

New Mexico Highlands University
Board of Regents Meeting
December 17, 2021

The New Mexico Highlands University Board of Regents held an in-person meeting on December 17, 2021. The meeting was held live at the Rodgers Administration Building, Room RAB107, 803 National Ave., Las Vegas, New Mexico. The university made every effort to accommodate members of the public as stated in the December 07, 2021 meeting announcement. The meeting was livestreamed via Zoom Platform. Members of the public were able to access the livestream through the following link:
<https://nmhu.zoom.us/j/99373471046>

Meeting ID: 993 7347 1046

One tap mobile

+13462487799,,99373471046# US (Houston)

+16699006833,,99373471046# US (San Jose)

Dial by your location

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Washington D.C)

Meeting ID: 993 7347 1046

Find your local number: <https://nmhu.zoom.us/j/99373471046>

Call to Order – Chairman Marchi called the meeting to order at 9:02 a.m.

Roll Call - Board Members Present: Mr. William Garcia, Mr. Frank Marchi, Ms. Danelle Smith, Dr. Frank Sanchez and Mr. Christopher Ulibarri.

Administrative Personnel Present: Dr. Sam Minner, President; Dr. Roxanne Gonzales, Provost/Vice President of Academic Affairs; Mr. Max Baca, Vice President for Finance, Administration, and Government Relations; and Dr. Kimberly Blea, Dean of Students.

Others Present: Dr. Elisabeth Massaro, Faculty Senate Chair; Ms. Veronica Black, Staff Advisory Senate Chair, Ms. Patricia Ives, University Legal Counsel, and Ms. Maria Sena, Senior Executive Administrative Assistant. Numerous faculty, staff, students, community members, and the general public participated in the meeting as it was streamed via ZOOM.

Approval of the December 17, 2021 Agenda

President Minner requested to make a few changes to the agenda. He asked that Item 12G be moved to 12B and that Item 15 be moved to Item 8. Regent Ulibarri moved to approve the Board's meeting agenda for December 17, 2021 as changed. Regent Smith seconded. A roll call vote was taken, voting in favor: Regent Garcia, Regent Sanchez, Regent Smith, Regent Ulibarri, and Chairman Marchi. Motion carried.

Approval of the Minutes from October 22, 2021

Regent Ulibarri moved to approve the minutes from the October 22, 2021 meeting as presented. Regent Garcia seconded. A roll call vote was taken, voting in favor were: Regent Garcia, Regent Sanchez, Regent Smith, Regent Ulibarri, and Chairman Marchi. Motion carried.

Approval of the Minutes from November 15, 2021

Regent Garcia moved to approve the minutes from the November 15, 2021 meeting as presented. Regent Ulibarri seconded. A roll call vote was taken, voting in favor were: Regent Garcia, Regent Sanchez, Regent Smith, Regent Ulibarri, and Chairman Marchi. Motion carried.

Consent Agenda

Regent Smith moved to approve the Vice President of Student and Donor Engagement Report, the Gas Card Policy, the Vice President of Finance, Administration, and Government Relations Report, the Dean of Student Affairs Report, the Provost/Vice President of Academic Affairs Report, and the Associated Students of New Mexico Highlands University (ASNMHU) Report on the Consent Agenda as presented. Regent Ulibarri seconded. A roll call vote was taken, voting in favor were: Regent Garcia, Regent Sanchez, Regent Smith, Regent Ulibarri, and Chairman Marchi. Motion carried.

Board of Regents Report

Higher Education Regents Coalition (HERC) Update

Regent Garcia indicated that he had attended the HERC meeting. An annual session will be held in which training and materials will be provided to the regents. Chairman King will be meeting with the Higher Education Department to discuss the budget and priorities.

He stated that broadband is a priority for HERC. The governor has established a committee to review and ensure broadband is available throughout the State.

Chairman Marchi indicated that he would like another regent to take on his responsibility in HERC. If any regent is interested, he or she needs to reach out to him.

Regents Comments-No action items

Regent Ulibarri had no comments.

Regent Smith thanked everyone for their hard work. Wished everyone a happy holiday season.

Regent Sanchez had no comments.

