Enrollment Trends & Student Success Strategies

Presented to the New Mexico Legislative Finance Committee

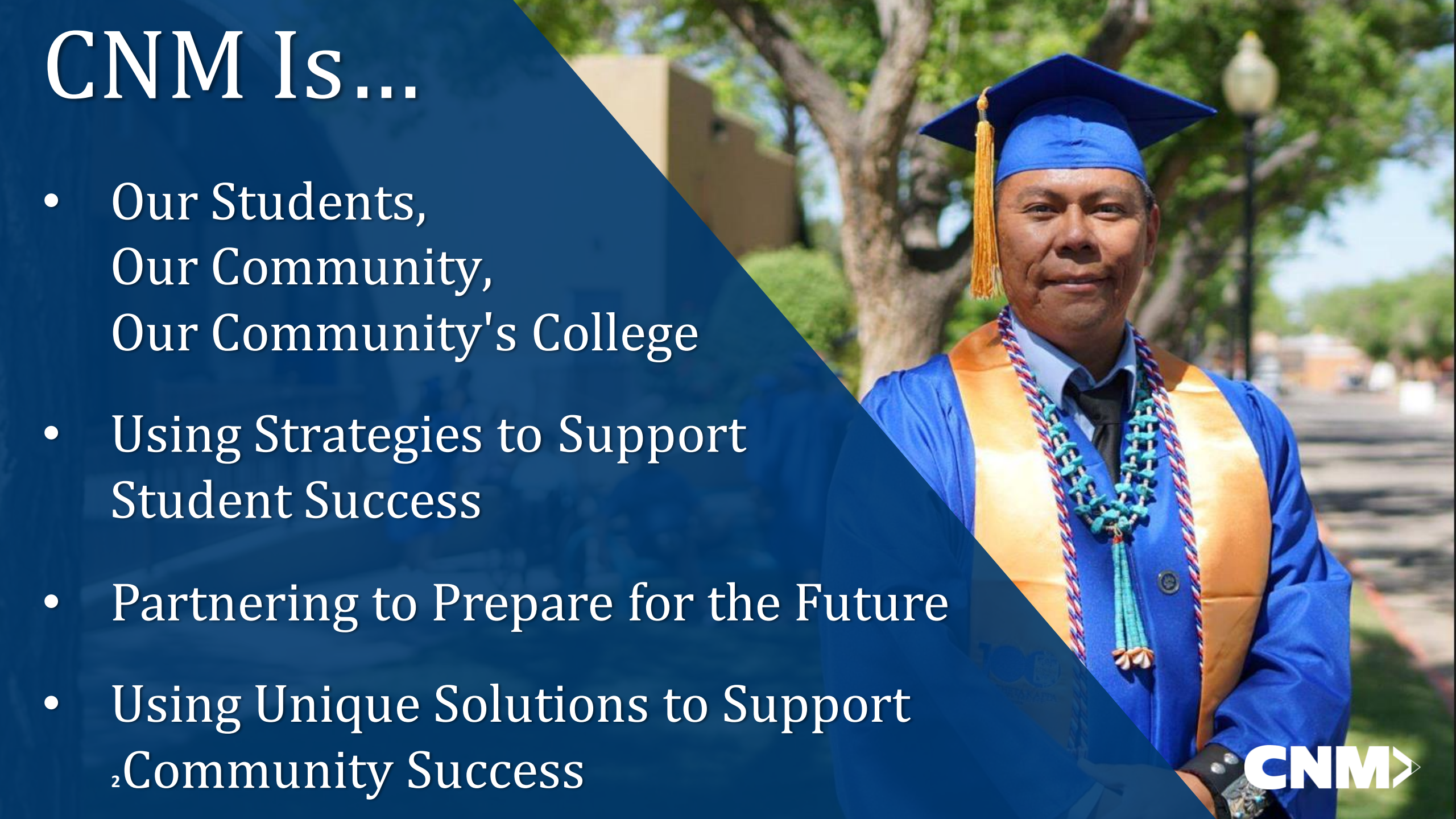
Dr. Kathie Winograd, President

July 11, 2019

Central New Mexico Community College

CNM Is…

- Our Students,
  Our Community,
  Our Community's College
- Using Strategies to Support
  Student Success
- Partnering to Prepare for the Future
- Using Unique Solutions to Support
  Community Success



