

**New Mexico Highlands University**  
Special Board of Regents Meeting  
March 4, 2022

The New Mexico Highlands University Board of Regents held an open special meeting only on March 4, 2022. The university made every effort to accommodate members of the public as stated in the February 25, 2022 meeting announcement/agenda. 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

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Chairman Marchi called upon Dr. Kimberly Blea, Dean of Students to read an opening statement:

*“Thank you for joining the NMHU Board of Regents today, March 04, 2022 for our virtual Special Board meeting. The university has made reasonable efforts to accommodate members of the public. The items to be addressed at this meeting are time sensitive and cannot wait, thus in accordance with the NM Attorney General’s Open Government Division Advisory, the meeting is being held as a virtual meeting only via Zoom Platform.*”

*Board members participating in the meeting remotely are: Mr. William Garcia, Ms. Danelle Smith, Mr. Christopher Ulibarri, Dr. Frank Sanchez and Chairman Mr. Frank Marchi.”*

*“Also participating in the meeting remotely are Dr. Sam Minner, Dr. Roxanne Gonzales, Mr. Max Baca, Dr. Kimberly Blea, and Dr. Theresa Law.”*

*“Should board members or the university lose connectivity and there is no longer a quorum, the Board meeting will be suspended and no action will be taken until a quorum is reconvened.”*

**Call to Order** – Chairman Marchi called the meeting to order at 1:00 p.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; Dr. Theresa Law, Vice President of Student and Donor Engagement; 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 March 04, 2022 Agenda**

Regent Ulibarri moved to approve the Board's special meeting agenda for March 04, 2022 with the request made by President Minner. Regent Garcia seconded. A roll call vote was taken, voting in favor: Regent Garcia, Regent Smith, Regent Sanchez, Regent Ulibarri, and Chairman Marchi. Motion carried.

#### **Approval of the Minutes from January 28, 2022**

Regent Garcia moved to approve the minutes from the January 28, 2022 meeting as presented. Regent Smith. 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 February 17, 2022**

Regent Ulibarri moved to approve the minutes from the February 17, 2022 meeting as presented. Regent Smith. A roll call vote was taken, voting in favor were: Regent Garcia, Regent Sanchez, Regent Smith, Regent Ulibarri, and Chairman Marchi. Motion carried.

#### **Enrollment, Recruitment, and Retention Discussion (Attachment A)**

Chairman Marchi thanked Regent Sanchez and the Strategic Enrollment Management Committee for helping the board better understand the strategic enrollment plan.

Regent Frank Sanchez indicated that he had reviewed the main campus numbers and felt it was at a critical situation. He stated that eighty percent of classes are taught online. If online classes would increase to one hundred percent, there would not be need for a campus in Las Vegas.

He also stated that sixty-nine percent of the faculty live outside of the San Miguel area. If this percent increased by thirty-nine percent, there would not be a need for a campus in Las Vegas.

He indicated that the number of freshman coming to the University has decreased tremendously. He would like to determine what could be done in order to continue to have a main campus.

Regent William Garcia indicated he shared the concerns that Regent Sanchez expressed. He stated that attracting new students to main campus is a specific issue and he believed that Highlands was heading in the right direction. He felt another issue is the population of Las Vegas and where the faculty choose to live. He stated that San Miguel County had lost fourteen percent of the population in the last twenty years. He felt economic development was needed to stimulate Las Vegas and surrounding areas.

He stated that he was thankful that Highlands did have online courses, because revenue would have been lost during the COVID-19 pandemic. He felt that the eighty percent of online courses were due to the pandemic.

Regent Danelle Smith indicated she agreed that emphasis needed to be placed on the Highlands campus.

She stated that when speaking with the HLC Peer Reviewers, their focus was Strategic Enrollment Management and enrollment overall on campus.

Regent Chris Ulibarri stated that he is not concerned about enrollment on campus as he is enrollment overall. He did agree that main campus should be a focus in general.

Chairman Marchi agreed with what was voiced by the Regents. He stated there are three different student models. Models include Main Campus, Centers, and Online students. Recruitment efforts for all three models are very different and the Regents need to determine different ways of looking at each one of these models.

Dr. Theresa Law indicated that enrollment is an important issue. She stated that her team has applied strategic thinking and has expanded the use of data to the enrollment issues. Her team gets together on an informal and formal basis to strategize about adjustments based on the data they are reviewing. She informed the Board that recruitment, enrollment, retention, and graduation is a very complex system. Various factors influence the ability to recruit various populations of students.

She also stated that enrollment is everyone job. Everybody has a role to play in attracting and retaining students. If Highlands would like to be successful, enrollment needs to be a priority.

Dr. Law presented a PowerPoint for review. She discussed the development of the Strategic Enrollment Management Division. She indicated that Slate is a software that assists with the student funnel, from application to enrollment. The Slate program allows emails to be sent and runs data reports. A lengthy discussion occurred on the implementation and use of Slate.

She stated that changes have been made to the Student Success Coaches and an Assistant Director has been hired for that office. Ms. Caroline Montoya, Assistant Director, has done an excellent job keeping on top of the retention efforts. She indicated that support has been provided to the Native American Center and the Office of International Education Center.

Dr. Law provided a Fall 2021/Spring 2022 enrollment overview. Fall 21 held a 4.3% decrease from Fall 2020. Undergraduate enrollment continues to decrease. Graduate enrollment increased 6.9%, up from Spring 2021. She stated that growth has been at the Centers and online enrollment. Total enrollment is trending at 45% Graduate and 55% Undergraduate students.

Regent Garcia asked if the 70% of the University enrollment is female. Dr. Law indicated that that was correct. It is a national trend to see more women than men come into higher education.

She discussed the face to face undergraduate offerings. Mr. Benito Pacheco, Senior SEM Director, stated that 80% of housing is occupied on campus. Enrollment and retention is not only about good academics but also having a connection to the campus.

Mr. Pacheco discussed in detail the NM Higher Education Overview. He stated that Highlands has ten competitors in the region within 150 miles. Seven competitors within 70 miles. He indicated that West Las Vegas High School graduation class is sixty-three students and East Las Vegas High School graduation class is under one hundred students. Local high school populations are shrinking which reduces the number of students for recruitment.

Dr. Minner indicated that maybe collaborating with Luna Community College and Northern New Mexico College to develop initiatives for enrollment increases would be beneficial. Dr. Law indicated that these

schools are experiencing enrollment declines as well, which meant that there will be fewer students for Highlands to recruit.

Mr. Pacheco provided a list of the top twenty-five high schools with senior enrollment from 2017-2021. He stated that only two schools on this list have agreements with Highlands. Ten of the top high schools are in the Albuquerque area. His office has created and will fill two staff positions in this area for recruitment. A lengthy conversation occurred about working with Santa Fe and Albuquerque area schools. Mr. Pacheco indicated that his office has worked on recruitment of transfer students in that area but not of high school students. His office has developed some initiatives this semester to begin recruiting efforts in these areas.

Mr. Pacheco introduced Mr. Ricardo Martinez, Assistant Director for Recruitment and Admissions. He provided an update on the new initiatives and efforts out of the Recruitment and Admissions Office. He indicated that his office has participated in the Robertson and West homecoming activities, volleyball games, and basketball games. He stated that not a lot of students have engaged with them, but community members and parents have stopped by and visited. These activities will increase brand awareness.

He indicated that forty students from the Santa Fe Public Schools were on campus participating in a campus tour. Students ranged from eighth grade to twelfth grade. Currently, Santa Fe High School and Capital High School, have one hundred thirty-five students that have selected to opt-in for admissions at Highlands. In the previous five years, only five students on average were admitted from these schools.

He also stated that his office, along with staff from the Financial Aid Office, and the Student Success Center, spent two full weeks in the Colorado area. They were able to engage with students and parents to discuss the great potential offered by Highlands.

He discussed the New Mexico agreements and the number of visits with the different high schools throughout New Mexico. He also spoke about the Denver Public Schools Agreement. Currently there are 277 students that have selected to opt-in.

Mr. Martinez provided an update on the admission and recruitment outlook for Fall 2022. Currently, 881 students are admitted. It is a five year high.

