

Undergraduate Recruitment and Enrollment

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Demographics and Competition

42 colleges and universities in the state.

- Only about 15,000 (of 20,000) high school graduates attend college each year.
 - About 2,000 leave the state.
- UNM sees about 20% of new first-year enrollments in the state.
 - About 14% go to CNM, 11% go to NMSU
 - Divide up the remaining 7,000 students among 39 institutions = 180 per IHE.

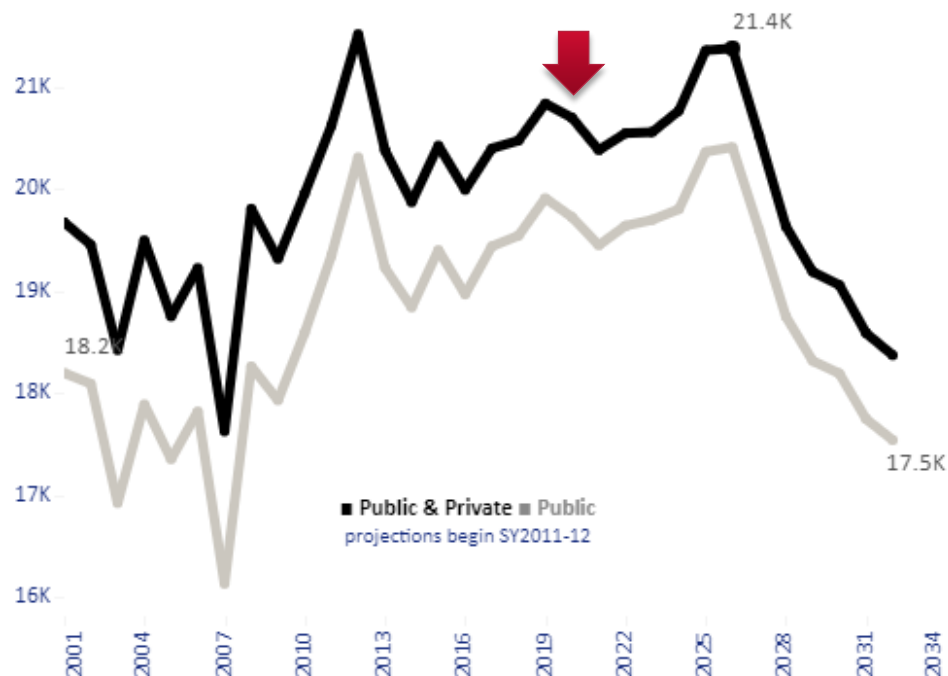
State Profile for New Mexico

New Mexico ▼



KNOCKING AT THE COLLEGE DOOR

Overall High School Graduate Trends



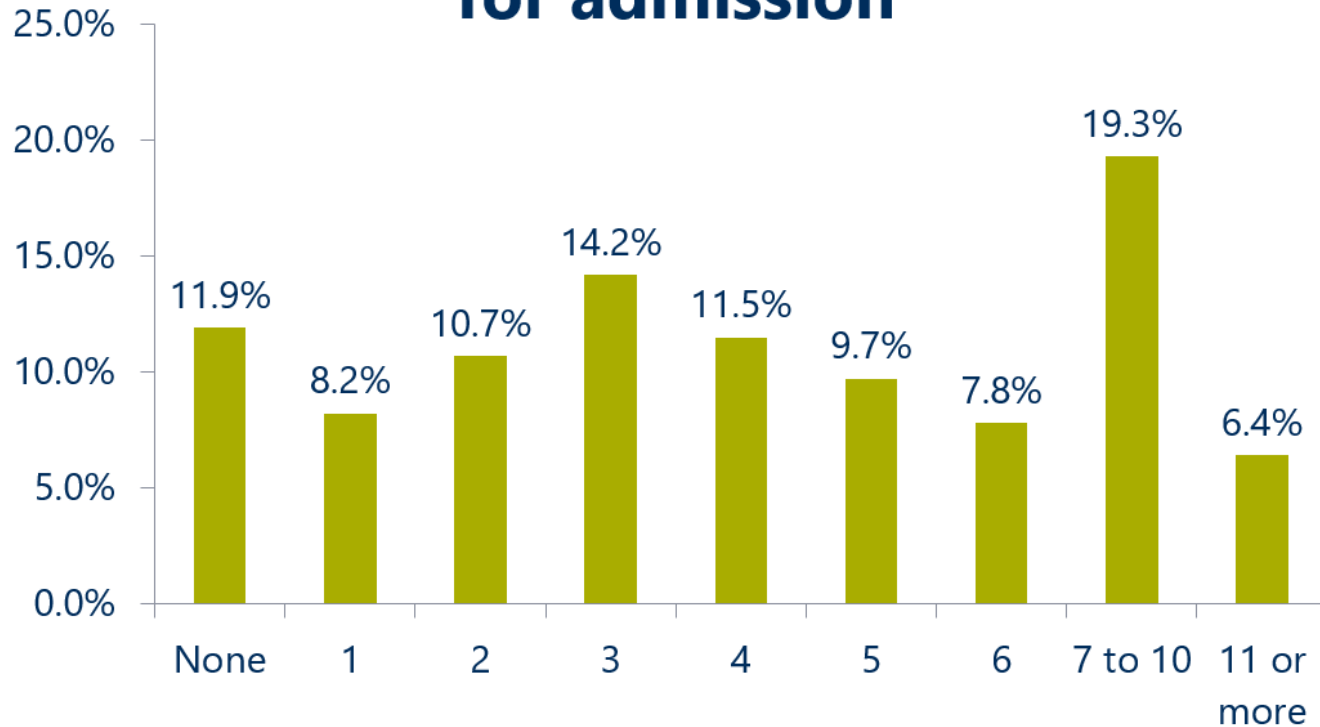
- 20,200 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