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Our Students

34,000+ students

73% part-time

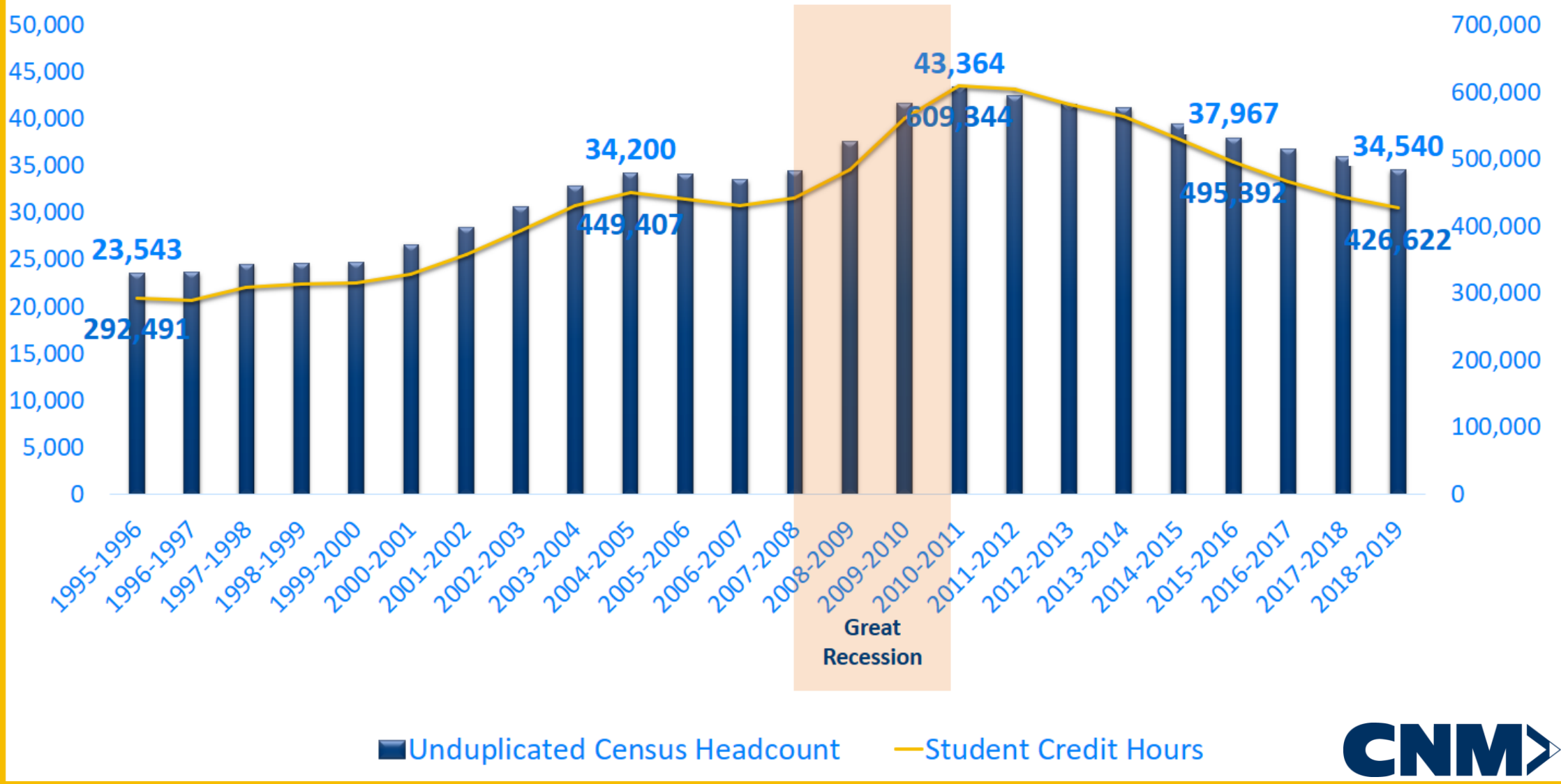
Average age **26**

57% Female

65% minority

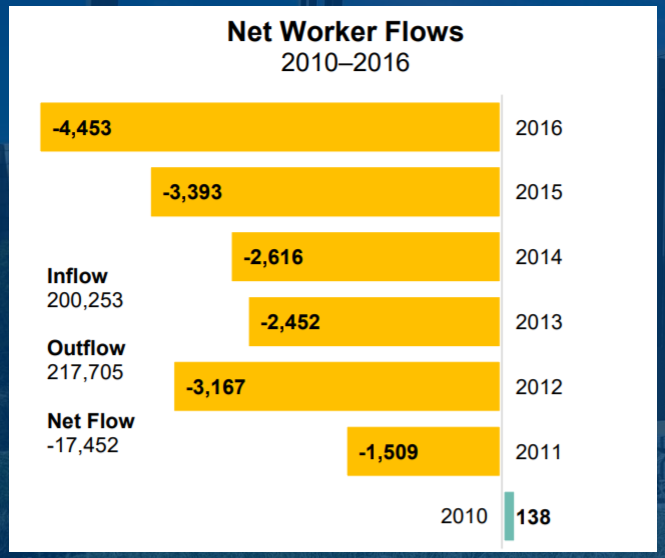
Students **25 & under ↑**

A 24-Year Look At Headcount and Student Credit Hours



Three NM Population Factors Impacting CNM Enrollment

17,450 fewer workers



2.9% decrease