Regent Garcia asked if any student or STEM camps are scheduled for the summer. He stated that this would expose students to the University and everything the area has to offer. Mr. Pacheco indicated that some summer bridge programs were scheduled including an athletic camp that would bring students to campus for a two days' athletic experience. Regent Garcia stated that the Director of Los Alamos Labs was opened to collaborating with Highlands on a two-week STEM program. Dr. Roxanne Gonzales and Dr. Brandon Kempner indicated that several bridge programs are scheduled for the summer.

Mr. Martinez discussed the New Student Onboarding Timeline. The timeline included application, admission, financial aid, registration, housing and new student orientation.

Dr. Law introduced Ms. Emily Montoya, Financial Aid Director. Ms. Montoya discussed the Financial Aid award to students. She stated that her office processed approximately three million dollars in Pell Grant aid. They have posted approximately ten million dollars in federal aid and approximately two million in state aid.

She provided an overview of the process for Institutional Scholarships. Once a student is admitted to Highlands, the Financial Aid Office review their file for scholarship eligibility. For continuing students, at

the end of each term, student's files are reviewed to ensure renewal requirements have been met. She indicated for the 22/23 academic year, five hundred fifty offers have been made and twenty-nine have been accepted.

Dr. Law introduced Ms. Caroline Montoya, Student Success Center Assistant Director. Ms. Montoya discussed the Student Success Center and the Student Success Coaches. She indicated that through the HLC Persistence and Completion Academy they were able to implement the student success coaching model. This model provides holistic support to students that is not geared just towards academics. Students are assigned to a student success coach based on their major. The coaches reach out to the students to see if any assistance is needed.

Ms. Montoya also stated that ten student orientations are planned for the Fall 2022 students. Students that are part of the opt-in agreement will have their own orientations.

Dr. Law introduced Ms. Ernestina Clayton, International Education Center Director. Ms. Clayton indicated that her department is in charge of recruiting and enrolling International students. Her department tracks the students when they arrive and anywhere from one to three years after they have graduated or leave the University. She stated that enrollment is beginning to increase. She indicated that International students help the efforts to fill face-to-face classes and residence halls.

Regent Smith asked how International students are recruited. Ms. Clayton indicated that face-to-face recruitment is very limited, but most recruitment is conducted virtually and are one-on-one events. She stated that the University was selected to participate in a virtual recruitment fair in Canada. She pointed out that she is working with agents in South Africa and India.

Mr. Pacheco indicated that the International Office reorganization has allowed them to track the data and see what the cost is to recruit International students. To date, one hundred and four students have started an applicant for the fall 2022.

Regent Sanchez asked if a relationship has been established with the United World College. Dr. Law stated that currently they have not established any relationship but have had discussion in recruiting International Baccalaureate students.

Dr. Law introduced Dr. Spintz Harrison, Native American Liaison. Dr. Harrison stated that Highlands was able to maintain ten percent enrollment for Native American students. If Highlands can sustain one more year of ten percent Native American student enrollment, Highlands could apply to be considered a Native American serving institution.

He indicated that most of the Native students are located at the Farmington Center. He has made two trips to Farmington to visit with the students.

Dr. Harrison stated that he had two concerns when he arrived on campus. One, something needed to be done for students that came for one semester and didn't return for whatever reasons; and two, students felt that Las Vegas was not a welcoming town for Native students. He stated that the two concerns turned into two goals for recruitment. He has an open door community allowing anyone to come in and feel at home. He has established a comfort zone for students to come in and interact with each other. He has also purchased drinks and snacks for students to enjoy while they visit the Center.

He discussed the Memorandum of Understanding (MOU) with the New Mexico Tribes. Currently, twenty students are part of the MOU. Students have to meet requirements to maintain their assistance.

Regent Sanchez indicated that the University needs to reach out to these students and make them feel welcomed. He felt that some outreach could occur to make these students feel welcomed in Las Vegas.

Regent Smith asked if once Highlands receives the designation of Native American Serving Nontribal Institutions (NASNTI), would the University lose the designation if enrollment falls under the ten percent. Dr. Law and Dr. Harrison did not know but were going to do some research.

Dr. Law discussed the draft SEM Strategic Plan. The plan will go to Faculty, Staff, and Student Senates for informational purposes. Goals included growing total NMHU enrollment, repopulating main campus by increasing on-campus, residential enrollment, achieve NASNTI status by FY25, and increasing graduation and retention rates.

She stated that additional operational goals and metrics will be established by each of the SEM departments. She provided some key activities to meet each of these goals. A few undergraduate recruitment goals included first time freshmen, transfer students, and dual credit students. Graduate recruitment goals include marketing, and refining admission processes. The final key activities are the student success coaching model to retain and graduate students.

**Persons Wishing to Address the Board**

No one came forward.

**Executive Session**– (a) 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). 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 4:27 p.m.

Regent Ulibarri moved to return to open session. Regent Smith 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 5:17 p.m.

**Public Action and Statements as Necessary on Executive Session Discussion**

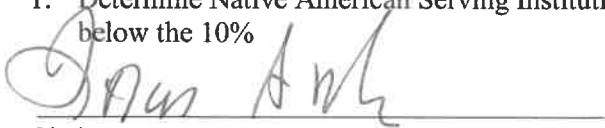
No action or statements were necessary.

**Adjournment**

With no further business, the meeting adjourned at 5:18 p.m.

**To Do Items**

1. Determine Native American Serving Institution designation – if this is met and then NMHU falls below the 10%



Chairman  
NMHU Board of Regents



Secretary/Treasurer  
NMHU Board of Regents

**SEM Presentation – Board of Regents Special Meeting**

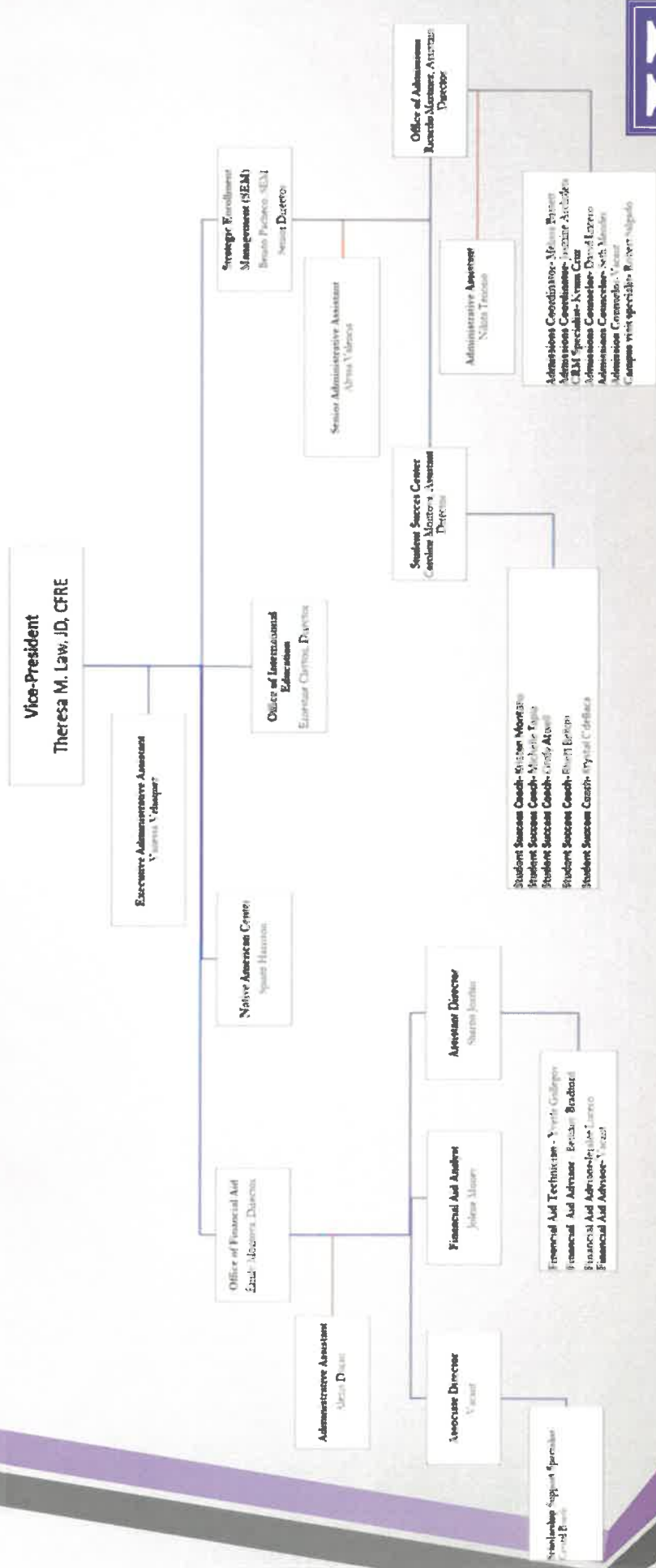
**March 4th, 2022**

**NMHU Board of Regents**

**Strategic Enrollment Management**



# Strategic Enrollment Management



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# Fall 2021 /Spring 2022 Enrollment Overview

Fall 21 total – 2658, a 4.3% decrease from Fall 2020 (2780).