Regent Garcia stated that today's agenda is focused on how to increase student's enrollment at Highlands. This is a very important issue that needs to be addressed. He indicated that it will take the school districts, city, county, and others to determine how to make Las Vegas a more attract place.

Public Comment

No one came forward.

Board of Regents Standing Committees Updates

Budget, Finance & Audit Committee-Regent Smith

Regent Smith indicated that she appreciated the assistance that she receives in this committee. She provided a PowerPoint and a few discussion points included:

- Audit findings for the University.
- Three negotiations union, nonexempt employee, exempt employee, and faculty.
- Legislative update shows that it shows revenues up 207 million with reserves at 3.38 million or 43.9%. Highlands \$500,000 for Center for Social Work.

- The CUP presidents and unified budgets negotiations.
- Presentation was made regarding the NM Reforestation Center.
- Legislative fellows had eight student's participation.
- Revenues and expenditures for Highlands.
- Discussion of staff turnover and continued advertising for positions.

Mr. Max Baca indicated that the lobbyist position for Highlands will not require RFP due to the \$60,000 threshold. The Regents will provide names of any candidates they feel might be a good fit for this position.

A lengthy discussion occurred on dual credit. CUP is working on getting additional funding for dual credit. Mr. Baca indicated that students taking dual credit classes are not adequately advised. Students receive credits but these credits did not align with a degree program. Regent Garcia requested a follow up report on what is being done to address dual credit by Highlands.

Mr. Baca stated that it is costing that the dual credit program is costing the University money. The program is beneficial and has powerful appeal, but it does not generate any money.

Strategic Enrollment Management/Donor Engagement Committee (Attachment A)

Ms. Theresa Law provided a PowerPoint presentation for discussion. She indicated that the main campus enrollment continues to decline. Enrollment has declined 32% in the past five years and is an area of concern. Over half of enrollment is on main campus versus online and Centers.

She stated that due to COVID-19 limitations students are choosing not to be on main campus and electing to do zoom or online courses. Neighboring states have less COVID restrictions including indoor masking and testing which appeals to the students.

Mr. Benito Pacheco discussed the Denver Public School agreement and the Colorado Gear Up partnership. Fifteen schools are within gear up partnership. Nineteen visits have been made to Colorado schools with 277 first time freshmen opting in. He indicated that Highlands has begun partnerships with some New Mexico high schools and Luna Community College. They are looking to expand the model beyond high schools.

He indicated that recruitment events held allow them to engage with the parents. They have held nine open house events and 270 high school students have toured the campus. Mr. Pacheco stated that the campus visit program has been reorganized and will be expanded.

Ms. Law stated that two new positions will be established in Albuquerque. They will be co-managed by Financial Aid and Strategic Enrollment Management Directors.

Mr. Pacheco indicated that 1846 students have started the application process and currently 480 have been admitted for the fall.

Regent Sanchez indicated that the SEM Subcommittee focus is on how the University changes the narrative. He stated that he is proud of the work the SEM offices are doing. He stated that sixty-nine percent of faculty live outside of the San Miguel area and it is a concern. He asked how the Board of Regents could assist in the decrease in enrollment. He stated that Highlands needs people that want to help the students and are committed to Las Vegas and surrounding areas.

Regent Garcia stated that offering more housing that is updated would meet the needs of individuals wanting to live in Las Vegas. He stated that individuals that want to live in the area would do a much better job than if you were required to live in the area. He believed one way is to retain the cultural, social and recreational amenities. He stated that the golf course is a recreational outlet but also the property around the course could be developed to meet housing needs.

Regent Garcia indicated the Native population needs to be targeted. He is willing to provide his assistance. Ms. Law stated that the NAC has visited the Farmington and Gallup area.

Mr. Pacheco indicated that strategies for graduate recruitment begin in the Spring. Another part of enrollment is retention. The University has had historically high retention rates these past two or three years.

Chairman Marchi indicated that a special Board meeting can be held to focus and address the needs of enrollment and retention issues.

