

# All Staff Meeting

FALL 2022

Office of the  
Vice President for Student Success

Division of Student Success

**Division of Student Success**  
**September 23, 2022**

# Mission and Vision

- **Mission:** Empowering students by engaging them in all aspects of the student experience by guiding their development of self-advocacy skills.

## EMPOWERING – ENGAGING - GUIDING

- **Vision:** To Become an International Leader in Student Success and Social Mobility
- **Values:** Leadership; Excellence; Accountability; Diversity & Inclusion; Service
- **Principles:** Student Centric; Solution Oriented; Future Focused

What we do and how we do it is our mission,  
values and principles are our **IDENTITY**



# Instant Assessment: DSS Communication

🌐 When poll is active, respond at **Pollev.com/clearstone881**

📱 Text **CLEARSTONE881** to **37607** once to join

1. Have you received any “Breaking News” messages from the office of the VP?  
  
A: Yes  
B: No  
C: Not sure

## [Question 1 Results](#)



# Instant Assessment: DSS Communication

🌐 When poll is active, respond at **Pollev.com/clearstone881**

📧 Text **CLEARSTONE881** to **37607** once to join

2. Should we keep sending “Breaking News” about the work of your colleagues in the Division?

A: Yes

B: No

C: Not sure

## [Question 2 Results](#)



# NMSU Enrollment

**Seth B. Miner**

Associate Vice President  
of Enrollment Services

Division of Student  
Success

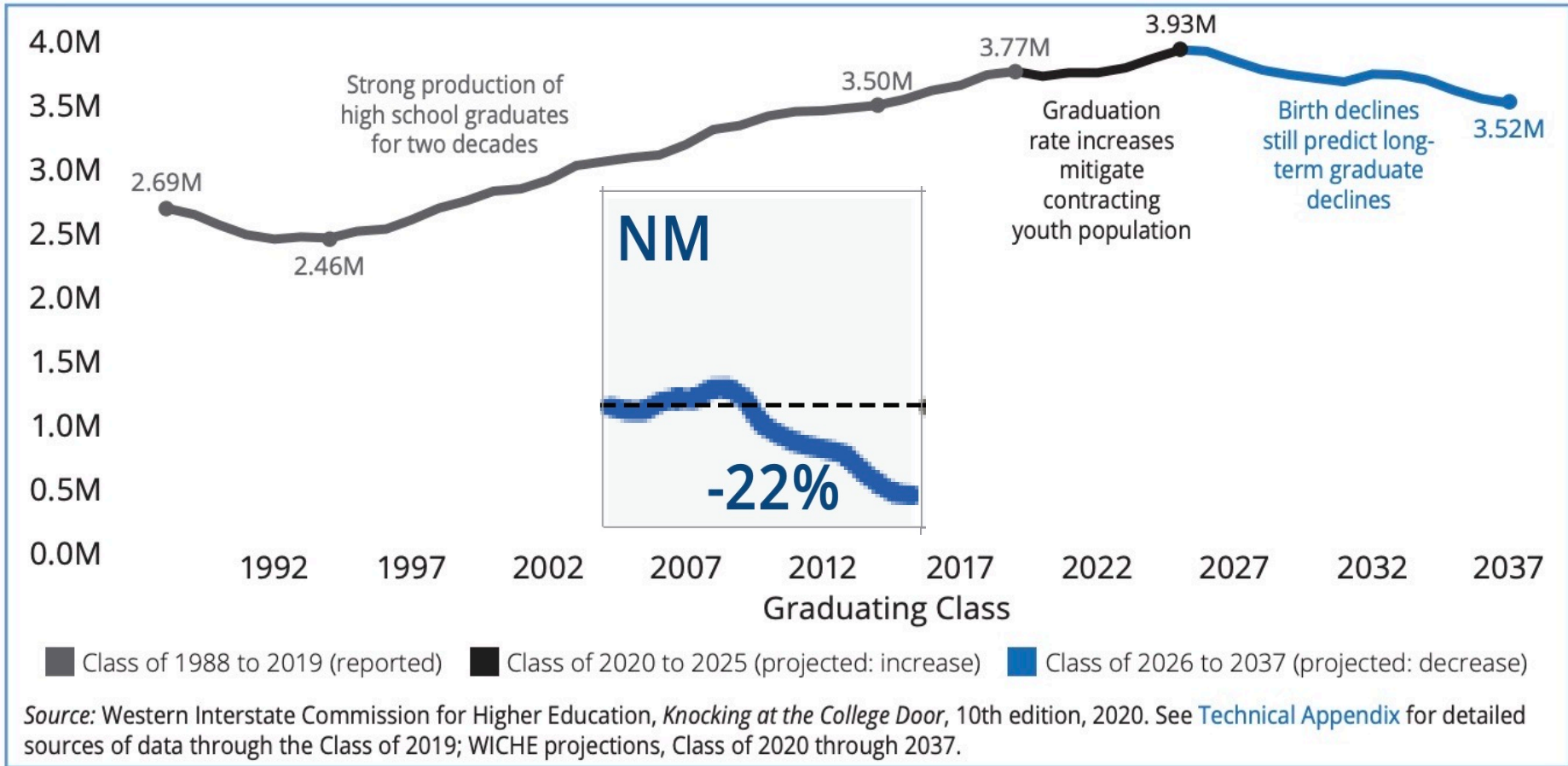
**Division of Student Success**  
**September 23, 2022**

