

Enrollment Trends & Student Success Strategies

Presented to the New Mexico
Legislative Finance Committee

Dr. Kathie Winograd, President
July 11, 2019



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

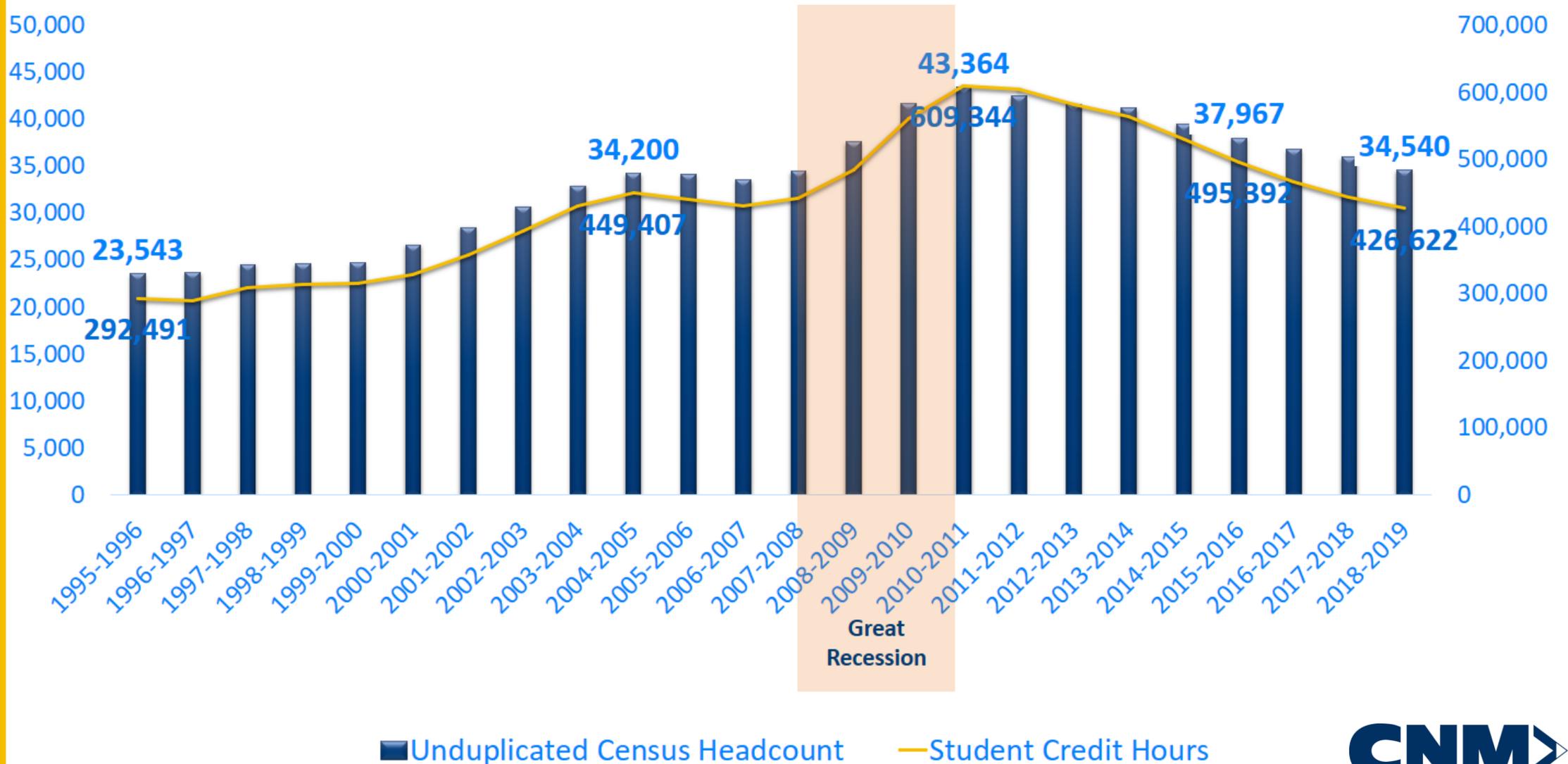