Student Affairs Committee

Regent Ulibarri indicated he will provide a report in January. Regent Garcia asked if Regent Ulibarri could get the students perspective on the pros and cons of living in Las Vegas and on main campus. He would like to see the student government take a role in identifying the positives and negatives with living in the area. He requested a survey be provided to the students for their feedback.

Academic Affairs Committee

Regent Garcia indicated that no meeting was held prior to this meeting. However, he has asked Dr. Gonzales and Mr. Baca to provide an assessment of the cost benefit of all of the centers. He would like to know if the University is losing money by subsidizing the centers or are the centers providing additional financial support to the entire University. The committee will identify what the costs are associated with each center and what are the revenues.

Athletics Committee

Regent Garcia indicated that the committee met and the Athletic Director presented an overall strengths and weaknesses and opportunities and threats review. It was very comprehensive and insightful. He stated that, moving forward, the committee will review how to improve and meet the needs of the Athletic program.

Dr. Minner indicated that Coach Kirkland has resigned from Highlands. He is working closely with the Athletic Director and will be announcing a new coach soon.

Staff Advisory Senate Report

Ms. Veronica Black stated that the Senate has been busy with completing and reviewing the workplace quality survey. They have actions and are moving forward.

Regent Smith asked about the Power of Service Committee. Ms. Black indicated that this committee obtains recommendations and needs from staff and provides professional training on a monthly basis. A kick-off event is held every September.

Dr. Denise Montoya indicated that about five years ago this initiative was launched to improve customer service on campus. Each year, twelve courses are provided. If a staff member completes ten courses, they receive a small incentive that is donated by the Foundation.

Faculty Senate Report

Dr. Elizabeth Massaro indicated that she has submitted her report and stands for questions.

She also addressed the concerns for faculty voice and shared governance. She stated that significant progress has been made this semester. Dr. Minner has asked faculty to identify a speaker for commencement. He has also encouraged and invited the faculty to submit budget items for fiscal year 2023.

She also stated that faculty has worked on a mental health initiative with administration. The administration is providing funds to purchase an application for breathing activities. A faculty lounge is another initiative that administration is supporting for the spring term.

She invited the Board to participate in a Faculty Senate meeting and will provide information on future meetings.

NMHU Foundation Report

Dr. Carlotta Lockmiller stated that the Shop Small event held in conjunction with Highlands was a great success. The Giving Tuesday event brought in almost \$200,000. She indicated she included the newest events list with her report.

She stated that the comprehensive campaign feasibility study will take place in January. The Foundation Board should receive a report by April.

She indicated that the Foundation has three new board members.

She invited the members of the Board of Regents to participate in the Foundation Board meeting. She felt this would assist the two Boards in working together.

President's Report

Campus Update

Dr. Minner introduced Heather Tilson the new Institutional Research Director. He also indicated that Sean Weaver will be leaving his position as University Relations Director in March.

He stated that Fall 2021 was another COVID semester. Most of the classes are online and most of the students are not on campus.

He indicated that the Bachelors of Applied Science was approved by the Higher Learning Commission.

In athletics, he indicated that Football Coach Kirkland was leaving. New flooring, new bleachers, and score boards have all been installed this year for the athletic department.

He stated that Linda Anderle, Community Liaison, is doing a remarkable job. She has assisted with the Shop Small event and continues to do community outreach.

He indicated that Facilities is on track for the Sininger Hall project. The floor plan has been completed.

NM Reforestation Center Update

Dr. Joshua Sloan indicated that there has been a big break though on the Memorandum of Agreement between NMHU, NMSU, UNM and the State Energy, Minerals, and Natural Resources Department. After several negotiations, the agreement is ready to be signed. A signing ceremony is being arranged.

He stated that the New Mexico Reforestation Center Act is being sponsored by Senator Woods and Senator Campos. The Act would provide for the creation of the New Mexico Reforestation Board which would govern the operations of the Center. It would provide 4.6 million dollars of startup funding for fiscal year 2023. Two million dollars are also being requested from the federal government and one million in non-federal match

He indicated that the Center will be a one stop comprehensive shop for supporting reforestation throughout New Mexico and the Southwest. The Center would cover seed collection, a five million seedlings nursery, and the academic educational and workforce development.