Spring 22 total – 2507, a 1.5% decrease from Spring 2021 (2546), and a decrease of 5% over fall 21.

- Undergraduate enrollment decreased again in spring, with total undergraduate enrollees at 1375, down from 1550 in fall and 7.5% down from spring 2021.
- Graduate enrollment increased, with total graduate enrollees at 1132, up from 1108 in Fall and up 6.9% from spring 2021.
- NMMHU is now at 45% graduate enrollment and 55% undergraduate enrollment.



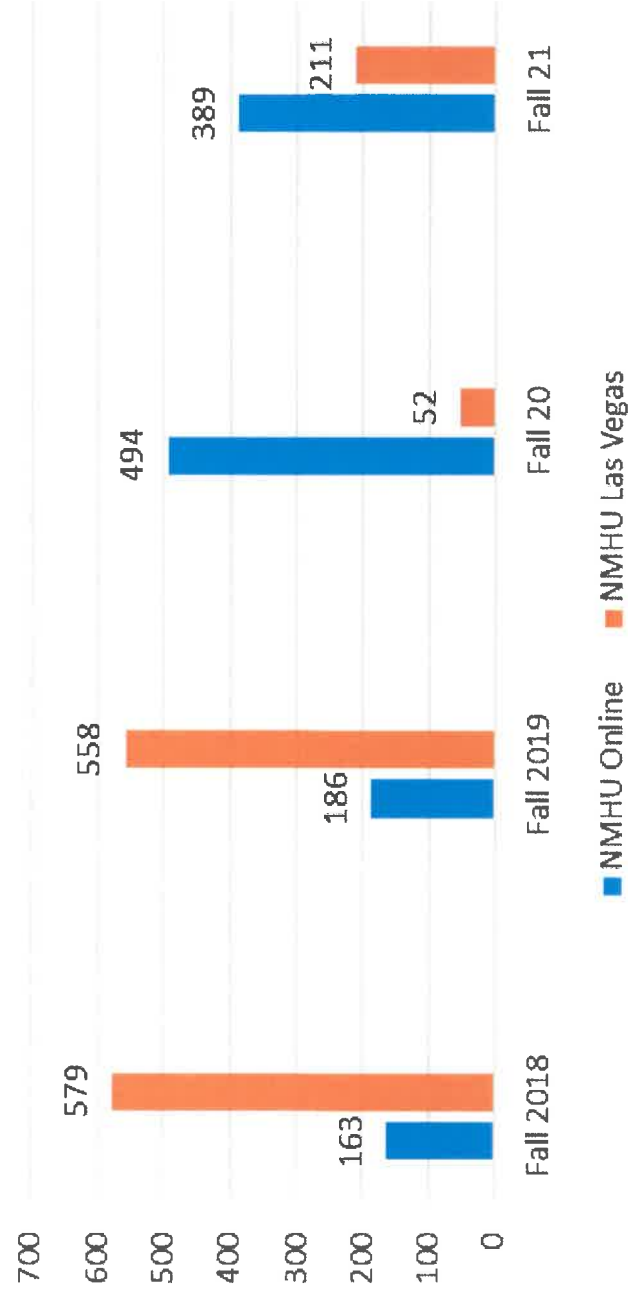
# Spring 2022 Enrollment Demographic Trends

- The vast majority of all NMHU students remain New Mexican (83.7%)
  - Undergraduate – 81.7%; Graduate – 86.1%
- Out of state students increased 11% vs. 2021 (291 vs. 262); International students also increased 19% (62 vs. 52).
- Native American students were just 10% of our student population in spring 2022 vs. 10.9% in fall 21.
- 70% of students are female, 30% male.
- NMHU is now at 48.7% main campus enrollment and 51.3% center and online enrollment.