Average age **26**

57% Female

65% minority

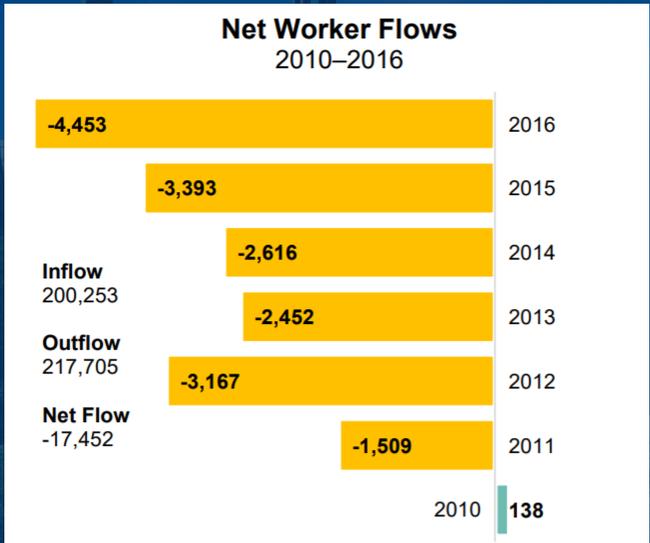
Students **25 & under** ↑

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

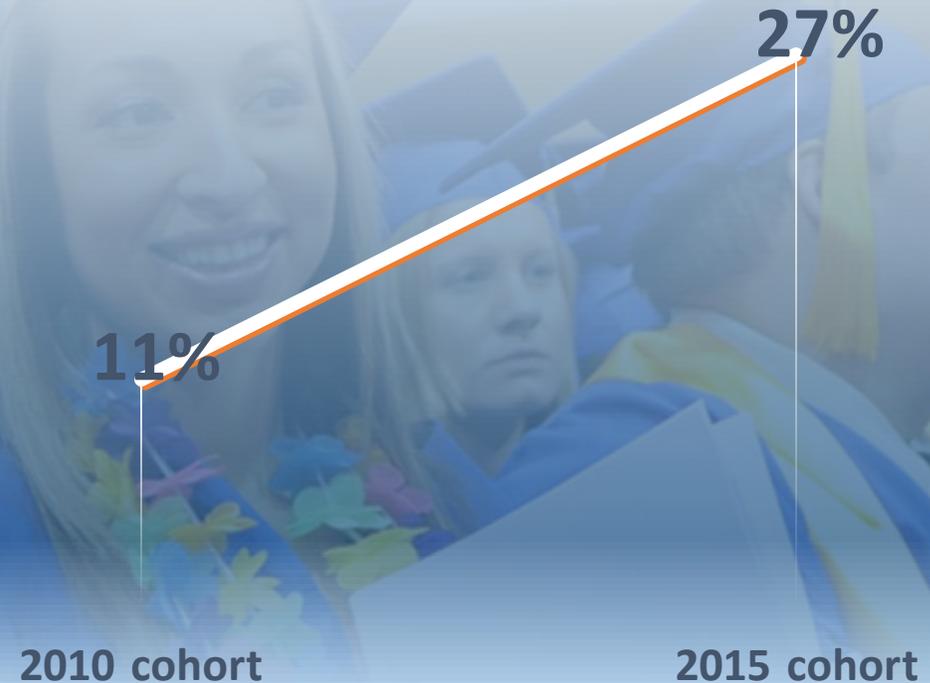
**+60,000 DEGREES &
CERTIFICATES BY 2020**