He stated that the University will be proposing two master's degrees that would align with the Department of Forestry. NMSU has agreed to discuss the option for a joint PhD program in the area of forestry.

He indicated that to build a training program would create about 250-300 new jobs statewide in seed collection and reforestation.

Regent Garcia asked how are the other universities involved. Dr. Sloan indicated that the Governor in 2019 issued an executive order on climate change. The State Forester, Laura McCarthy, contacted individuals from the three universities. They spent two years putting together the forestation action plan. The partnership worked well because Highlands has the only accredited forestry program in the state, NMSU has both research system and state extension system, and UNM has the climate modeling expertise. This partnership made sense in terms of each university's expertise.

Possible location would be either at the golf course or the Mora Research Center. It will be a research, production, and education center. Mr. Baca also indicated that there will be plenty of water for this project at the golf course. There will be no negative impact to Highlands or the City on the usage of this water.

Regent Garcia requested a cost benefit analysis of the three components: research, production, and commercial.

2022 Spring COVID Update

Dr. Brandon Kempner stated that the emergency operations committee is moving from being an emergency operation to a day to day operation. He meets with the leadership team and administration on weekly basis to provide updates. He stated that the University recently had their first week with zero cases on campus.

He stated that the University has some strong practices in place for the Spring semester particularly for the student athletes when they return to campus in January.

He stated that the University reviews the NMDOH and CDC guidelines and if they change, the University changes practices.

Gene Torres Golf Course Update

Gene Torres Golf Course Re-Opening Framework

Dr. Minner indicated that the Board has instructed him to get the golf course opened. He stated he looked at where the taskforce had landed and collected and addressed concerns. The Principals in this project will be Highlands, the City, and the County. Each Principal will have equal vote regarding this project. Each Principal's financial commitment will be \$70,000 per season for two seasons. NMHU will retain ownership of the Golf Course and would be the fiscal agent of the project.

He stated that a three-person committee would be responsible for all management decisions. Each Principal would appoint one person to the Management Committee. Employees assigned to work at the golf course would be employees of one of the Principals.

He stated that each season the Management Committee would report to the NMHU Board of Regents, the Las Vegas City Council, and the San Miguel County Commission when 50% and 75% of the Principals' contribution has been expended.

Regent Smith had concerns with the possibility of reduced and comp'd green fees being a violation of the anti-donation clause. Attorney Ives stated that it could be a violation especially if the individuals receiving the comp'd or reduced fees are contributors to the project. She stated that there are a lot of legal issues that the University will be facing with the City and the County. She stated that the three-person management committee should seek legal advice when it comes to these types of issues.

Regent Smith stated that an additional concern was that the manager of the golf course would be allowed to collect fees directly for themselves and would be responsible to pay gross receipts tax over to the State of New Mexico. She asked how this would be monitored. Attorney Ives indicated that there is no longer a golf pro required. The Management Committee will have to decide on who will run the golf course. The personnel will be employees of one of the three Principals.

Regent Smith stated that another concern was that expenditures cannot exceed revenues. Attorney Ives confirmed that was the case and stated that once the Management Committee has spent 50% and 75% of their contributions that needs to be reported to the Board. She indicated that Management Committee would need to routinely provide a review of all golf course revenue and expenditures to each Principal.

Dr. Minner indicated that if the Board approves the Re-Opening Framework he would go to the other partners and discuss this framework and the Memorandum of Agreement.

Regent Garcia moved to approve the Gene Torres Golf Course Re-Opening Framework as presented. Regent Ulibarri seconded. A roll call vote was taken, voting in favor were: Regent Garcia, Regent Sanchez, Regent Smith, Regent Ulibarri, and Chairman Marchi. Motion carried.