in traditional prospective student population

2010 – 2016, New Mexico,
Population of 15-24 year-olds

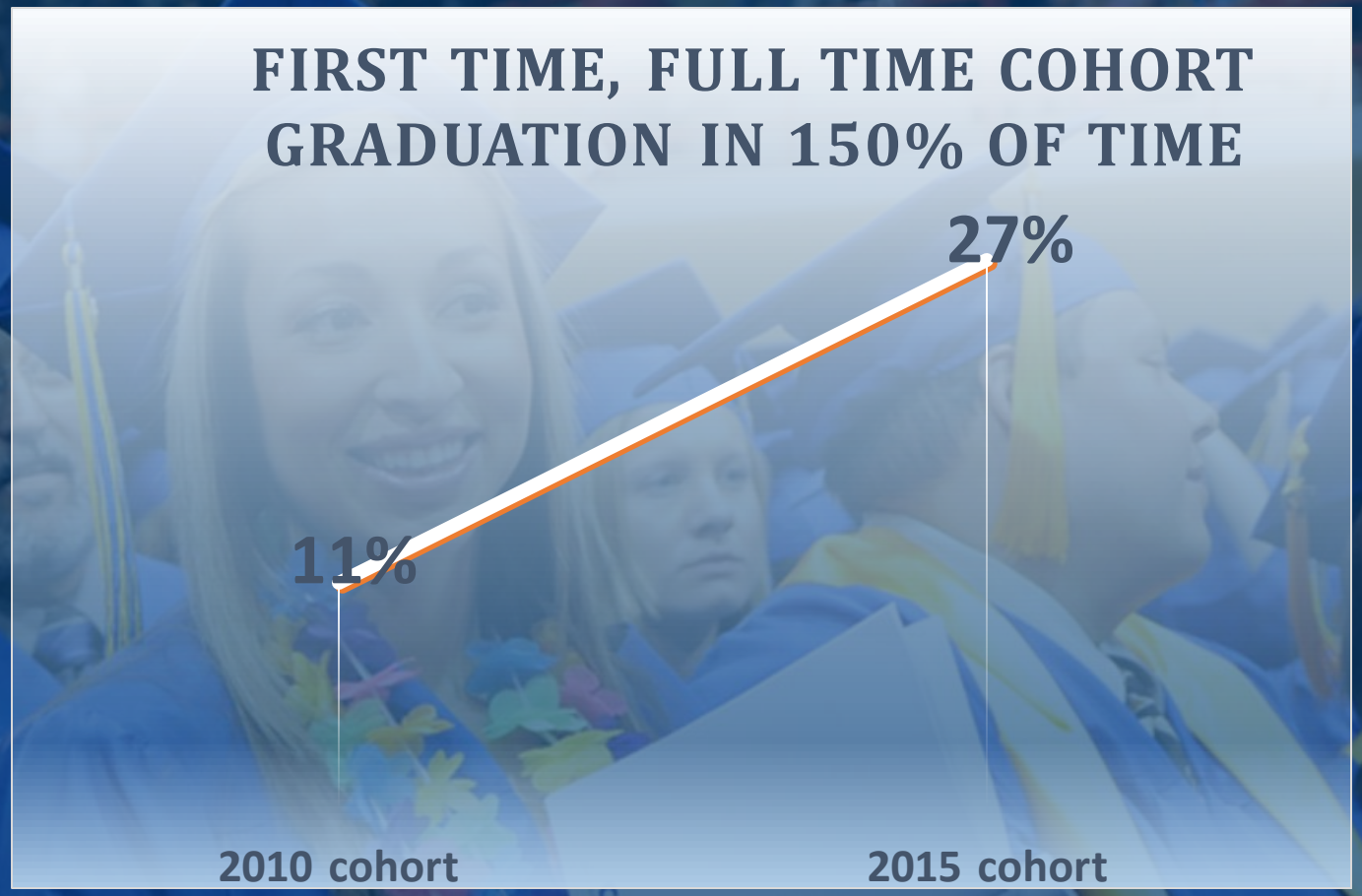
2% decrease in the NM Unemployment Rate

Increasing Student On-time Completion

+60,000 DEGREES & CERTIFICATES **BY 2020**

MISSION: GRADUATE

UNITED WAY OF CENTRAL NEW MEXICO



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Top Community College Honors