MISSION: GRADUATE

UNITED WAY OF CENTRAL NEW MEXICO

**FIRST TIME, FULL TIME COHORT
GRADUATION IN 150% OF TIME**





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

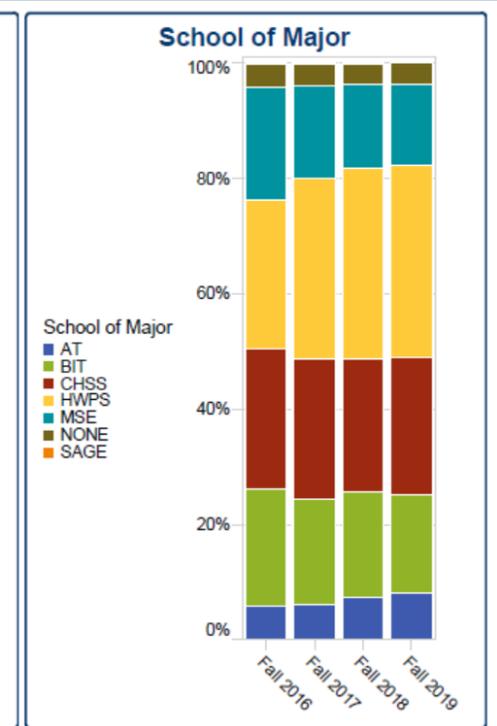
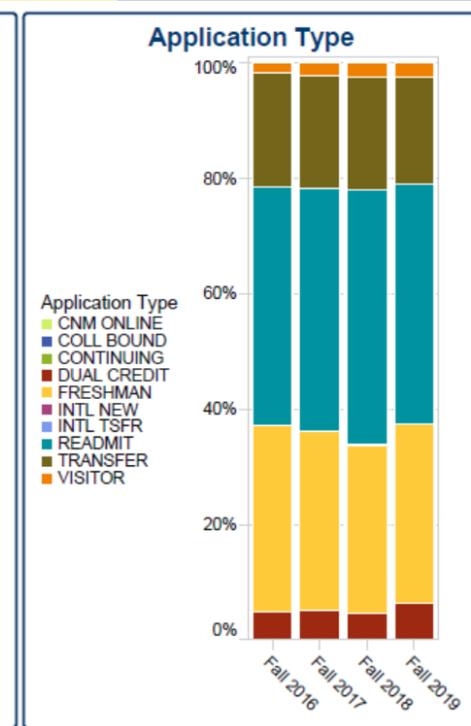
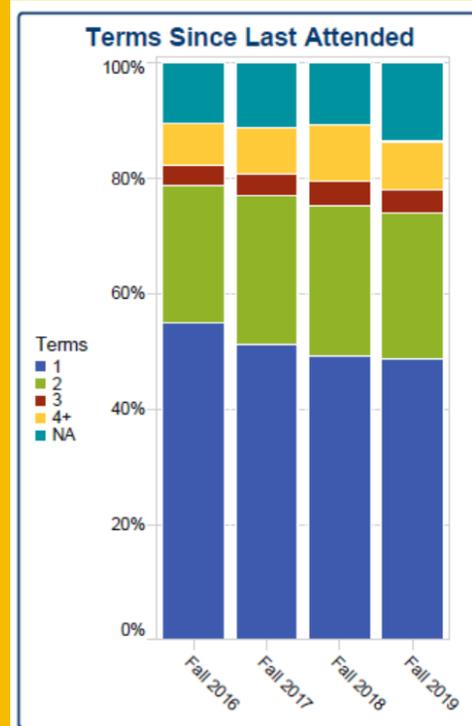
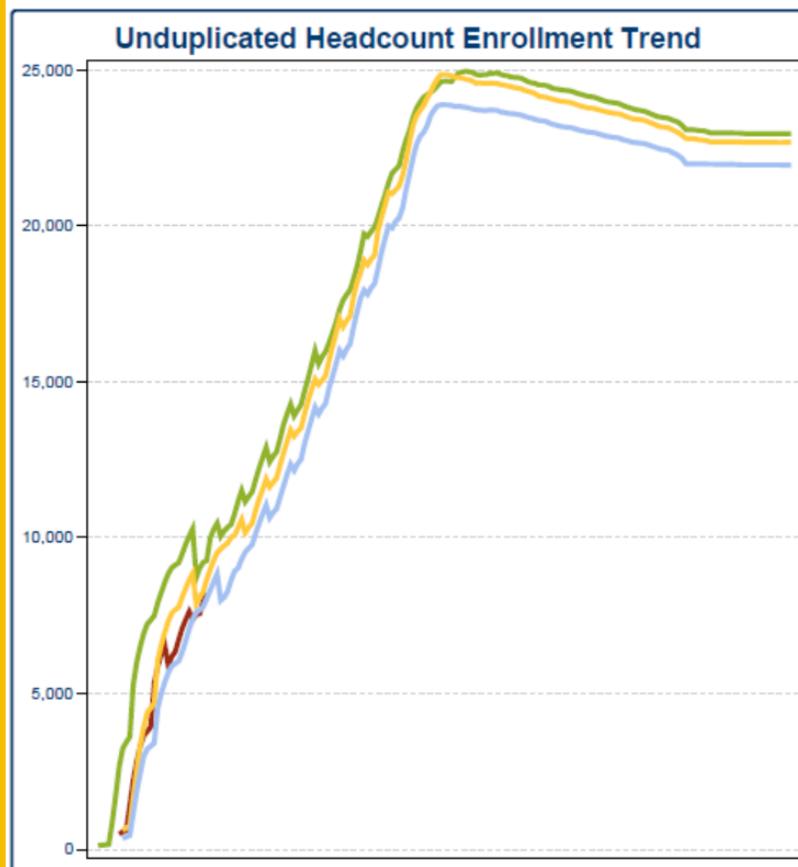
CNM ▶

CNM Is...

