CNM▶
Central New Mexico Community College

Enhancing Wrap-Around Services for Students

Food Insecurity

CNM's first permanent food pantry opened on December 1, 2021 on Main Campus. While student groups had supported mobile food pantries twice a semester, students experiencing persistent food insecurity required a permanent location with consistent hours.

Since December 2021, CNM's first food pantry:

Saw 1,111 visits to the pantry, averaging 85 students during its weekly opening on Wednesdays from 3:00pm-6:00pm;

Supported 242 unique individuals, representing 203 households;

Opened food access for 2001 children 17 years old and younger and 289 seniors over the age of 65 within student households;

Navigated 168 students to CNM's Student Persistence Department and community-based organizations focused on food security and crisis supports.

Enrollment Management Plan Overview

Our Strategic Enrollment Plan is a data informed approach to resolve the identified barriers potential students and current students face when being admitted and attending CNM. We understand that change should not come at the cost of the students, but by aligning all our resources across the college to supports the educational opportunities for all our students and community.
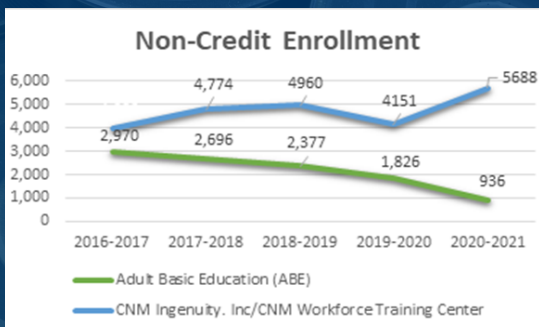
Who Are We

CNM is the largest undergraduate higher education institution in New Mexico, serving an average of 30 thousand students annually.

- Over 75% of our students are attending part-time; in the summer that portion goes up to 85%.
- We are a Hispanic-Serving Institution, with over half of our student body each term identifying as Hispanic, and a Native America serving institution, with over 10% of our student by identifying within an indigenous population.
- More than half of our students are outside of the 18-24 age range.

Our student population represents New Mexico. We are unique in the populations we serve and the breadth and depth of our programming -- 250+ degree and workforce training programs. We have seen an increase in our non-credit offering, attracting working learners (ages 24 – 35 years) who seek flexible scheduling and customized supports addressing industry needs and personal career advancement.

CNM Enrollment Trends

CNM's credit enrollment has declined an average of 3% between 2011 through 2019, however, the pandemic accelerated this decline. Student data trends helped us identify and remove barriers to attract, recruit, enroll, and better retain students at CNM. Summer 2022 enrollment has reversed this trend, showing a 6% increase in students and 2.6% increase in student credit hours, approaching Summer 2019 levels. CNM Ingenuity's workforce training enrollment has continued to grow to meet demands of working learners and employers.

Students using the food pantry identified 3 top support needs: other food supports, mental health access, and study support.

CNM plans to open permanent food pantry locations on our South Valley and Westside campuses (Summer 2022). The pantries will offer fresh food and a place to connect with other services.

CNM has dedicated about $190 thousand annually for each food pantry. Costs include purchasing food from Roadrunner Food Bank (dry and canned goods) and MoGro (fresh produce bags). Students using the pantry have access to nutritious ingredients. Minimal staffing support is needed to manage each pantry.

Other support efforts include:

CNM's Nutrition Program faculty have provided healthy cooking demonstrations to students and community members, and New Student Orientation features the food pantry and supports in Spring 2022.

Mental Health

CNM has expanded mental health counseling and referral services for all students ($112 thousand/annually). Student access data will be available Fall 2022.

Non-Credit Enrollment

Year	Adult Basic Education (ABE)	CNM Ingenuity, Inc/CNM Workforce Training Center
2016-2017	2,970	2,970
2017-2018	2,696	4,774
2018-2019	2,377	4960
2019-2020	1,826	4151
2020-2021	936	5688

The challenge continues to be the number of high school students entering community colleges. Based on WICHE Policy Analysis and Research, the number of youths under the age of 18 is decreasing in the state of New Mexico (affecting dual credit enrollment immediately and traditional college-age entry in 2 or more years).

- Strategic Planning -The entire college is focused on Student Success, Community Success, and Organizational Excellence and Innovation through our strategic directions work.
- Hired Vice President of Enrollment Management and Student Success (EMSS) to unify college divisions and focus attention on student enrollment, persistence, completion, and student belonging. Build a system of wrap-around services to support students better.
- During the EMSS reorganization, each Executive Director received a roadmap to chart their accountability and performance matrix to reaching enrollment, persistence, engagement, and satisfaction goals.
- Enrollment dashboards and updates are shared with Governing Board members, executive leadership, divisional leadership, and the college community to analyze enrollment trends and strategies and adjust strategies as needed.
- Creation of Workforce and Community Success Division to focus on employer outreach and coordination, student work-based experiences (while in school/training) and employment upon completion; and community-based partnerships (Albuquerque Public Schools, Rio Rancho Public Schools).
- Advisory Committees-Design and develop a system of college feedback from employers participating on CNM advisory committees and ensure best practices are being followed.