Executive Session– (a) limited personnel matters related to the contract and goals of Dr. Sam Minner, NMHU President and limited personnel matters related to the dismissal, resignation, and/or investigation or consideration of complaints or charges against any individual or public employee pursuant to NMSA 1978, § 10-15-1(H)(2); (b) bargaining strategy preliminary to collective bargaining pursuant to NMSA 1978, § 10-15-1(H)(5); and (c) threatened or pending litigation subject to the attorney-client privilege in which the university is or may become a participant pursuant to NMSA 1978, 10-15-1(H)(7). Regent Ulibarri moved to enter into executive session for the sole purpose of discussing the items listed. Regent Garcia seconded. A roll call vote was taken, voting in favor: Regent Garcia, Regent Sanchez, Regent Smith,

Regent Ulibarri, and Chairman Marchi. Motion carried. The Board entered into executive session at 12:39 p.m.

Regent Ulibarri moved to return to open session. Regent Garcia seconded. Regent Ulibarri stated for the record that only those items specified under the executive session were discussed and the Board took no action. Regents present confirmed. A roll call was taken, voting in favor of returning to open session were: Regent Garcia, Regent Sanchez, Regent Smith, Regent Ulibarri, and Chairman Marchi. Motion carried and the Board returned to open session at 2:12 p.m.

Public Action and Statements as Necessary on Executive Session Discussion

Chairman indicated on the October 22, 2021 Board meeting, the Board revised the goals for President Minner into short term and long term goals. The Board asked that they be incorporated into the President's current contract. It has been determined that the goals are part of Dr. Minner's evaluation and not his contract, therefore no vote is necessary.

Sustainability Task Force Update

Dr. Tomasz Falkowski stated he is an assistant professor for Forestry and Chair of the Sustainability Task Force. He shared a presentation with the Board. He identified the mission and the established goals and objectives. He stated that the efforts are long term and will take some time to complete. He indicated that the Task Force has started working on completing University's Sustainability Assessment framework. Some indicators such as education and research received high marks.

He stated that they are also working on a number of projects that are actively attempting to adapt Highland's academics, facilities, and operations to the changing in social and ecological conditions. An Earth Day event is being organized for April 22, 2022.

Community Liaison Update

Ms. Linda Anderle stated that in her role as Community Liaison, she is seeking to establish community engagement and expose our campus population to Las Vegas. She stated that many events have been scheduled then cancelled or rescheduled. She indicated that Traer Scott has been rescheduled for March 22, 2022.

She indicated that the Shop Small event had over one hundred stores and over three hundred people attend. It made a great economic impact to those vendors. Next year they will consider holding this event at the Wilson Complex.

She stated that in early spring 2022, she will be working on garden spots around campus. Seventeen participants and test sites have been selected. Students from two HU courses will be assisting with the garden.

President Council for Diversity, Equity and Inclusion Update

Dr. Rebecca Moore stated the council consists of twenty-five members from across all discipline and Centers. Mr. Adrian Sandoval is the Co-Chair and Dr. Eric Romero is the Secretary.

Mr. Sandoval provided a short presentation. He indicated that this was a successful year. Activities included Indigenous Peoples' Month. During this event a film (film?) entitled "Reel Injun" was reviewed, a dance group performed on campus and a dialogue about the Martinez/Yazzie ruling was held.

He stated that the Council submitted an application for a Ballen Scholar. The nominee was Dr. Greg Cajete. He is world renowned for his leadership and development of indigenous models in education and in science.

Mr. Sandoval stated that they will be presenting at the HLC conference in April 2022. The presentation is called “Advancing equity and inclusion through a transformative change model”.

He indicated that the Counsel is applying for a RUSSSH grant to assist with working on leadership concepts. It is a conversation on who are the leaders in the future. It is a pathway phased model, beginning with juniors and seniors in high school and transitioning to first year students with emphasis on leadership skills.

Dr. Eric Romero discussed what it really means to be a Hispanic Serving Institution. (“HSI”) The University’s Strategic Plan states that Highlands is a HSI and an aspiring non-tribal serving institution. He stated that a state-wide diversity inclusion summit might come to campus in Fall 2022 or Spring 2023.

Regent Garcia indicated he would like identify how and why Highlands is so successful with Hispanic students and use this information in our recruitment and retention programs. He would like to make this an advantage in the University’s recruitment efforts. He would also like a lengthier discussion with the faculty on how to best accomplish this.