# Enrollment Landscape

PROJECTED HIGH SCHOOL GRADUATES



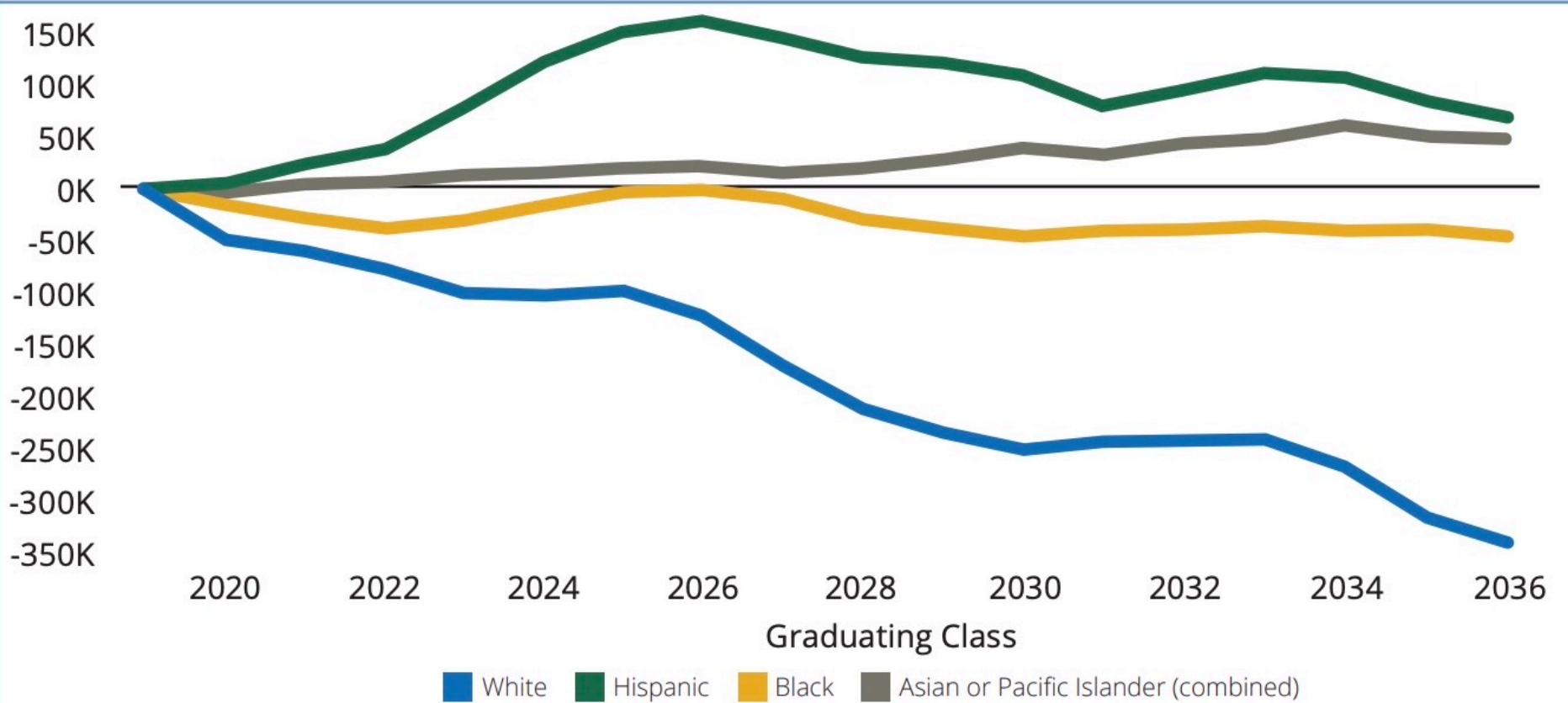
# PROJECTED HIGH SCHOOL GRADUATES



- 10% increase compared to previous projections
- Due to students of color increased graduation rates