- The total number of graduates in New Mexico is not projected to increase after 2011-12, ending at 18,400 in 2031-32.

- New Mexico generates about 2.5% of the West's total, on average



Number of other colleges applied to for admission



Factors to apply

Top 5 reasons students chose to apply to an institution



76%

They had my major or program of study



65%

I liked the location



64%

Cost—It was affordable enough for me to attend



54%

I visited the campus and liked it



53%

Good reputation

Strategic Recruitment and Enrollment Plan

Comprehensive five-year plan, including:

- Historical data, Key Performance Indicators, strategies, and goals.
- Sponsor (Enrollment Management) works across all areas of campus to incorporate their strategies, coordinate, and implement this plan.

Recruitment and Enrollment Plan Tools

- Communications Plan
 - *The right messages, at the right time, that resonate.*
 - *Multiple channels—letter, email, brochure, text, website, social media.*
 - *Reach everyone (or as many as possible.)*
 - *Adaptive as new data, situations, and the environment changes.*
- Recruitment Coordination Council (RCC) – all UNM recruiters meet monthly.
 - *These include recruiters in schools, colleges, departments.*
- Regular meetings with CNM and APS to discussion pathway improvements.

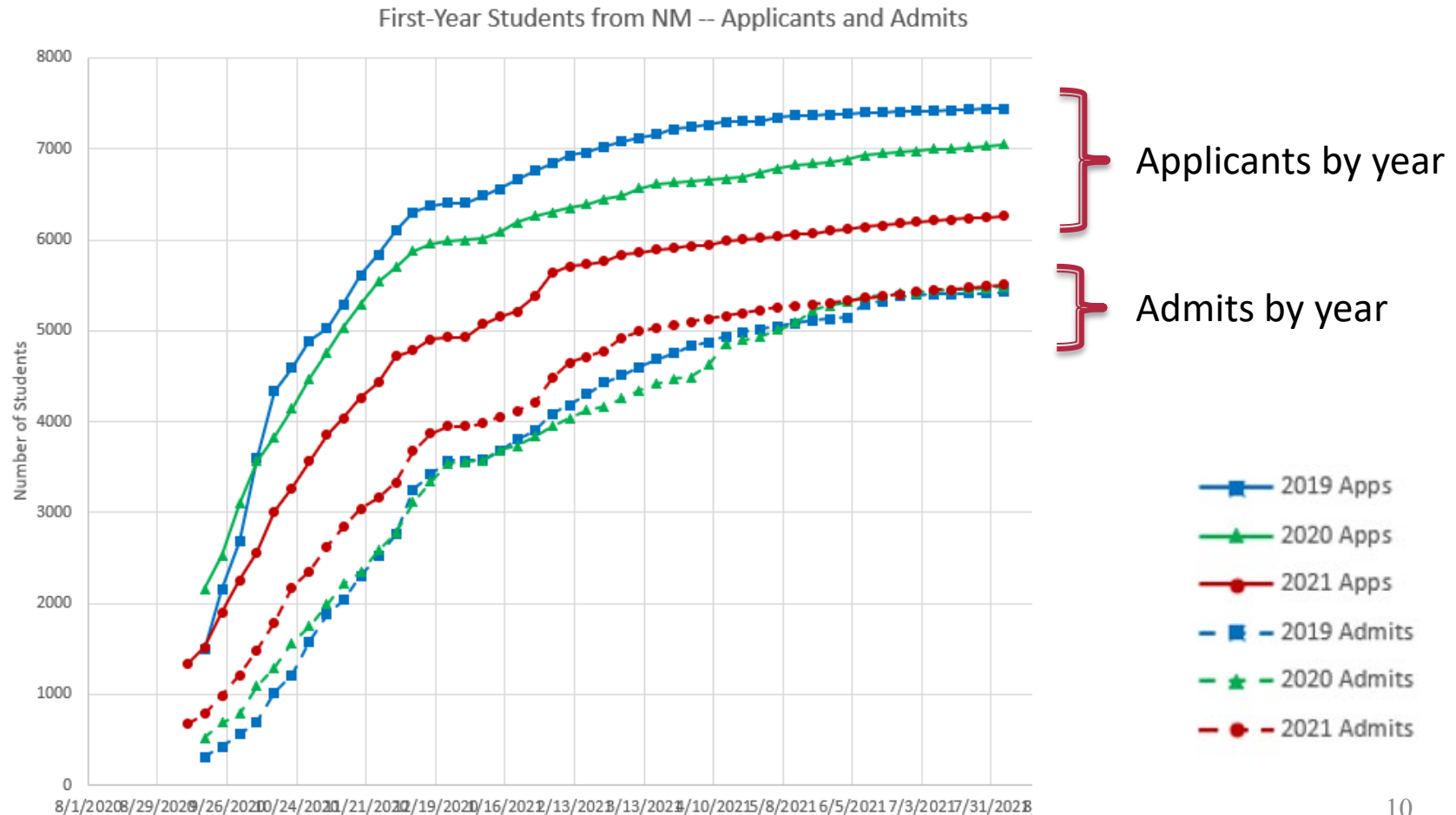
Recruitment and Enrollment Plan Tools

- TargetX for Retention (Fall 2021)
 - *Predictive modeling using key 25 variables to score students, including real-time indicators like dropped courses.*
- Financial Aid and Scholarship Modeling (Fall 2021)
 - *Identifies and tracks optimal awards by individual student.*
- Net Price Calculator (Fall 2021)
 - *A better tool, factors in more options.*
- College Scheduler (Fall 2021) – Every scheduling option in seconds, including days and times the student is unavailable due to work or preferences.

First-Year Students

- High school visits (at least 2-3 every year) and campus tours.
 - *Challenging again this year with so many high schools going remote.*