Higher Learning Commission (HLC) Update

Dr. Keith Tucker indicated that he had provided the Regents a Peer Reviewers and Visit Information Update document. The HLC site visit is scheduled for February 28 through March 1, 2022. The entire Board will be participating.

He stated that he has provided Dr. Minner and Dr. Gonzales with a 151-page document for their review. The date to submit the document to HLC is January 28th.

Dr. Minner indicated that a special Board meeting a few weeks before February 28th will be scheduled to discuss HLC preparation.

Title IX Policy Review by Legal Counsel Update

Dr. Kimberly Blea indicated that the Title IX Policy was submitted to the University Legal Counsel for review. Minor changes were made. No concerns presented. Attorney Pat Ives also indicated no concerns.

Graduate Academic Suspension Policy

Dr. Ian Williamson stated that the current policy is not clear. The recommended changes include automatic triggers for suspension and an appeal process is now in place. It also includes a one semester suspension instead of the current one-year suspension.

Regent Ulibarri moved to approve the Graduate Academic Suspension Policy as presented. Regent Garcia seconded. A roll call vote was taken, voting in favor were: Regent Garcia, Regent Sanchez, Regent Smith, Regent Ulibarri, and Chairman Marchi. Motion carried.

Approval of the NMHU Faculty Association Articles 11 (Fringe Benefits), 18 (Leave of Absences), and 25 (Compensation) effective pay period beginning December 18, 2021 – December 31, 2021, reflecting on pay date January 7, 2022-Action Item

Mr. Max Baca stated that on December 3, 2021 the Administration and Faculty Bargaining Unit agreed on Articles 11, 18, and 25. Article 11 indicates that management would cover 100% of the vision plan;

Article 18 provides one semester of parental leave for faculty members; and Article 25 would provide a compensation increase of 4.25%. The estimated average faculty salary for full professors would be \$80,000; associate professor at \$66,411; and assistant professors at \$57,772. This salary would still be below Eastern New Mexico University.

Dr. Katherine Jenkins indicated that the Faculty Association appreciated the administration working with us to improve working conditions and salary of the faculty. She stated that the Association was glad when Mr. Baca and Dr. Gonzales joined the bargaining team. Their leadership helped move the articles forward. She also hoped that they will join the COVID bargaining team.

Regent Garcia indicated that the University has spent a lot of time talking to President Minner about improving salaries and the Board has made it one of his goals. He asked why the University would not agree to a larger raise. Dr. Minner indicated that the bargaining negotiations are confidential but there is always a give and take. The increase of 4.25% is where it landed. This increase will move Highlands ahead of other institutions in the state.

Regent Smith stated she was not in favor of ratifying this union contract. She stated that in March of this year the Board agreed to increase tuition and fees in order to have sufficient funds to address the issue of faculty salaries. The Regents took this action in order to ensure that Highlands was able to be more competitive with the salaries of similar schools in New Mexico.

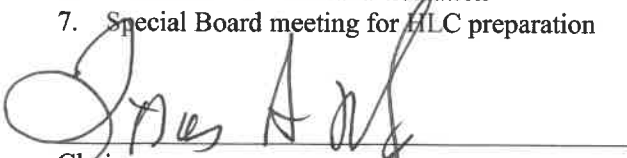
Regent Smith moved to reject the NMHU Association Articles 11 (Fringe Benefits), 18 (leave of Absences), and 25 (Compensation) effective pay period beginning December 18, 2021-December 31, 2021, reflecting on pay date January 7, 2022 as presented. Regent Garcia seconded. A roll call vote was taken, voting in favor were: Regent Garcia, Regent Sanchez, Regent Smith, Regent Ulibarri, and Chairman Marchi. Motion carried.


Adjournment

Chairman Marchi indicated that Highlands just completed the last meeting of the calendar year. He stated it had been full of many changes including a new board member, a new chairman, and learning to work with each other. He thanked everyone for their dedication to Highlands and the many hours that everyone had spent providing a better way for all who attend but mostly for the trust and professional way everyone had treated each other. He wished everyone a Merry Christmas and a great Holiday season. With no further business, the meeting adjourned at 3:39 p.m.