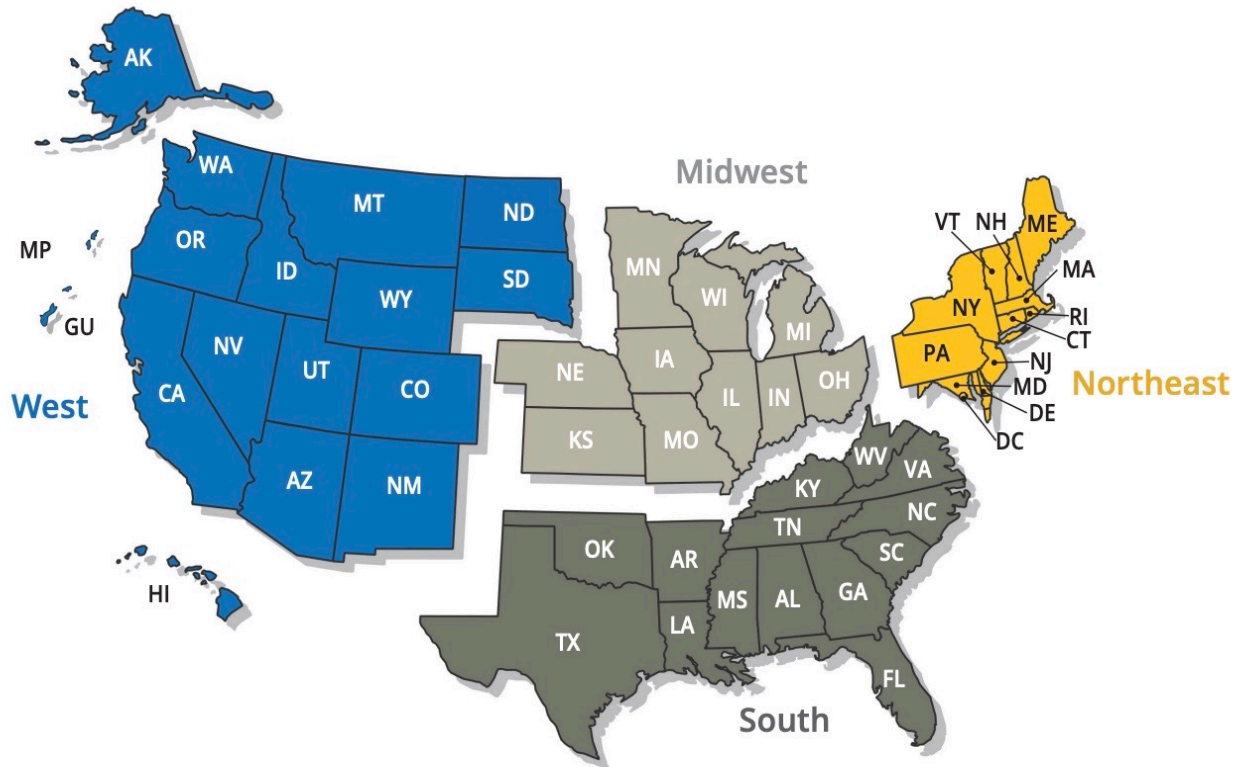


# Projected High School Graduates By Race



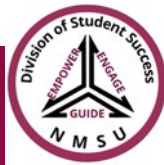
Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020. WICHE projections and analysis.  
 Notes: Showing White non-Hispanic, Hispanic of any race, Black non-Hispanic and Asian/Pacific Islander (combined) non-Hispanic. Figure 5a shows additional race categories.





Notes: In these projections, the U.S. includes the 50 states and District of Columbia. Projections are also produced for Puerto Rico in the detailed data, but not included in U.S. figures. The Western region includes the U.S. territories and freely associated states affiliated with the WICHE region (including Guam and the Commonwealth of the Northern Mariana Islands), but data were not available at the time of publication to provide projections for them.

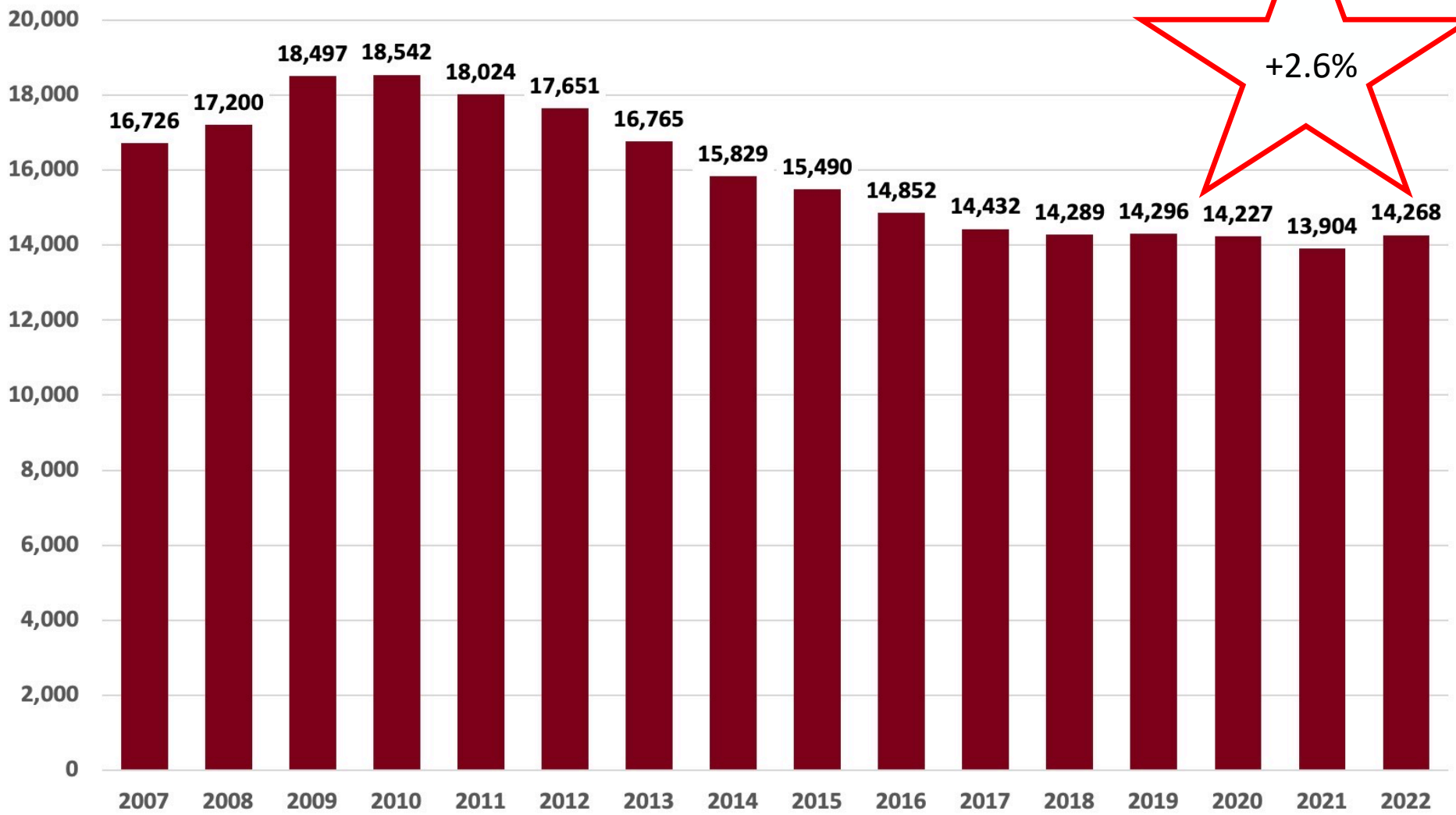
- Southern - Projected growth (TX & FL)
- Northeast – Stagnant
- Midwest – Projected decline (IL & MI)
- West - Stagnant