- Comprehensive communication plan and proper use of the CRM.
 - *Frequent and direct follow up with inquiries, applicants and admits.*
 - *Encourage and support student progression from prospect to enrolled phases, then persistence and graduation.*
- Expanded scholarship eligibility, fairness, and resources.
 - *Added \$1 million to awarded resources—increased awards by 49% to NM residents.*
 - *Stopped recalculation of GPA.*

Results – First-Year Student Applications from NM



First-Year Students

- Fall 2020 – 7.6% increase in new all first-year students
 - *First increase in since Fall 2016*
 - **2.0% increase among NM residents (+41)**
- Fall 2021 – 9.3% increase in first-year students (as of Aug 19)
 - **7.6% increase among NM residents (+163)**
 - *First time we've passed 3,000 freshmen since Fall 2017*
- Fall 2021 – Increase in scholarship acceptance rates
 - **49.8% (vs. 42.1% last year) among NM residents**

Key Takeaways Regarding First-Year Students From New Mexico

- The University of New Mexico enrolls more New Mexico residents directly from high school than any other college or university in the state.
 - *20% of NM high schools students that go to college in NM choose UNM.*
- As a percentage of incoming first-year students, only two universities—Northern New Mexico University and New Mexico Tech—enroll a higher percentage of New Mexico residents in their freshman class.
 - *However, Fall 2020 it was **344** for NNMU and NMT combined vs. **2,218** for UNM.*

Transfer Students

- A full-time recruiters at CNM and San Juan College.
 - *A total of four (4) additional transfer admission advisers/recruiters working with two-year college students in New Mexico.*
- Offered more transfer students scholarships for Fall 2021.
 - *Overall, scholarship awards across the state went **from 92 last year to 540.***
- Created scholarships specifically for CNM and UNM Branch campus students.
 - *As a result, awards to CNM students went **from 39 last year to 280 this year.***
*Awards to UNM Branch transfer students went **from 38 last year to 73 this year.***