# Face to Face Undergraduate Offerings

## Undergraduate Class Modality Fall 18-21

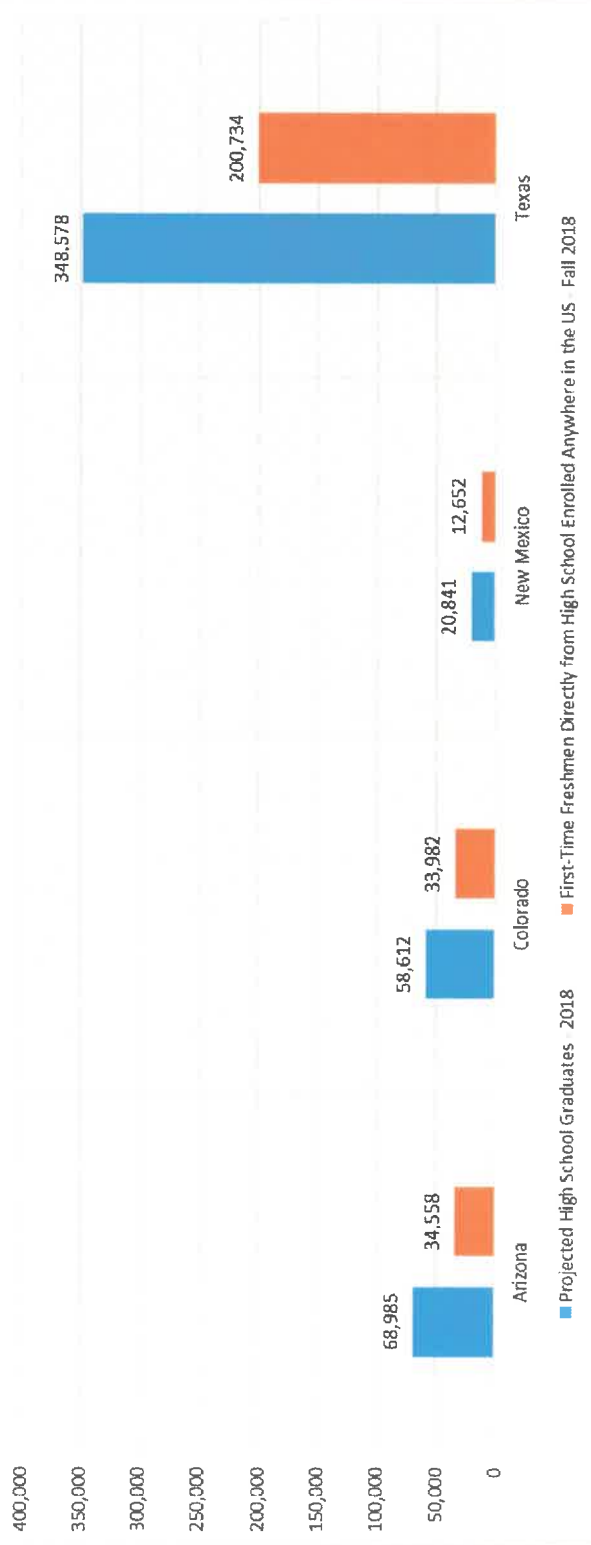


Source: NMHU Data



# Regional Senior Enrollment

Regional HS Graduate Projections



Source: IPEDS, NCES

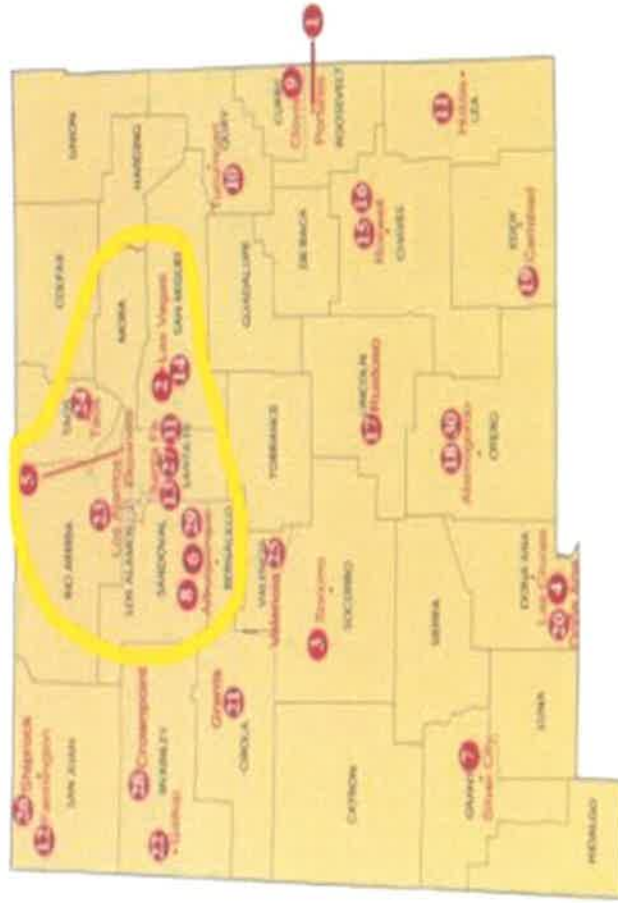


Board of Regents Special Meeting March 4<sup>th</sup>, 2022



# NM Higher Education Overview

## STATE-FUNDED COLLEGES, UNIVERSITIES, TRIBAL COLLEGES & SPECIAL SCHOOLS IN NEW MEXICO



- FOUR-YEAR PUBLIC COLLEGES & UNIVERSITIES**
- 1 - Eastern New Mexico University, Portales (1934)
  - 2 - New Mexico Highlands University, Las Vegas (1893)
  - 3 - New Mexico Institute of Mining and Technology, Socorro (1886)
  - 4 - New Mexico State University, Las Cruces (1888)
  - 5 - Northern New Mexico College, Española (1909)
  - 6 - University of New Mexico, Albuquerque (1889)
  - 7 - Western New Mexico University, Silver City (1893)

- TWO-YEAR COMMUNITY COLLEGES**
- 8 - Central New Mexico Community College, Albuquerque (1968)
  - 9 - Clovis Community College, Clovis (1961)
  - 10 - Mesalands Community College, Tucuman (1979)
  - 11 - New Mexico Junior College, Hobbs (1966)
  - 12 - San Juan College, Farmington (1956)
  - 13 - Santa Fe Community College, Santa Fe (1983)
  - 14 - Luna Community College, Las Vegas (1969)
  - 15 - New Mexico Military Institute, Roswell (1945)

- TWO-YEAR BRANCH COMMUNITY COLLEGES**
- 16 - ENMU-Roswell (1956)
  - 17 - ENMU-Ruidoso (1958)
  - 18 - NMSU-Alamogordo (1959)
  - 19 - NMSU-Carlsbad (1960)
  - 20 - NMSU-Dona Ana (1973)
  - 21 - NMSU-Grants (1968)
  - 22 - UNM-Gallup (1968)
  - 23 - UNM-Los Alamos (1956)
  - 24 - UNM-Taos (1923)
  - 25 - UNM-Valencia (1978)

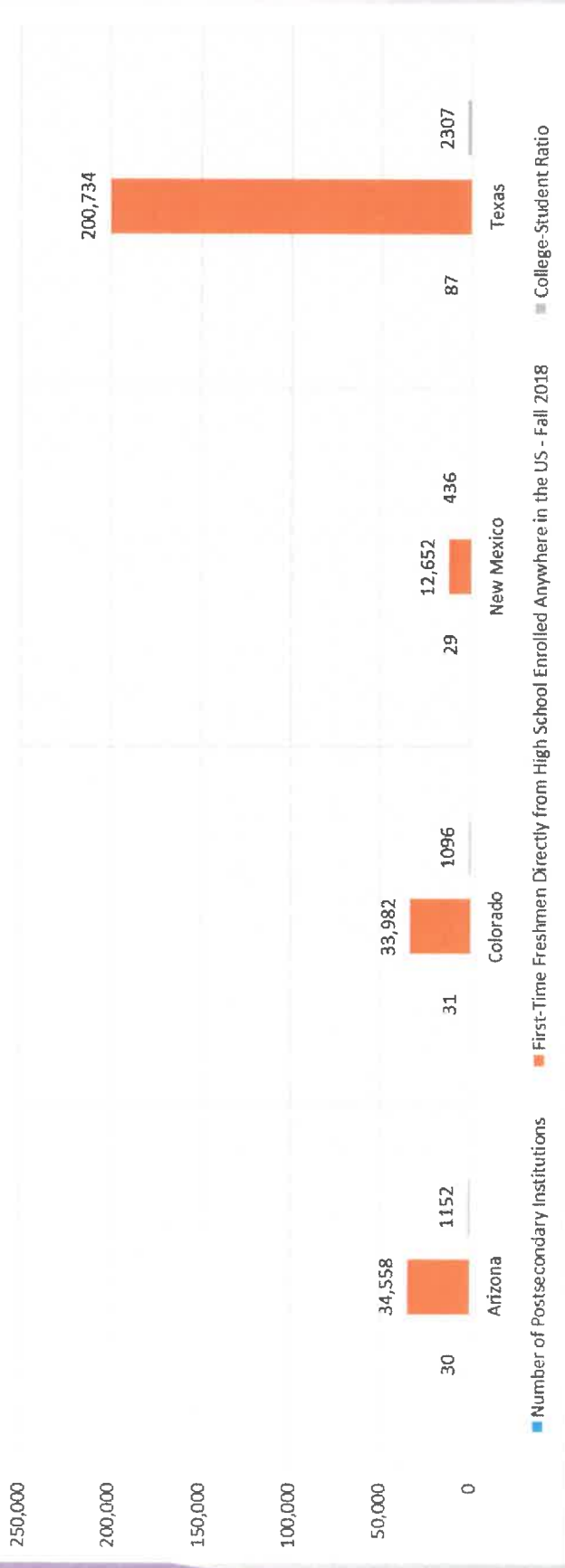
- TRIBAL COLLEGES**
- 26 - Dine College, Shiprock (1968)
  - 27 - Institute of American Indian Arts, Santa Fe (1962)
  - 28 - Navajo Technical College, Crownpoint (1979)
  - 29 - Southwestern Indian Polytechnic Institute, Albuquerque (1971)