# NMSU Enrollment



# Historical Total Enrollment 2007-2022



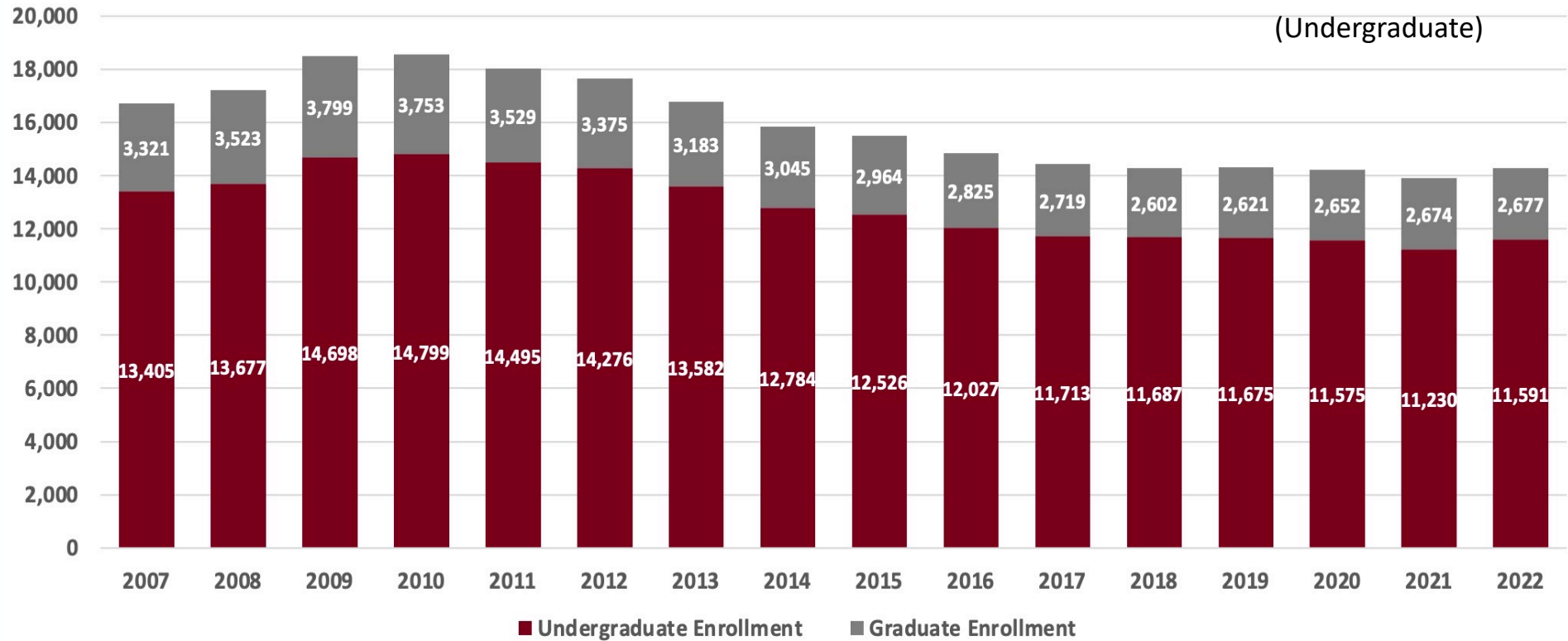
+2.6%



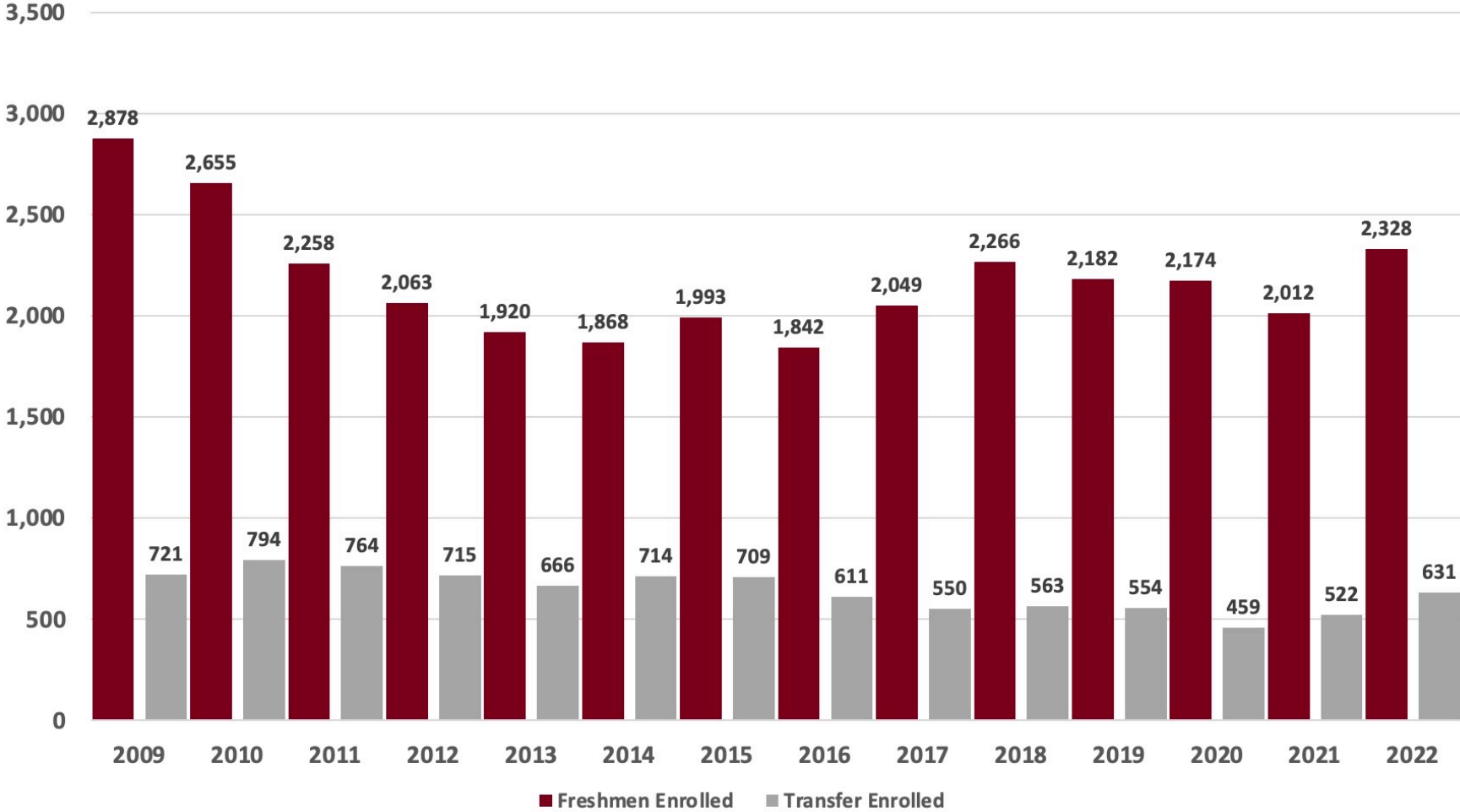
## Undergraduate & Graduate Enrollment 2007 - 2022

+3.2%

(Undergraduate)