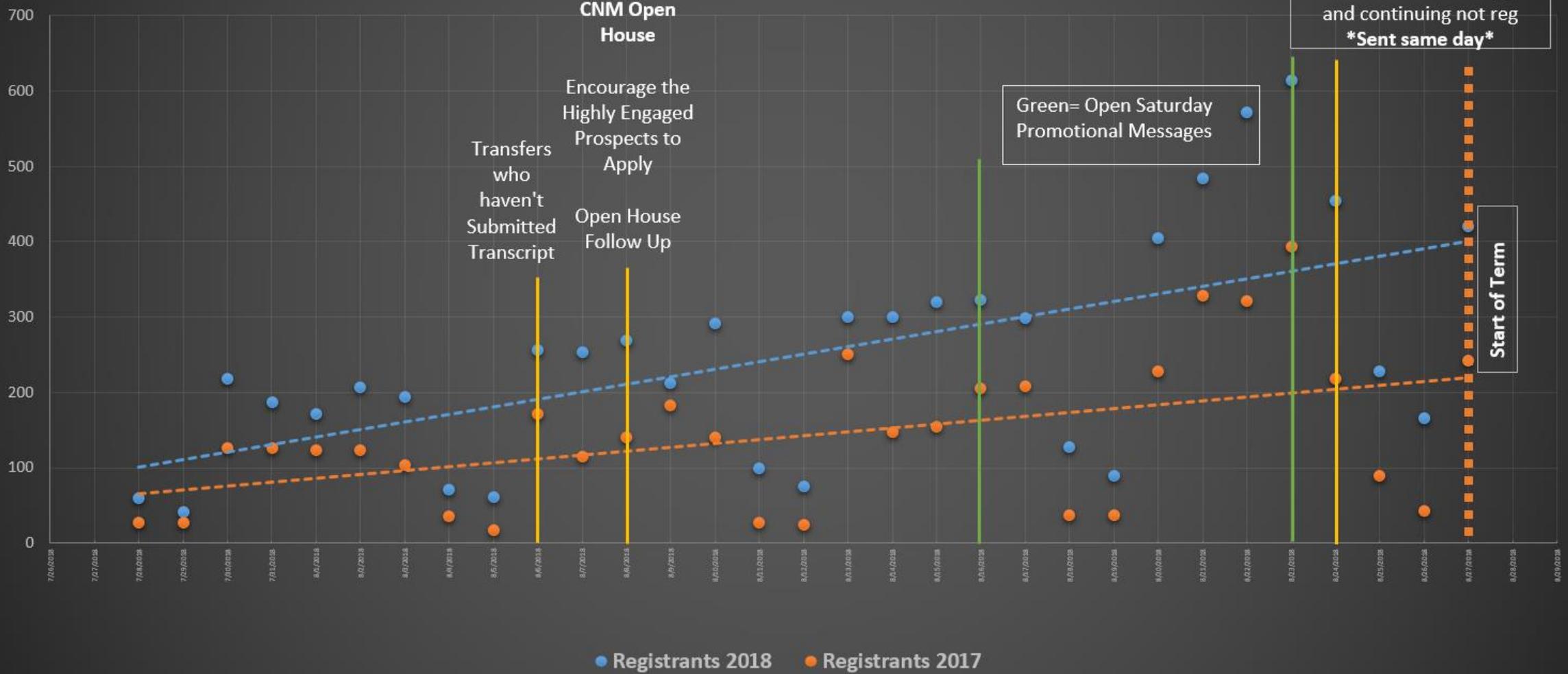
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Daily Enrollment Report



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

Green= Open Saturday
 Promotional Messages

Start of Term

Right **Information**

at the Right **Time**

in the Right **Way**



Congratulations!

You've earned 30 credits toward your 60-credit associate's degree. Keep it up by:

- Checking your progress in [DegreeWorks](#).
- Registering for 15 credits this Fall.
- Planning the last 30 credits of your degree

With #15toFinish this fall and spring, you can graduate in May!

Questions? Contact your favorite advisor, [Erin Radcliffe](#).