Source: NM HED



# Regional Higher Education Overview

Regional Freshmen Ratio



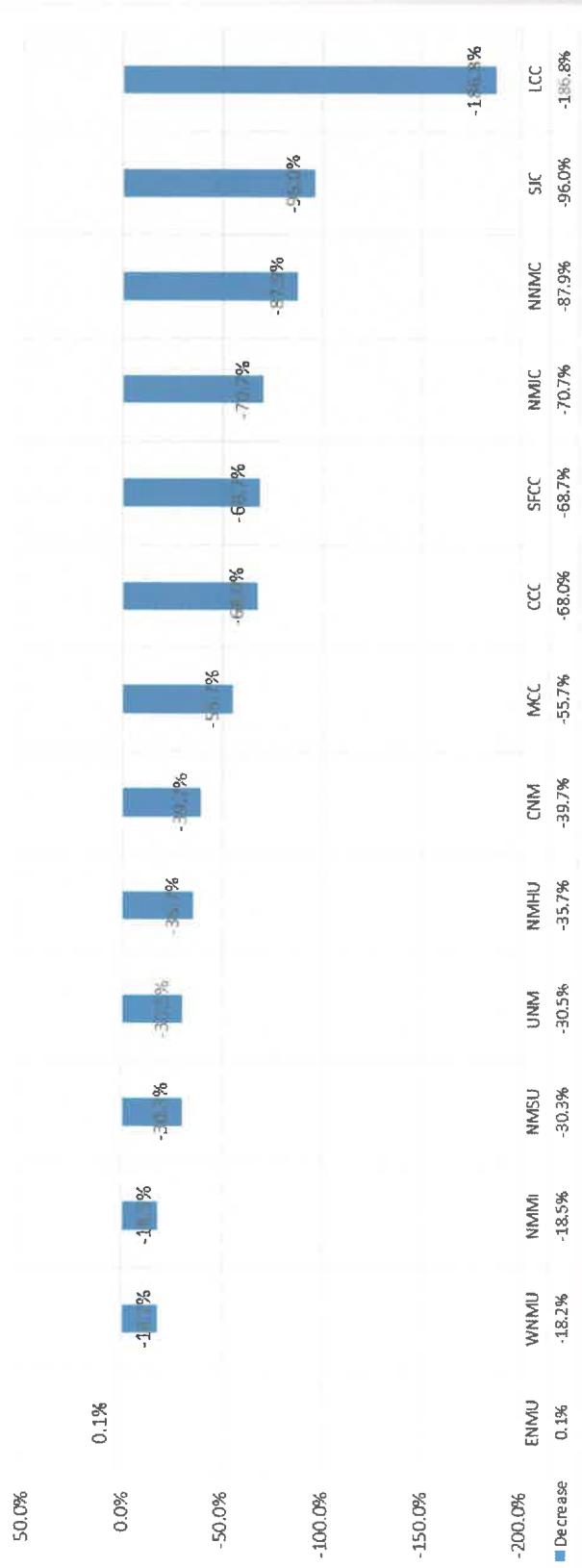
Source: IPEDS, NCES



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# Overview NM HED Main Campus Enrollment Data

NM HED Main Campus Enrollment Data



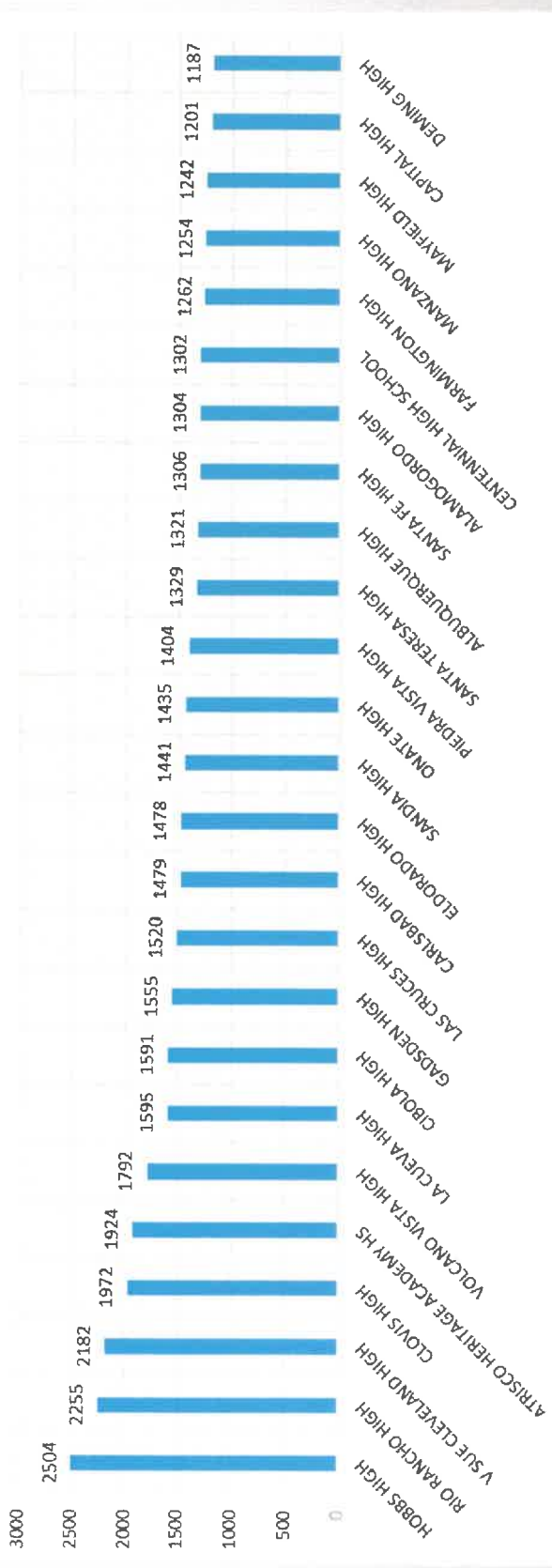
Source: NM HED Data,  
5-year trend



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# NM Top 25 High Schools-Senior Enrollment 2017-2021

Top 25 NM 4 year Senior Enrollment



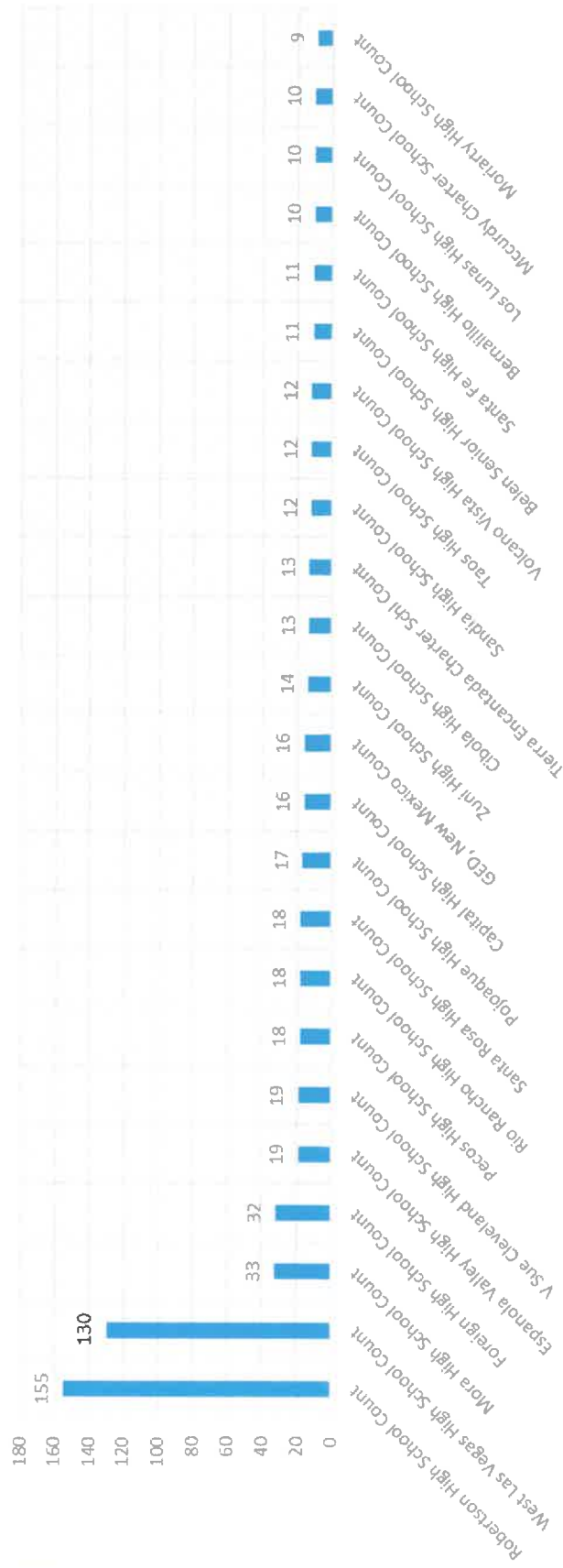
Source: NM PED Data



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# NMHU Enrolled Freshmen-Main Campus