STUDENT SUCCESS EFFORTS TO IMPROVE RECRUITMENT, RETAINMENT, COMPLETION AND TRANSFER/EMPLOYMENT

Access and Recruitment

- Review and make changes to the Student's Journey at CNM.
- Continue to prioritize the student experience and place their needs above college's processes.
- Continue cross-departmental training to increase staff divisional knowledge, to provide better support for our students.
- Communication processes are evaluated to ensure the tone of our messaging is caring, supportive, and direct. We also review the frequency and clarity of our messaging to ensure it is in language students will understand.
- Evaluate transfer process that supports students as they transition to a 4-year college or career.
- Expand our early warning system to include more faculty and additional advisor follow-up for students who are at risk of failure.
- Review attendance/drop policy to build system of support with advisement and financial aid to assist students who all or one or more courses during the term.
- Develop New Student checklist that identifies each step potential students need to take to enroll at CNM.
- Review admission processes – to review barriers that hinder student application completion.
- Increase recruitment activities within the community and at all CNM/Ingenuity locations and beyond.
- Increase communication, web presence, and outreach to potential and new students.
- Update website and simplify landing page location for students interested in CNM.
- Improve application process for dual credit students.
- Work college-wide to improve recruitment material and outreach to potential traditional and working learner students.

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Persistence and Retention

- Centralized advisement model that includes faculty advisor groups. All programs have been sorted into 12 learning hubs, each hub includes a navigator to support students with enrollment and registrations activities, 2-6 advisors to offer support with course selection, and a financial aid representative to assist on the student journey.
- Work with Academic Affairs and Workforce Success to ensure we are providing appropriate, and related advisement based on industry standards and employer needs.
- Encourage student taking less than 12 credits to become full-time students, through nudges and other supportive action planning through EduNav and Degree Work.
- Track and contact students that withdraw from one or more courses.
- Track, contact, and approve all students who wish to withdraw from entire term.
- Call all students from previous term who have not registered and offer support and guidance.
- Embedded tutors in key gateway courses to support and enhance student learning and outcomes.
- Strengthen Trio's program and utilized this model to build support services to increase enrollments within the Health Care profession for Hispanic students.

Support and Wrap-Around Services

- Food insecurity: Created campus-based food pantry with fresh and shelf-stable items to address student food insecurity.
- Mental Health
  - Hired mental health counselor to support student needs.
  - Serve and internship site for New Mexico Highlands University social work students to support student needs.
  - Contact Mental Health Agency for student referrals and support needs.
- Financial Assistance
  - Increase FASFA completion for potential and enrolled students and send communication regarding the benefits of the Bridge, Opportunity, and Lottery Scholarships for potential students.
- Outreach to current student taking 9 credits or less and offer CARES funding or other campus-based funding to support moving to 12 full-time credits.

Student Post-Completion Success

- Transfer Office
  - Identify and increase conversion of UNM Gateway student to CNM and transfer services back to UNM.
  - Implement "transitions" pathways with current 4-year partners: particularly with aligned academic programming, automatic program acceptance (junior status) upon earning associate's degree
  - Increase credit for prior learning opportunities for our community into CNM and CNM Ingenuity.
- Employment services – Provide students with employment, internships, workforce training and career opportunities during and after graduating from CNM and Ingenuity.

PERFORMANCE MANAGEMENT

CNM creates and align structures in all divisions to best meet student, faculty and staff needs, with the ultimate outcome being student success.

- Working to connect the Student Journey through technology, aligning all systems, to provide better services.
- Enabling Recruitment, Admissions, Navigators, Academic Advisement, and Student Life teams to track student success and completion at each stage of the student's journey. The upgrades in technology will allow student to identify their location on their application, enrollment and persistence path.
- Technology will help supervisors. support and direct each academic advisor within each hub. Academic Advisors are required to discuss course selection, campus resources, career opportunities, and financial needs with each student. The system will be able to track if that work was completed and the success of each student.
- Call Center Updates and Supports - Enhance tracking of intake services and abandon follow-up process.

STUDENT FEEDBACK

We continue to rely on student feedback to support our efforts to improve student access, enrollment, persistence, and completion.

- Noel Levitz Student Satisfaction: (Every Three Years-Next Fall 2022)
- Multi-Location Student Satisfaction (Every Three Years-Next Fall 2023)
- Basic Needs and Food Security Survey: Conducted-Fall 2021
- Why Did You Drop (for first-time students)?: Conducted Fall 2021 and Spring 2022
- Why Didn't You Register?: Conducted Fall 2021
- How Can We Help You Be Successful?: Conducted Summer 2022

SUMMARY

Our strategic enrollment plan targets efforts towards returning to our 2019 per-pandemic enrollments. We acknowledge that it will take time, however every effort it being made across the college to support our New Mexico students, community, and workforce. We will continue to identify flexible avenues of offering programs that meets student needs, in both credit and non-credit workforce training opportunities.

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