#1 in the number of Hispanic graduates

#1 in the number of Native American graduates

#2 in the number of total graduates

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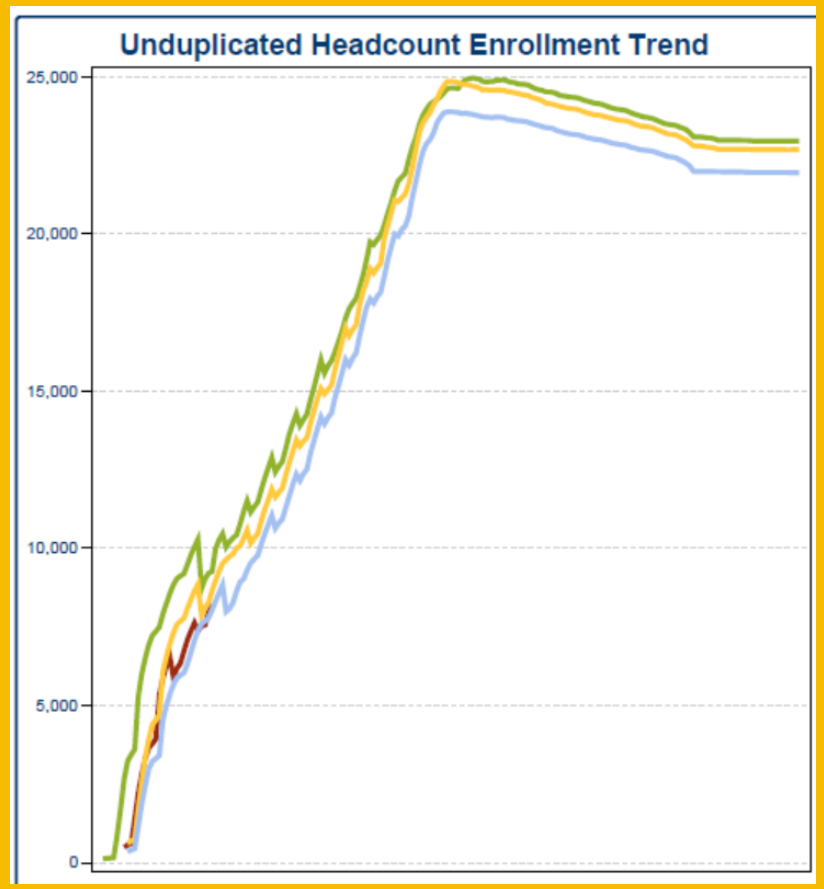
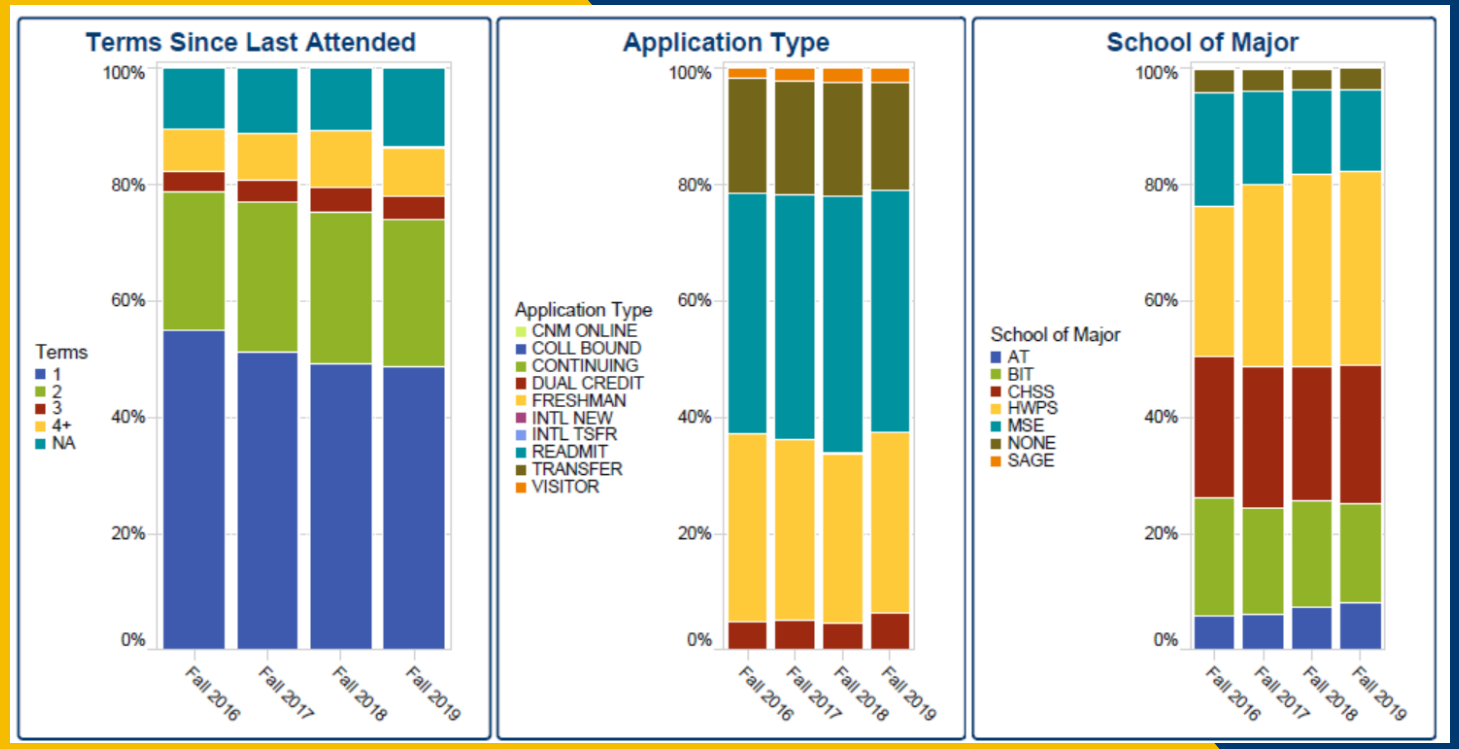