# Undergraduate New Student Fall Enrollments 2009 - 2022

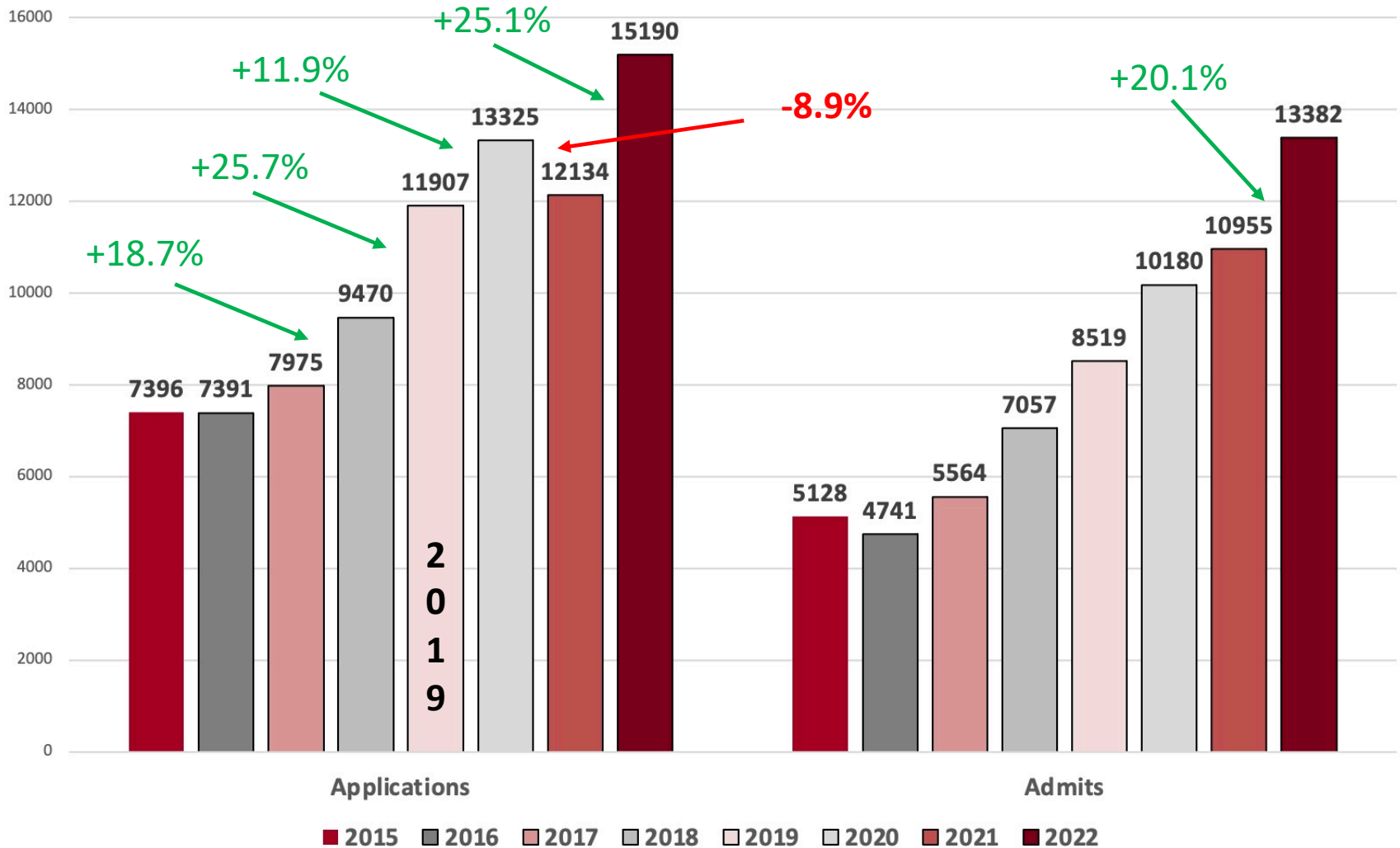


# Freshmen Recruitment