Follow up Items

1. SEM Dual Credit in depth discussion
2. Special Board meeting to focus and address the needs of enrollment and retention issues
3. NM Reforestation Center cost benefit analysis of the three components: research, production, and commercial
4. The Athletic Sub-Committee will review how to improve and meet the needs of the Athletic program
5. Identify metrics on why Highlands is so successful with Hispanic students
6. Discussion on cultural articulation
7. Special Board meeting for HLC preparation


Chairman
NMHU Board of Regents


Secretary/Treasurer
NMHU Board of Regents



Board of Regents Enrollment Subcommittee Update
December 17, 2021



Fall 2021 enrollment Demographic Trends

- Main campus enrollment continues to decline (1380 this fall, down 1.2% from Fall 2020, the smallest decrease in the last 5 years; but, since 2016, main campus enrollment has declined 32% in total).
- Overall, just over half of our total enrollment, or 51.9%, is at main campus for Fall 2021.
- One major factor is that approximately 70% of main campus classes are taught remotely for the 2021-2022 academic year.
- More stringent COVID related practices at NMHU vs. those in neighboring states and other NM universities is also a factor.

Denver Public Schools Agreement

High School	# of Opt-ins	Visits
Arvada	26	1
Lincoln	23	2
West	31	2
Sheridan	36	2
DCIS	12	1
North	34	2
Jefferson	26	1
College View	15	1
East	6	1
G.W.	16	1
B. Randolph	13	1
JFK	17	1
T. Jefferson	12	1
21 st Century	4	1
South	6	1

- Total DPS Opt-Ins: 277
- Total Visits (Fall '21): 19
- CO Gear Up signed on to agreement, recruitment to begin January '22
- On a 5-year average, 1 DPS student is recruited to NMHU a year



New Mexico Agreement

High School	# of Opt-ins	Visits
Capital	104	9
SF High	18	7
Robertson	28	3
WLV	47	12
Santa Rosa	15	1
Mora	18	2
NMSD	4	1
W. Mound	2	1
Bernalillo	26	1
Questa	13	1



- Total NM Opt-Ins: 275
- Total Visits (Fall '21): 38
- On a 5-year average, 5 SFPS students are recruited to NMHU a year



Open House Events

Open house events have been held throughout the fall semester to bring students in to experience what makes NMHU unique.

- To date, 9 open houses have been conducted
- 270 high school students have participated
- 1 additional open houses will be completed before end of the year
- Students have received personalized interactions with numerous campus departments including Outdoor Recreation, Native American Center, School of Education, School of Social Work, School of Business, Media Arts and Technology, Biology, Writing Center, ARMAS and HUE.
- Working on developing a consistent residence hall show room(s) and ability to accommodate students visiting campus overnight at the residence halls.
- These have been high-yield events, typically with a dramatically better net application % than external visit events.



Admission & Recruitment Outlook

Admitted for Fall as of 12/14/21	
Fall '17	258
Fall '18	255
Fall '19	296
Fall '20	92
Fall '21	187
Fall '22	480

- Trending at a 5-year high

The Funnel as of 12/14/21 (Spring, Summer & Fall)		
	Started Applications	Admitted
2020	627	499
2021	1846	950

- Overall funnel size has grown roughly 3x
- Admits are nearly doubled
- Funnel goal: 2,800



BOR SEM Subcommittee Ideas/Comments/Suggestions

- Develop partnerships with county, city, business community to improve student welcome and experience at NMHU main campus.
- Consider developing programs similar to trio/upward bound (currently reviewing trio grant opportunity) or NYSB to bring students to main campus early in their academic career.
- Explore better use of trolley building to recruit media arts/MFA students.
- Face to face contact between students and faculty is critically important to retention and recruitment efforts.



Questions?

Theresa M. Law, JD, CFRE

Vice President of Student &
Donor Engagement

505-454-3198

tlaw@nmhu.edu

Benito Pacheco, MBA

Senior Director of Strategic
Enrollment Management

505-454-3127

bmpacheco@nmhu.edu

Ricardo G. Martinez

Assistant Director of
Admissions & Recruitment

505-454-3323

rgmartinez@nmhu.edu