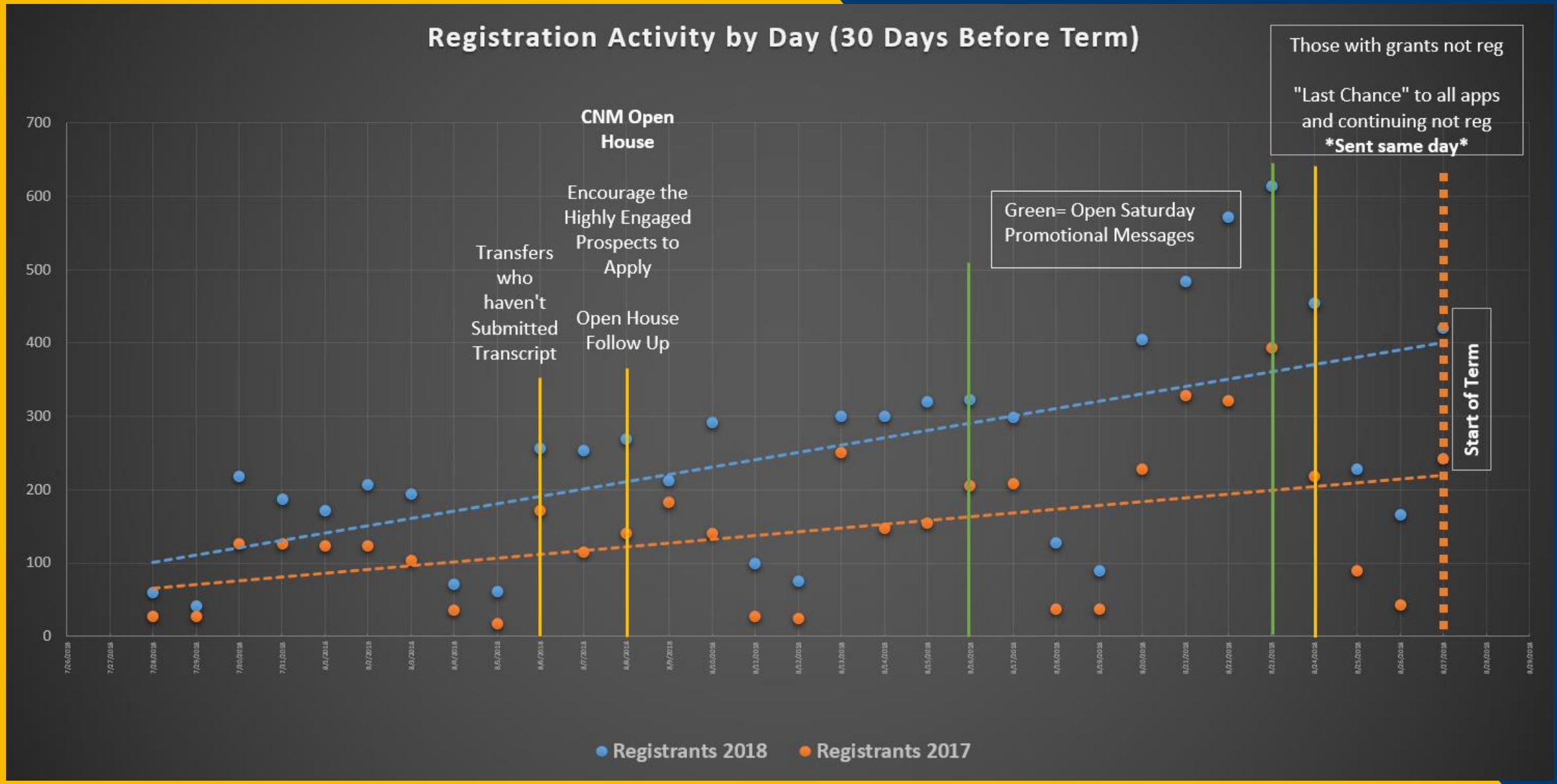
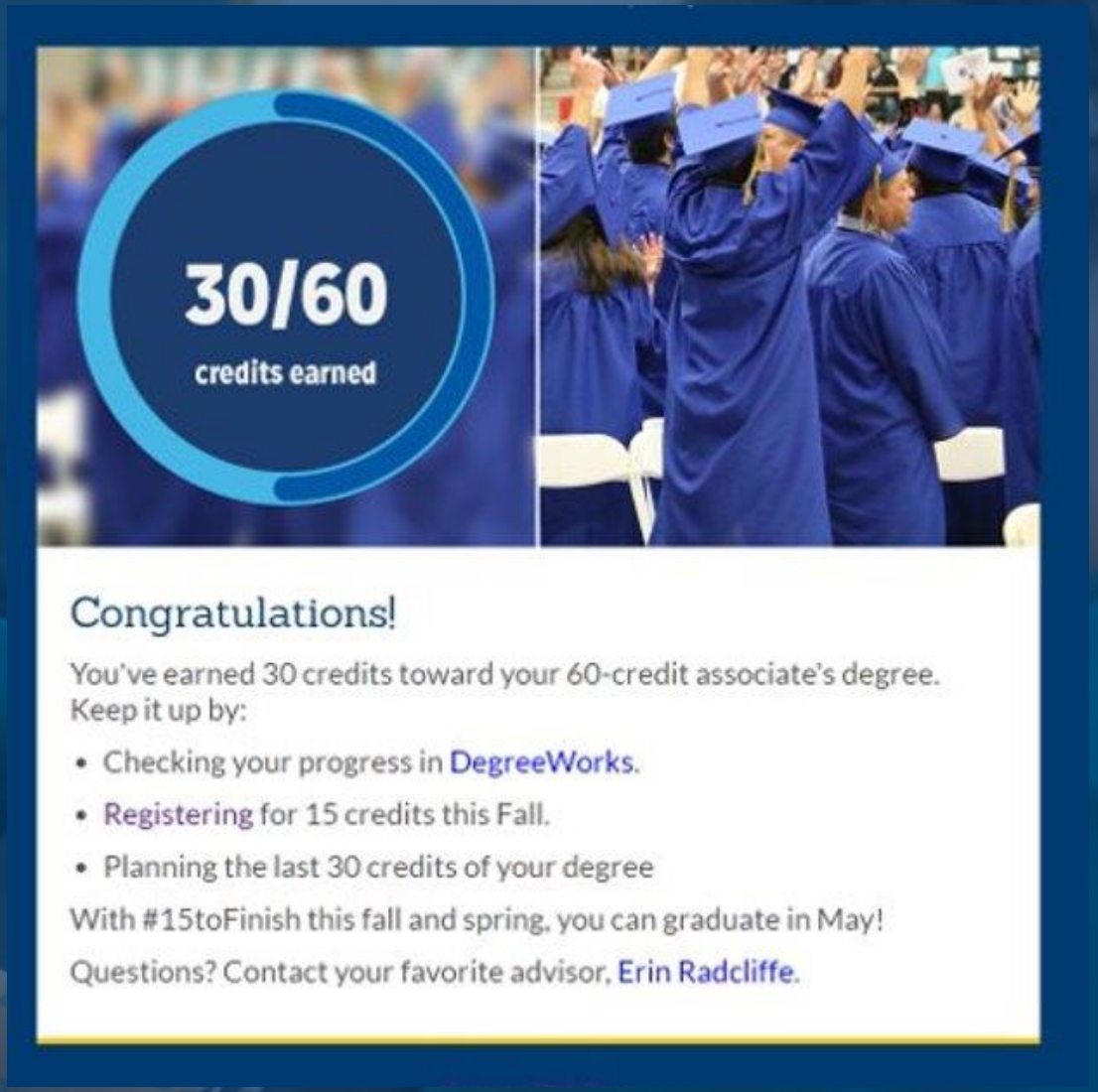
Daily Enrollment Report