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

The screenshot displays the EduNav interface for a student's course plan. At the top, the user is logged in as 'M' and the program is identified as '37) - SOCIOLOGY (AA)'. The interface includes a navigation bar with 'DASHBOARD', 'SAVE', 'Clear', 'Optimize', and 'Status: OK'. A progress bar is visible on the right. The main content area is titled 'What is next?' and shows a grid of course options for different terms: FALL 2019 (12/12 CR), SPRING 2020 (15/15 CR), SUMMER 2020 (7/12 CR), FALL 2020 (11/12 CR), and SPRING 2021 (9/12 CR). A pop-up notification is overlaid on the plan, stating 'EduNav found a better plan for you'. The notification lists benefits: 'By switching to a new plan you are likely to: Finish 1 term sooner'. It also details 'Proposed changes: Course SOC 1101 added to a term SUMMER 2019' and 'Some courses are changed in future terms'. A note at the bottom of the pop-up says 'Note: You will be able to use UNDO to go back to your current plan.' At the bottom of the pop-up are two buttons: 'Keep my plan' and 'Switch to new plan'. The background shows course cards for various subjects like SOC 1101, ENG 1101, MATH 1330, PSY 1105, ENG 1102, PSY 2220, SOC 2213, SOC 2215, COMM 1101, SOC 2999, ARTH 1101, and PHIL 1110. Vertical sidebars on the left and right are labeled 'Completed Terms', 'Schedulable Terms', 'Goals - Declared', and 'Careers'.

A man and a woman are shown in profile, looking towards the right. The man is wearing a black beanie and a dark blue long-sleeved shirt. The woman is wearing glasses and a light-colored top. They are in a laboratory or classroom setting, with a molecular model visible in the background. The background is a deep blue color with a faint, repeating pattern of molecular structures.

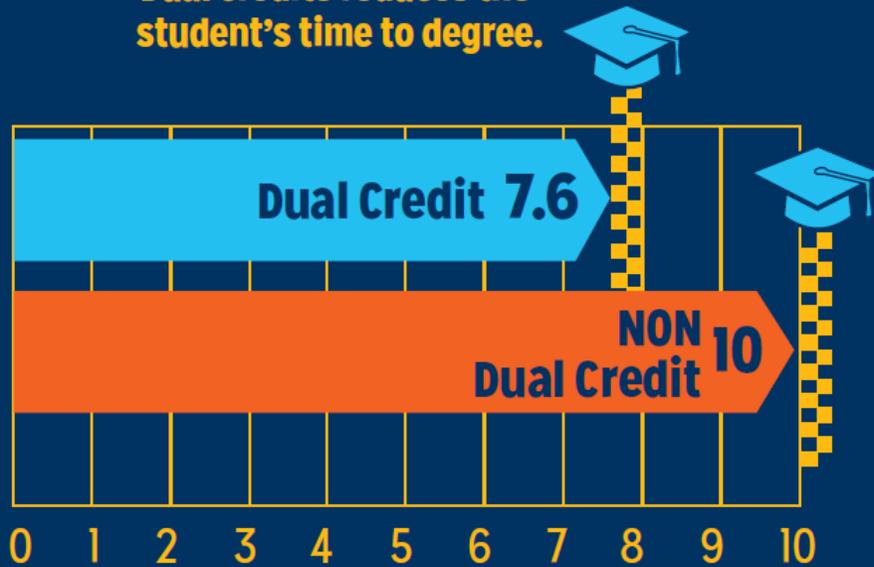
Adopting Innovative Approaches to Meet Students Where They Are

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.

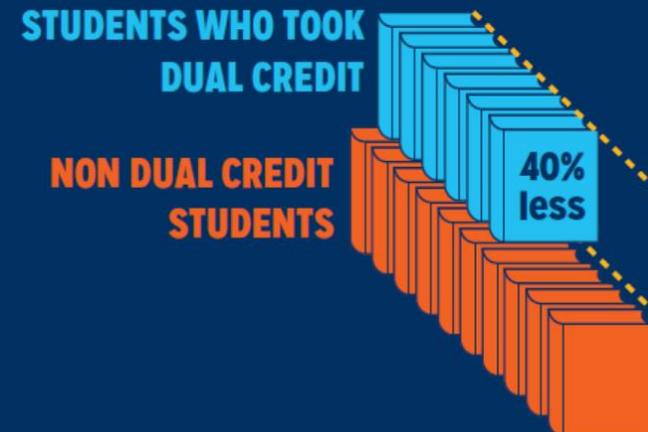
Semesters taken to graduate

Dual Credits reduces the student's time to degree.



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

On average, DC students require 40% less developmental education credit hours than non-DC students



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



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



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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CNM 
Central New Mexico
Community College