrar. Student service driven.
- Purchase of software/technology to streamline processes. (Ad Astra, TouchNet, Slate, Axiom, PeopleAdmin, Tutor Trac, TES, etc)
- Marketing campaign. Shift of travel funds to market online ads. Data driven decisions moving forward.
- Data driven website, use of heat maps & student interviews to create overall website.
- Student Success Center/SEM Director participating in marketing meeting with Calling Media.
- Dedicating resources to fixing issues and improving performance in these areas.
- Adjust processes as needed.

Pandemic Impact:

- International student issues; guidance changed.
- NACAC
- Telehealth services for all students regardless of location.