Registration Activity by Day (30 Days Before Term)
Those with grants not reg
"Last Chance" to all apps and continuing not reg
Sent same day
CNM Open House
Encourage the Highly Engaged Prospects to Apply
Transfers who haven't Submitted Transcript
Open House Follow Up
Green= Open Saturday Promotional Messages
Start of Term
700
600
500
400
300
200
100
0
Registrants 2018
Registrants 2017

Right Information at the Right Time in the Right Way



360 Degree View of the Student through CRM

Constituent Relationship Management

Faculty
Identify opportunities for early intervention, connect students to the correct support services

Engagement
Direct mail, email, social media, in-person

Enrollment
Admission, registration, financial aid

Advising
Appointment scheduling recommendations, plan of study

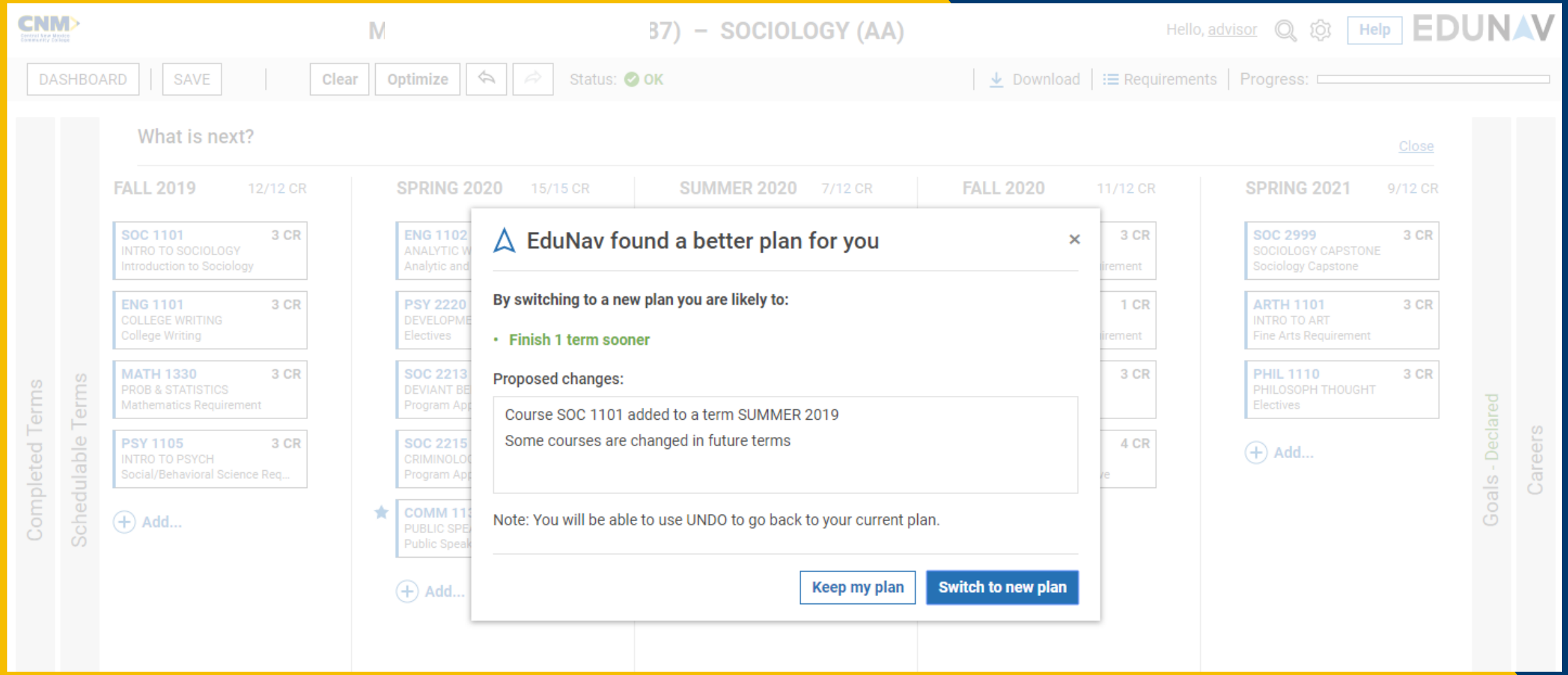
Student Services
One-stop shop, inquiries, cases, forms, online chat, walk-ins