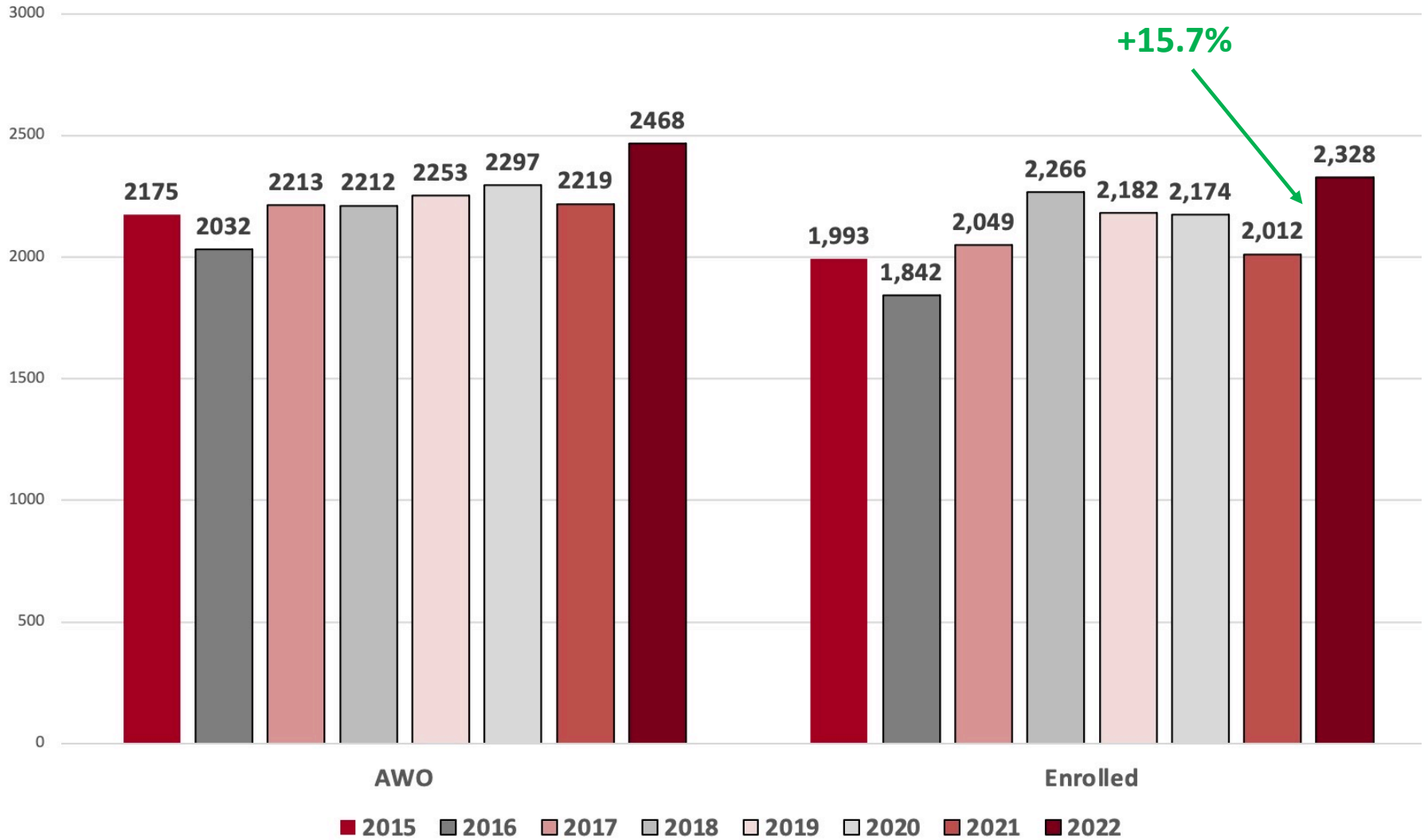
HISTORICAL DATA



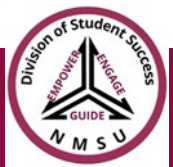
## Freshmen Applications & Admits 2015-2022