NMHU Top 20 High Schools Enrolled Freshmen 17-21



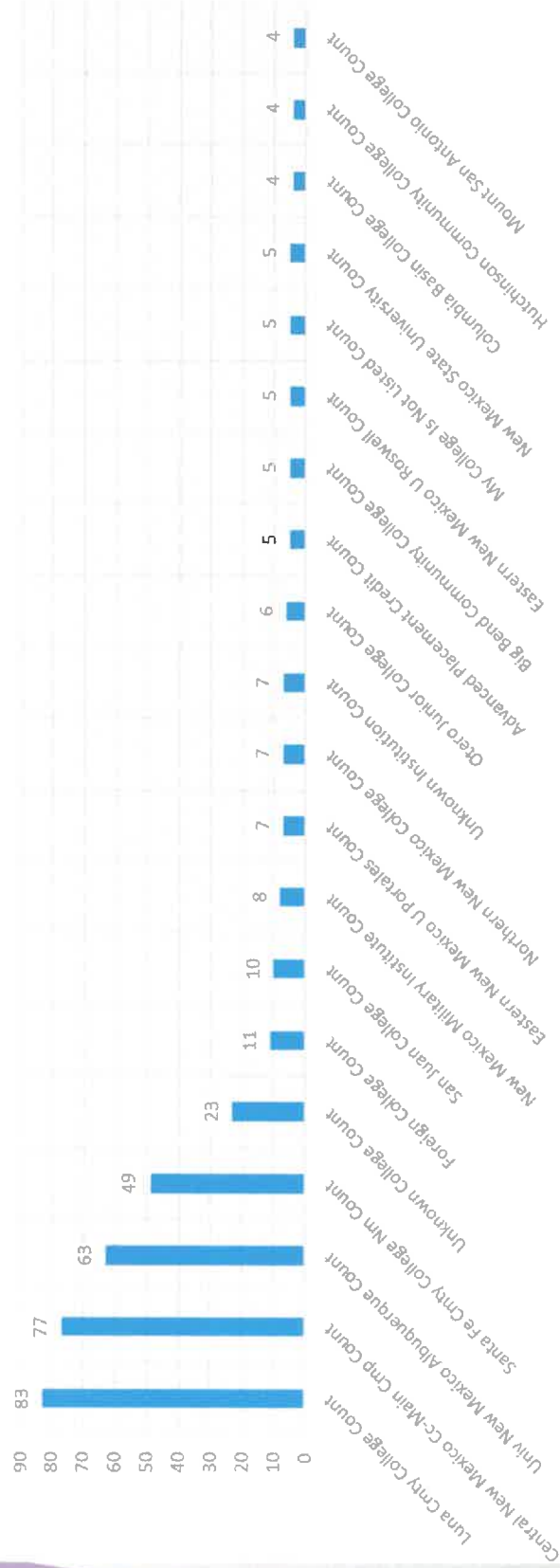
Source: NMHU Data



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# NMHU Enrolled Transfer-Main Campus

NMHU Top 20 Colleges Transfer Enrollment 17-21



Source: NMHU Data



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# New Initiatives & Efforts

## DPS Partnership

- Seniors with a 3.0 or higher GPA can opt-in to program
- Program includes:
  - Automatic admission
  - \$9,194 yearly scholarship
  - \$6,720 student employment
- If student is Pell eligible, student would be receiving a "full ride"
- To date 160 students have opted in

## Lead Generation

- OR codes that lead directly to application or inquiry form
- International recruiting partners better recruit students in foreign markets (graduate and undergraduate)
- Provide ease of access to student

Goal: Increase self-generated leads

## Visibility

- Participation in community events
    - Games
    - Parades
    - Fairs
    - Carnivals
  - Presence at non-traditional events
- Goal: Increase community and brand awareness

## Graduate Admission

- The Office of Admission & Recruitment facilitates the admission of graduate students
- Recruit at transfer and graduate fairs
- Manage graduate applications through Slate
- Process graduate applications according to department recommendation
- GRE name buys

## Accessibility

- Maintain increased hours of operation
- Weekend hours of operation as needed
- Two full-time employees will be stationed in Albuquerque

Goal: Offer opportunities for engagement that better accommodate student

## NM Partnership

- Seniors with a 3.0 or higher GPA can opt-in to program
- Program includes:
  - Automatic admission
  - \$4,340 yearly scholarship
  - \$6,720 student employment
- If student is Pell eligible, student would be receiving a "full ride"
- To date 100 students have opted in

## Alumni

- Focus on seeking out alumni at events
  - Provide alumni with NMHU gear (shirts, hats, cups, etc.)
  - Obtain contact information
- Goal: Strengthen alumni bond, form channels for "free advertisement" and expand recruiting network

## Slate

- Slate serves as our Customer Relationship Management (CRM) system
- Effectively manages leads, applicants, mass communication, etc.
- Drip campaigns
- Timelines for each student
- Access to data to track performance



# New Mexico Agreements

High School	# of Opt-ins	Visits
Capital	104	9
SF High	31	7
Robertson	29	3
WLV	47	12
Santa Rosa	16	1
Mora	18	2
NMSD	4	2
W. Mound	2	1
Bernalillo	117	1
Questa	13	1
Monte Del Sol	1	1

- Total NM Opt-Ins: 382
- Total Visits (Fall '21): 40
- On a 5-year average, 5 SFPS students are recruited to NMHU a year



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# 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 <sup>st</sup> 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



# Admission & Recruitment Outlook

Undergraduate Admitted for Fall as of 2/18/22	
Fall '18	548
Fall '19	607
Fall '20	355
Fall '21	444
Fall '22	881

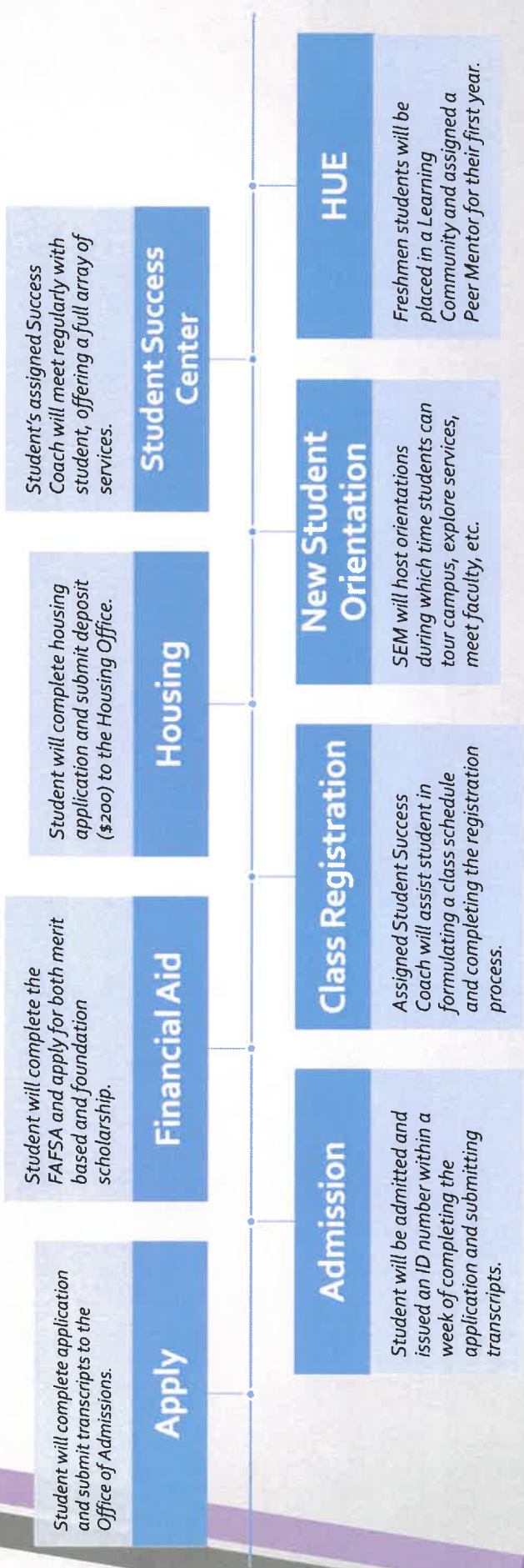
- Trending at a 5-year high

The Funnel as of 2/18/22 Fall Undergraduate & Graduate		
	Applicants	Admitted
2021	1459	484
2022	2224	933

- Overall funnel size has nearly doubled
- Admits are nearly doubled
- Funnel goal: 2,800



# New Student Onboarding Timeline



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# Financial Aid

	2020-2021	2021-2022
<b>Federal Student Aid</b>		
Pell Grant	\$ 4,171,660.00	\$ 3,383,428.00
Supplemental Educational Opportunity Grant	\$ 227,500.00	\$ 177,178.00
Federal Student Loans	\$ 8,664,746.00	\$ 7,036,321.00
<b>State Student Aid</b>		
State Student Incentive Grant	\$ 200,700.00	\$ 205,500.00
College Affordability Grant	\$ 57,750.00	\$ 47,625.00
NM Legislative Lottery	\$ 783,860.00	\$ 846,329.00
NM Opportunity Scholarship	\$ 30,969.00	\$ 1,204,934.00



# Financial Aid

## **Processing Institutional Scholarships**

### First-Time Freshman

- Student is admitted to NMHU.
- Financial Aid reviews Admission status, residency, gpa, and ACT/SAT scores, if applicable, for scholarship eligibility.
- Scholarship offer is sent to student with a 30-day deadline to accept.
- Upon acceptance, scholarship is updated and applied to student award detail in Banner.