Career Services
Placement, employer relations, recruiting events

Co-Curricular
Study abroad, tutoring, groups & clubs

Graduation/Alumni
Commencement, alumni relations

Empowering Students Through Technology



Adopting Innovative Approaches to Meet Students Where They Are

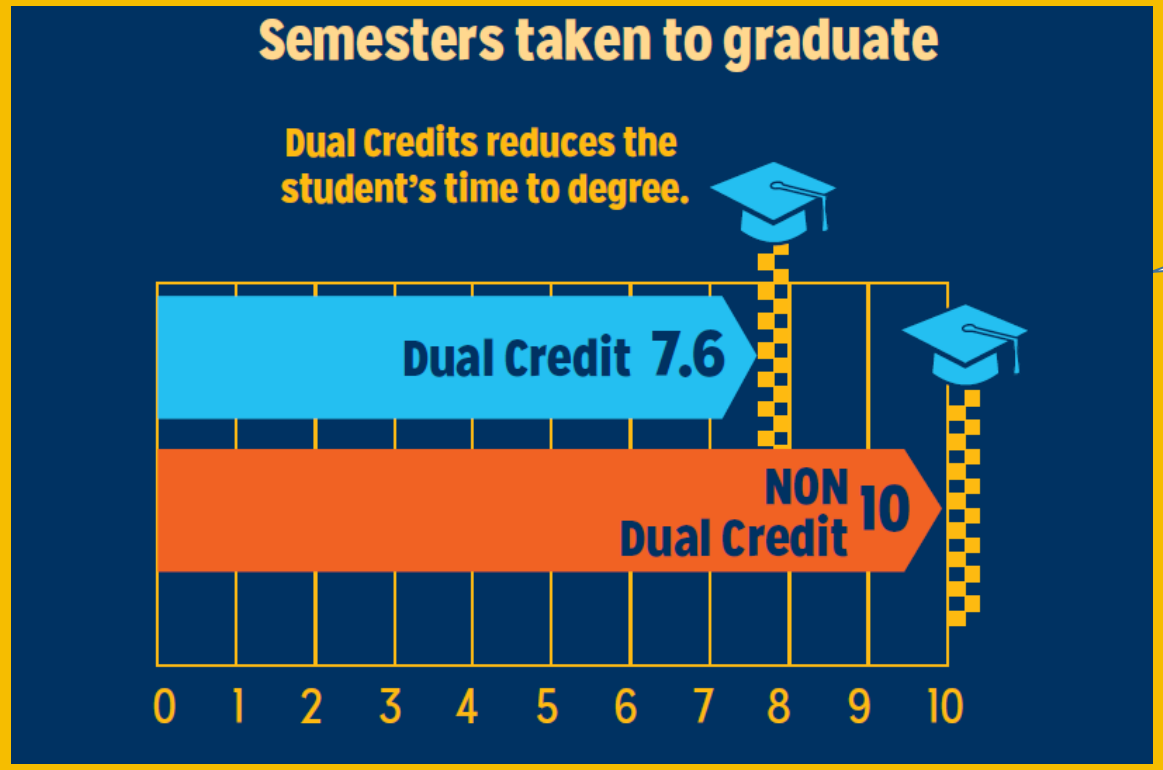
Fast Track Degrees

Intersession Courses

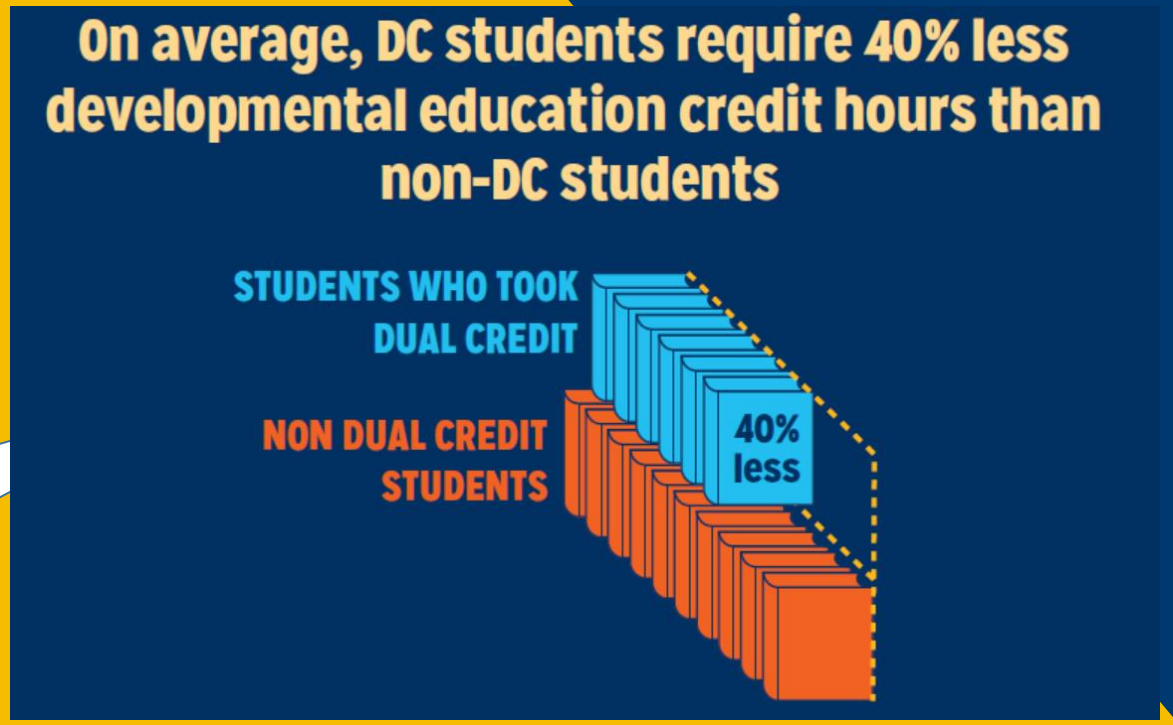
Competency Based Education

Attend Anywhere

Dual Credit students go to college, succeed in college and finish college at a higher rate.



Over 50% of CNM Dual Credit students continue their education at a NM college.



Less than 10% of CNM Dual Credit students leave New Mexico to attend a college or university.

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Connecting Across Technology for Student and Community Success

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CNM Ingenuity, Inc.

- Non-credit training and bootcamps
- Preferred workforce trainer for business start-ups
- Makerspace with more than 150 monthly members

CNM SBDC

- Nearly 600 businesses supported to date

Responding with Innovation and Flexibility

Sandia National Laboratories

"Need more than 1,100 new employees in 2019 to fulfill the national security and technology innovation mission."
-Dr. Stephen Younger, SNL Director

"Nationally, 300,000 construction jobs are unfilled. The country will need 750,000 new construction workers by 2026"
- U.S Bureau of Labor Statistics

HB CONSTRUCTION
Passion. Community. Trust.

JAYNES

Associated General Contractors of America

ABC Associated Builders and Contractors, Inc.

"CNM Launches Law Enforcement Academy to quell 400 officer and cadet shortage in central New Mexico communities"
- Albuquerque Journal, 2018

Albuquerque Police

Sheriff's Department Bernalillo County N.M.

NETFLIX

NBC UNIVERSAL

NETFLIX announced more than 1,000 film production jobs per year.

NBCUniversal will employ more than 330 full-time jobs year-round.

CNM is…

Changing Lives,

Building Community

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