## Freshmen AWO & Enrolled 2015-2022

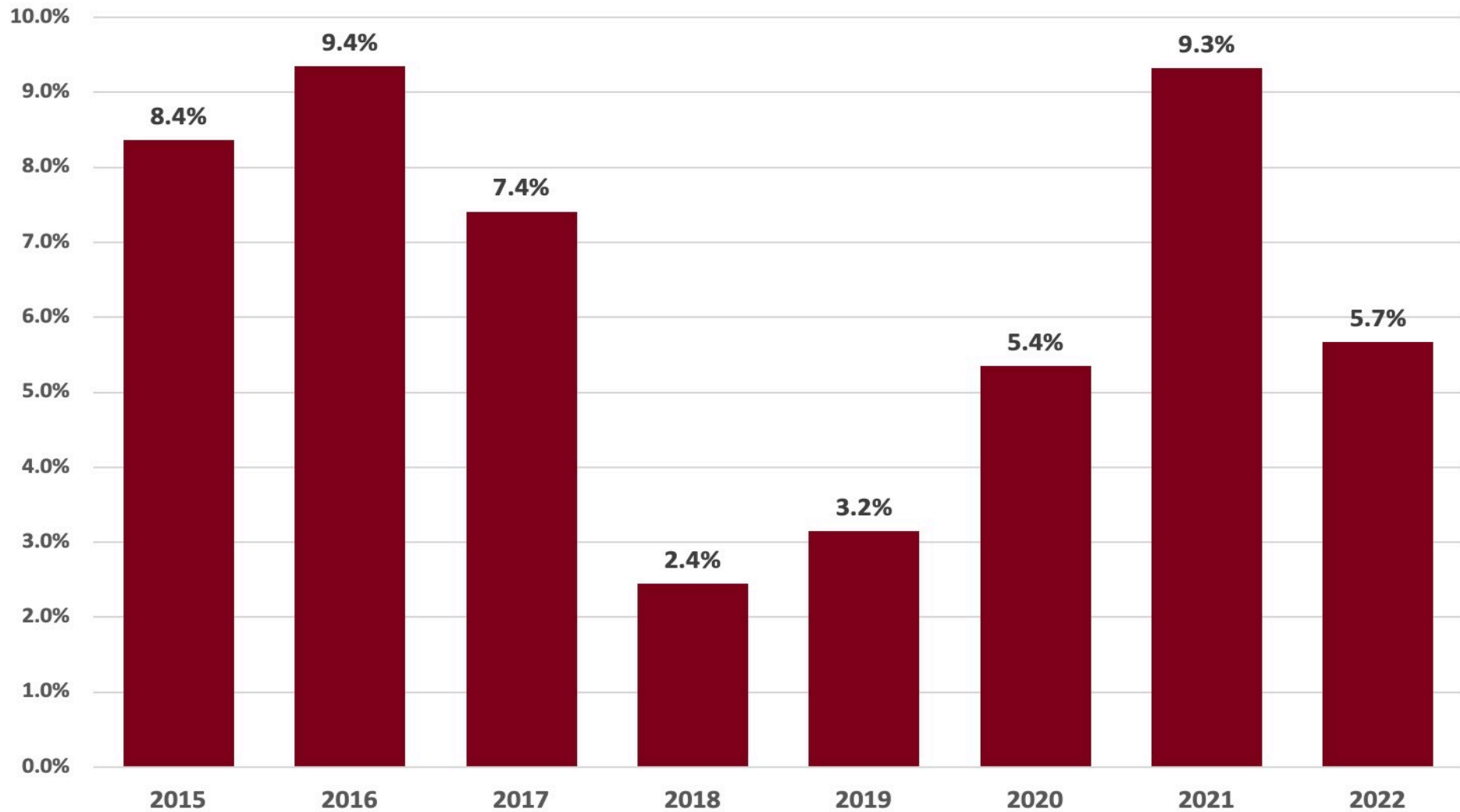


+15.7%

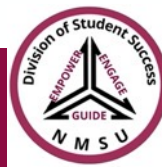
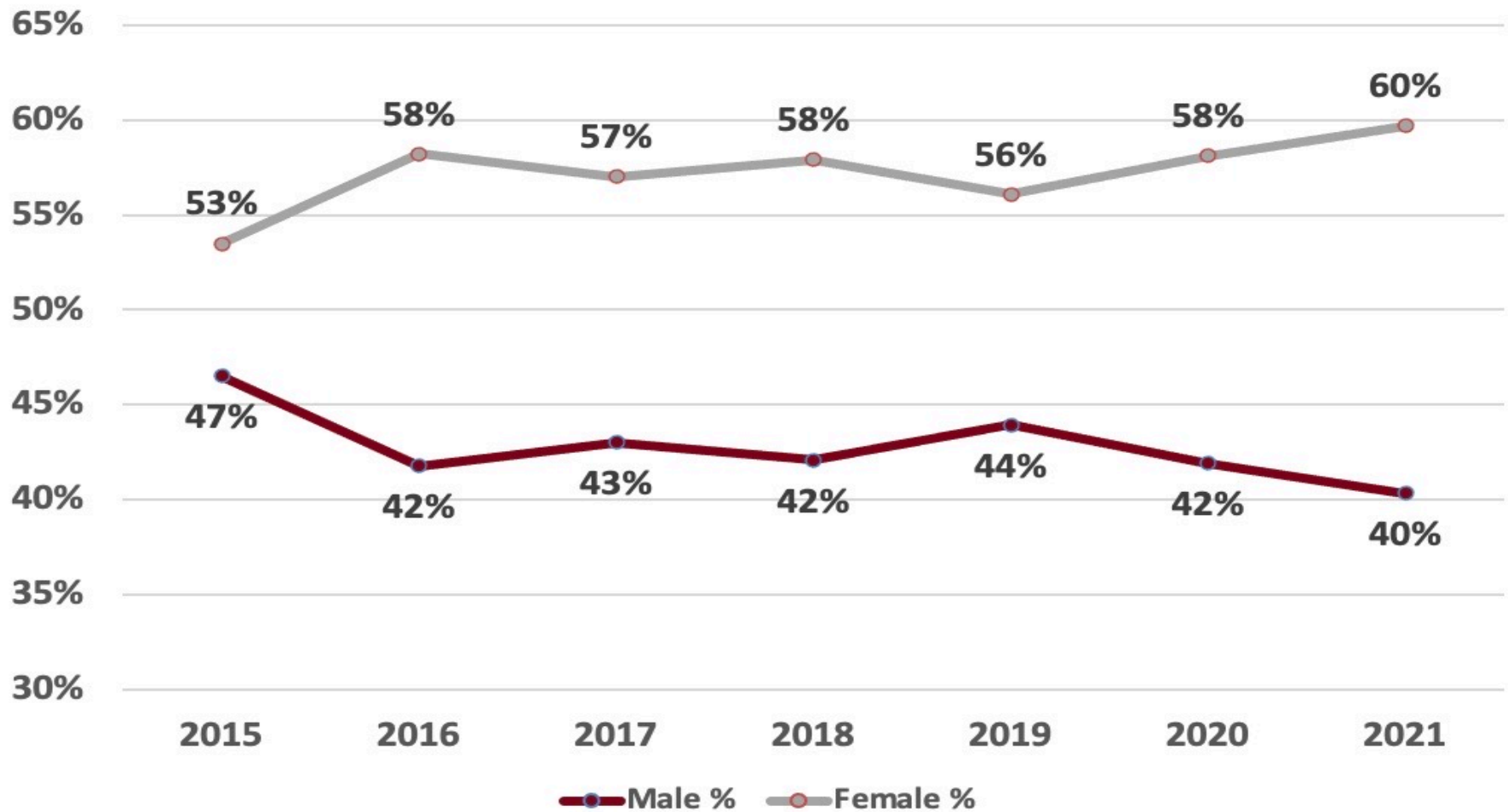