### Continuing Students

- At the end of each term, the Scholarship Support Specialist is responsible for reviewing hours completed, as well as gpa, to ensure renewal requirements have been met.
- For students meeting requirements, no action is required by the student.
- Those students who are below the requirements are notified of their failure to meet requirements and afforded an appeal process.
- If the appeal is approved, the scholarship is reinstated.
- For NM residents, the second semester is the beginning of their NM Legislative Lottery funding, if eligible.

# Institutional Financial Aid

Scholarships	2020-2021	2021-2022
First Time Freshman		
College Incentive Grant	\$ 6,000.00	\$ 1,500.00
Freshman Success	\$ 40,500.00	\$ 21,000.00
Dean's Scholarship	\$ 354,800.00	\$ 267,845.00
Presidential Silver	\$ 94,600.00	\$ 66,600.00
Presidential Gold	\$ 62,500.00	\$ 47,400.00
NMHU Purple and White	\$ 106,500.00	\$ 136,000.00
Transfer		
Dean's	\$ 77,500.00	\$ 60,000.00
Presidential	\$ 90,500.00	\$ 58,750.00
NM Success	\$ 55,000.00	\$ 54,000.00
Totals	\$ 887,900.00	\$ 713,095.00

Fall 2021	Paid to Students
First Time Freshman	
College Incentive Grant	\$ 1,500.00
Freshman Success	\$ 15,000.00
Dean's Scholarship	\$ 177,445.00
Presidential Silver	\$ 38,100.00
Presidential Gold	\$ 27,400.00
NMHU Purple and White	\$ 88,000.00
Transfer	
Dean's	\$ 33,000.00
Presidential	\$ 37,750.00
NM Success	\$ 32,000.00
Totals	\$ 450,195.00



# Student Success

A combination of advising, counseling, education, and coaching into a dynamic and personal interaction between a student and a coach in a holistic and student-centered approach.

**Student Success Center**

SEM will host orientations during which time students can tour campus, explore services, meet faculty, etc.

**New Student Orientation**

Bi-weekly communication for students regarding institutional services and support.

**Intentional Communication**

**Class Registration**

Assigned Student Success Coach will assist student in formulating a class schedule and completing the registration process.

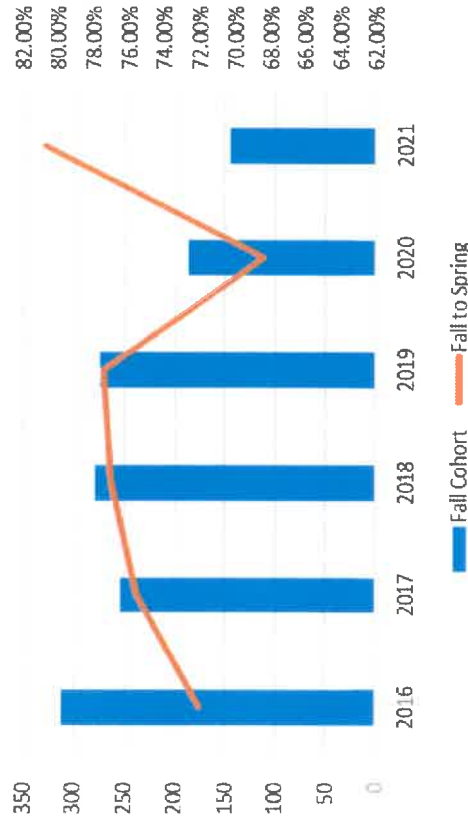
**Coaching**

Student's assigned Success Coach will meet regularly with student, offering a full array of services.

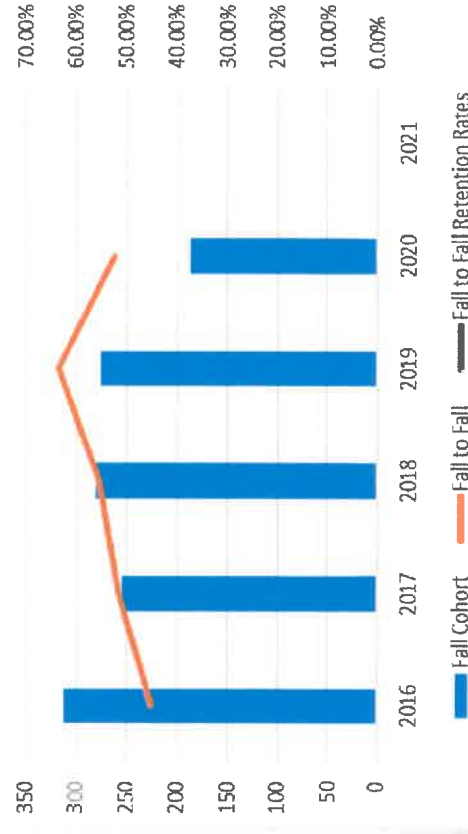


# Student Success

Fall to Spring Retention Rates

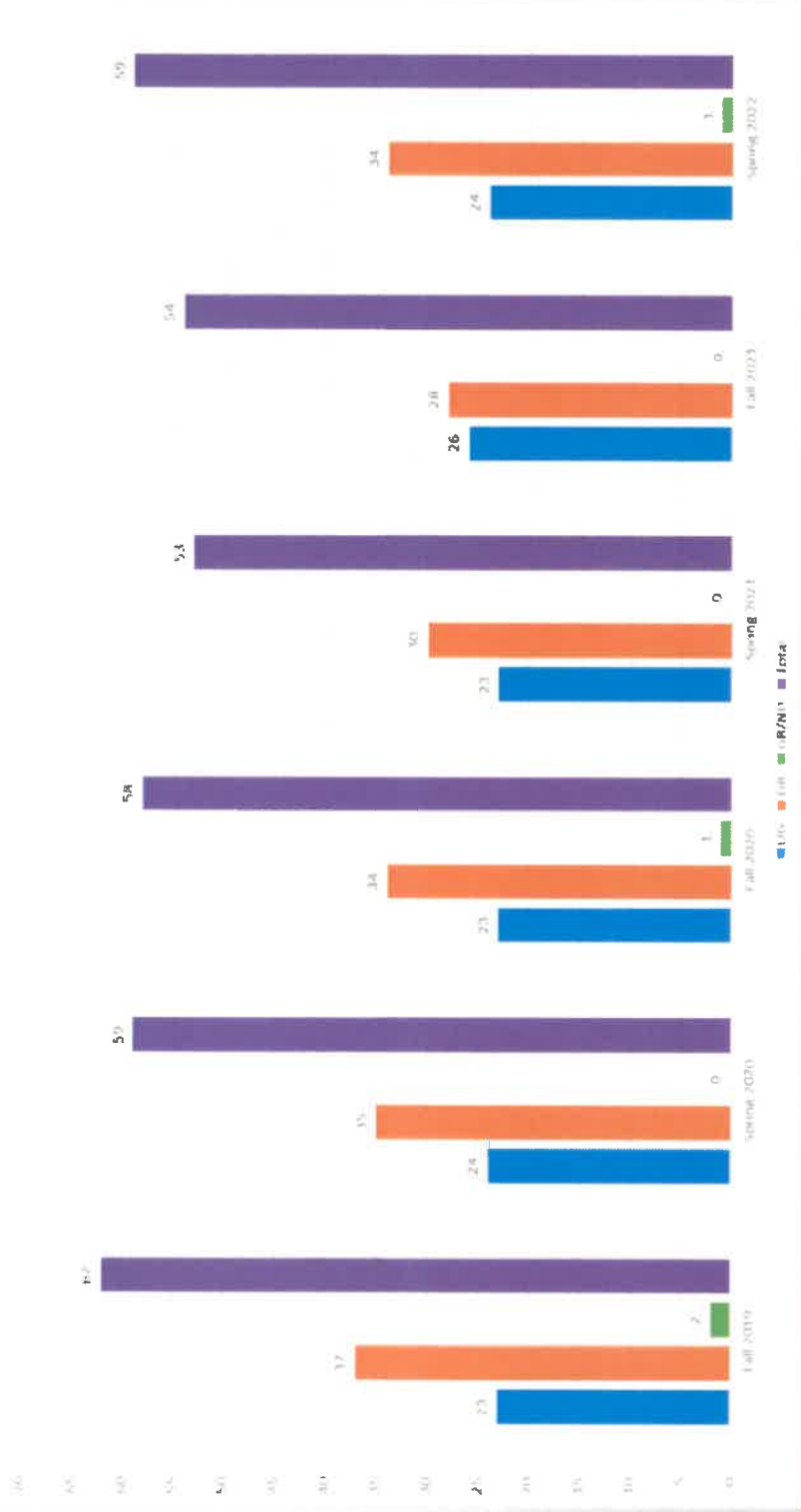


Fall to Fall Retention Rates



# International Enrollment Demographic Fall 2019 – Spring 2022

International Student Enrollment



Board of Regents Special Meeting March 4<sup>th</sup>, 2022

# International Students

## Enrollment Requirements Each semester of attendance

UG = 12CH    (9 CH must be face to face courses) (COVID = 1 course must be face to face)  
GR = 9 CH    (6 CH must be face to face courses) (COVID = 1 course must be face to face)