Transfer Students

- Fall 2021 –11.2% increase in transfer students (as of Aug 19)
 - 19.7% increase among NM residents (100 more)
 - 3.5% decrease among non-residents (10 fewer)

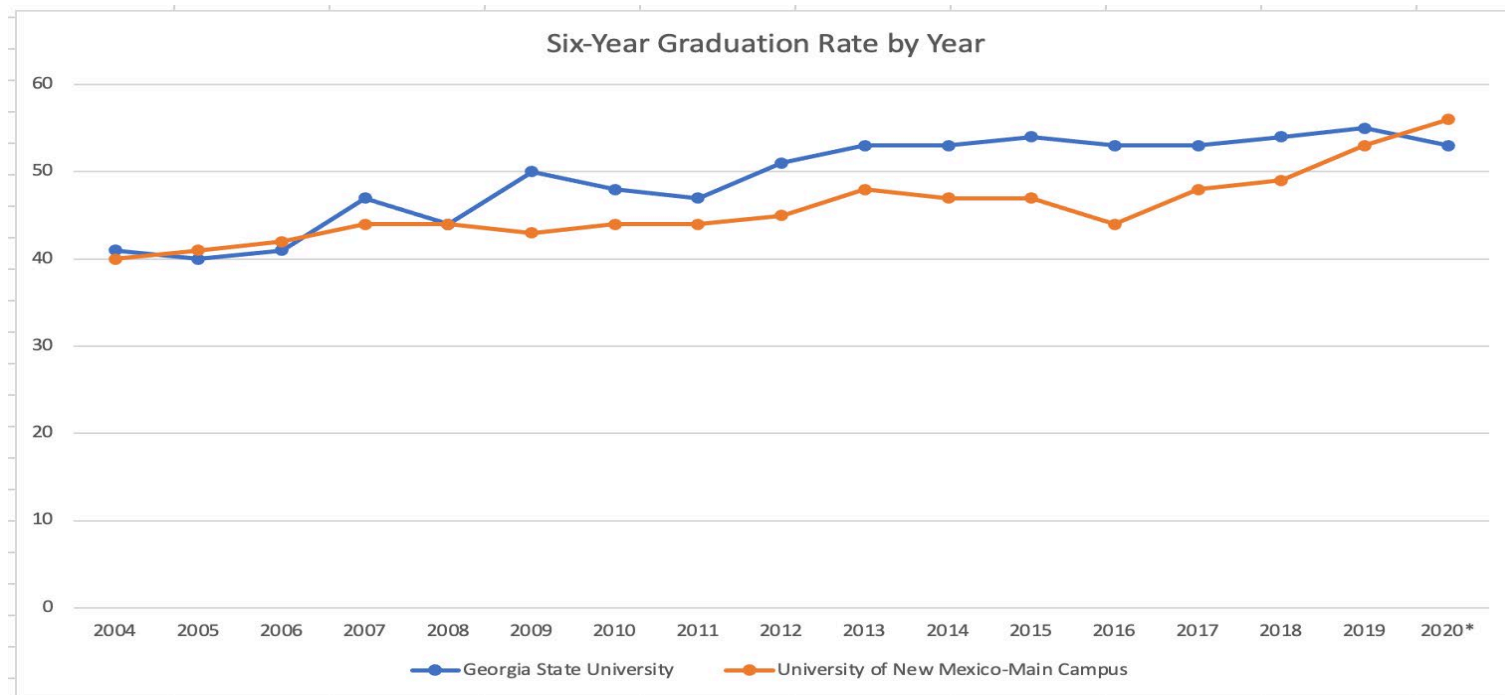
Graduate Students

- Fall 2020 – 19.1% increase in new graduate students.
- Fall 2021 – 21.8% increase in new graduate students.

Graduation Rates

- The University of New Mexico is graduating students sooner.
 - *UNM has steadily increased four-, five-, and six-year graduation rates since 2016:*
 - *The four-year graduation rate in 2016 was **22%**, while in 2020 it increased to **35%**;*
 - *The six-year graduation rate in 2016 was **44%**, while in 2020 it increased to **56%**--now higher than Georgia State University's six-year graduation rate, which dropped to 53% in 2020.*

Graduation Rate Comparison – UNM and GSU



Thank You



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