## International Travel Requirements

**Vaccination Requirement:** As of November 8, foreign nationals flying to the United States are required to be fully vaccinated and must show proof of vaccination prior to boarding a U.S.-bound airplane.

**Testing Requirement :** Before boarding a flight to the USA, air travelers aged two and older, regardless of nationality, to include U.S. Citizens and LPRs, or vaccination status, are required to show documentation of a negative viral test result taken within one day of the flight's departure.

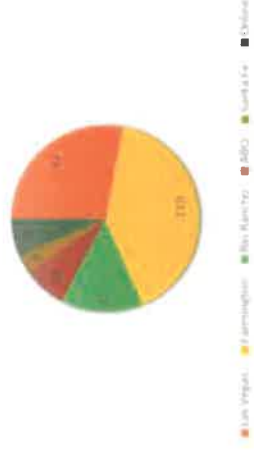
*If you recently recovered from COVID-19, you may instead travel with documentation of recovery from COVID-19.*

# Native American Enrollment

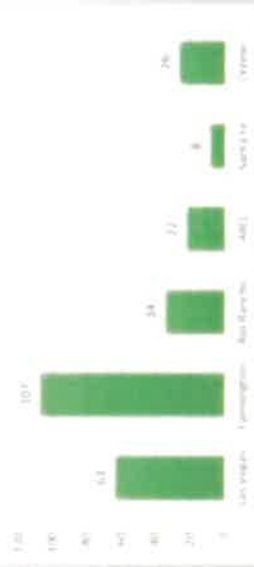
NMHU Fall 2021 Total Students Enrolled



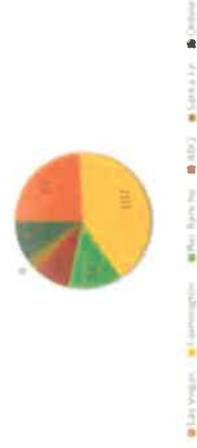
NMHU Fall 2021 Total Students Enrolled



NMHU Spring 2022 Total Students Enrolled



NMHU Spring 2022 Total Students Enrolled



Board of Regents Special Meeting March 4<sup>th</sup>, 2022



# Native American MOU Students

## Fall 2021 – 24 Students

4 Navajo  
3 Jicarilla Apache  
3 Jemez  
3 Laguna  
3 Santa Clara  
2 Santo Domingo  
1 San Felipe  
1 Taos  
1 Acoma  
1 Mescalero Apache  
1 Zuni  
1 Nambe  
1 Zuni

## Spring 2022 – 27 Students

5 Navajo  
3 Santa Clara  
3 Laguna  
3 Santo Domingo  
3 Taos  
2 Jicarilla Apache  
2 Jemez  
2 Zia  
1 Acoma  
1 Nambe  
1 Ohkay Owingeh  
1 Isleta  
1 San Felipe  
1 Zuni

## Farmington Activities

- Meet and greet NA Liaison
- Social Work Initiative ~ meet with SW students and ask what works and what doesn't
- Fall 2021 ~ 119 with 61 Undergraduate and 48 Graduate (Navajo, Ute, and Jicarilla Apache)
- Spring 2022 ~ 107 with 44 Undergraduate and 63 Graduate (Navajo, Ute, Laguna, and Jicarilla Apache)



# Draft SEM Strategic Plan Goals

1. Grow total NMHU enrollment
  - Reach total enrollment goal of 3,000 by FY25
  - Increase # of graduate students to 1250 by FY25, particularly non-traditional, returning, adult populations
2. Repopulate main campus by increasing on-campus, residential enrollment
  - o Increase # of main campus first time freshmen to 200 annually each fall, with focus on athletics, transfer, ABQ/RR/SF, and out of state (AZ, CO, TX) populations.
3. Achieve NASNTI status by FY25
  - o Reach 10% proportion of Native American students for two consecutive years
4. Increase graduation and retention rates
  - o Keep FTF fall to fall retention rates at or above 58% annually
  - o Keep six-year graduation rate for new FTF at or above 30% annually

**\*\*Additional operational goals and metrics will be established by SEM.**



# Key Activities – Goal 1/2

- Undergraduate recruitment
  - First time freshmen
    - Add 2 ABQ based 'hybrid' staff
    - Automatic admission agreements with CO and NM schools
    - Campus visit enhancements
    - Focus out of state recruitment on AZ, CO, TX (west TX/RGV)
  - Transfer Students
    - Full implementation of Transfer Evaluation System for standardization/ease of use
    - Increased integration with centers and use of Slate and Tutor Track to measure activities
  - Dual Credit
    - WLV project; Move toward in-school, in-residence teachers
- Graduate Recruitment
  - Consistent recruitment of NMHU Undergraduates
  - Wiley partnership
  - GRE name buys
  - Continue 3 free credits to NMHU undergrads



# Key Activities – Goal 1 / 2

- Marketing
  - Slate – enhance and refine automatic, targeted, and proactive marketing and communications, additional staffing
  - Digital marketing campaigns – Slate integration, data review and refinements
  - Recommend expanded investment in traditional marketing campaigns
  - Use D2L emails, text, multiple communications channels
  - New programs – develop ‘package’ and process for marketing and recruitment of students in new programs
  - Consider student focus groups
- Admissions
  - Conditional/provision admission refinements
  - Responsiveness monitoring via Slate, other tools
  - Continued work with graduate dean on process improvements/troubleshooting
  - Continued improvement of management of holds
  - Proactive review/outreach for outstanding balance students
  - Proactive timeline call/email/text campaigns



# Key Activities – Goal 1/2

- Financial Aid
  - Review institutional aid structure, including athletics, GAs transfer, undergraduate, and graduate
  - More flexible and responsive processes - rolling awards, 8 week terms
  - Packaging earlier – target January
- International
  - Designate secondary signatory/Director backup
  - Train SSC, Recruitment, and Admissions staff to support international students
  - Continue to expand use of Slate/automation
  - Expand partnerships - Shiksha, Keystone, DocCity
  - Develop specialty opportunities – for example, Rugby/South Africa
  - Contract with reputable International Student recruitment agencies
  - Continue/expand international graduate scholarship



## Key Activities – Goal 3

- Native American Liaison position - recruitment focus
- Increased engagement with Farmington center population
- Main campus – campus life assessment
- Train SSC staff to support Native students
- Proactive management/encouragement of NM MOU use, encourage graduate use
- Tracking tribal affiliations for students
- Expanded tribal partnerships (So. CO, MCN)
- Enhancement of Native American Center on Main Campus



## Key Activities – Goal 4

- Student Success Coaching/Retention/Graduation
  - Establish timelines/standardization of proactive outreach processes
  - Assign staff to special populations (Native American, International)
  - Explore supporting additional populations (African American, LGBTQ)
  - Continue proactive review/outreach for outstanding balance students and other holds
  - Review academic improvement student population/processes
  - Expansion of TutorTrac system and chatbot
  - Increased integration with supportive services (HUE, ARMAS, writing center, etc.) and athletics
  - Review/implementation of suggestions from Adult 360 survey
  - Expand model beyond undergrad/freshmen – SSC Business