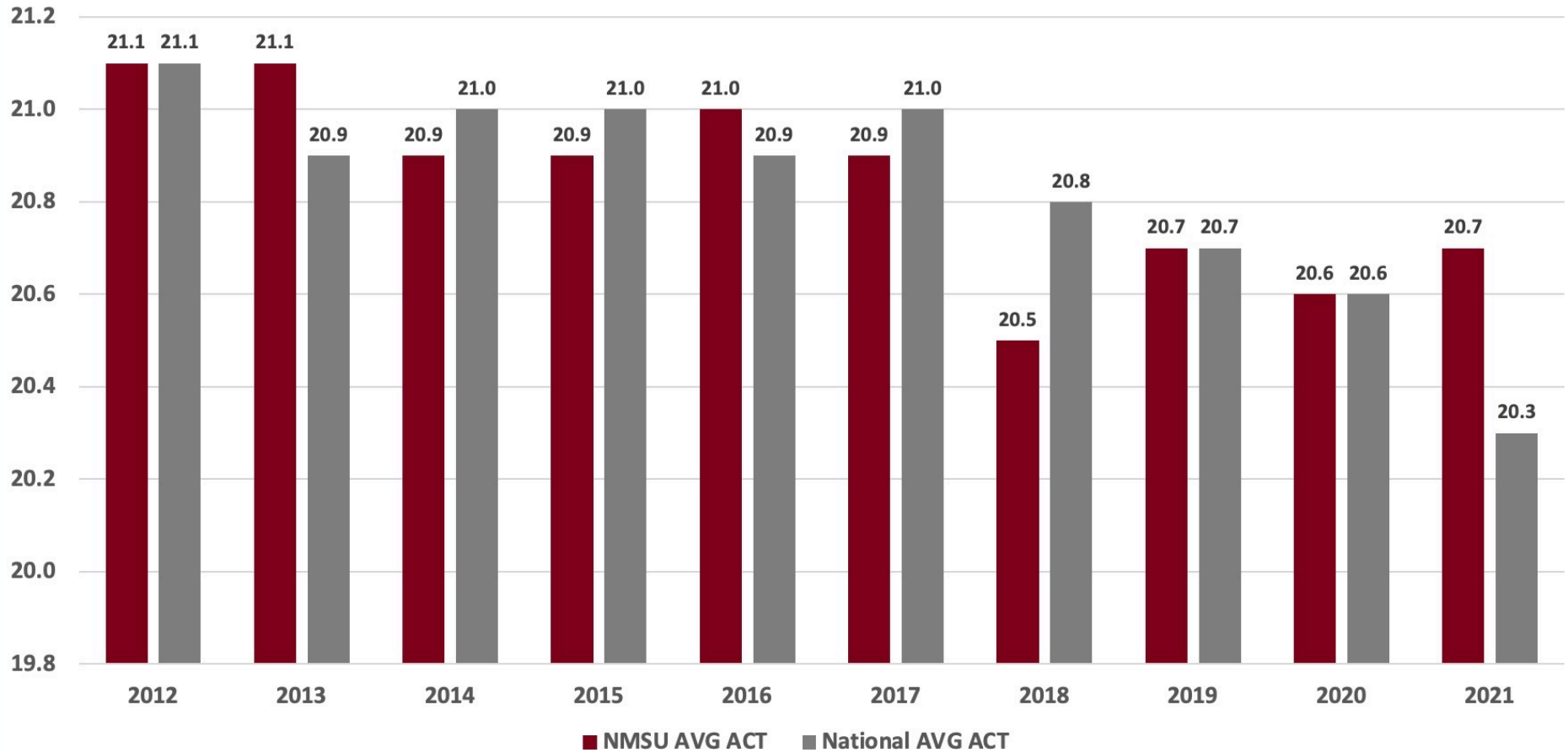
# Freshmen Melt 2015-2022



## First-Time Freshmen by Gender



## First-Time Freshmen Average ACT Composite 2012-2021

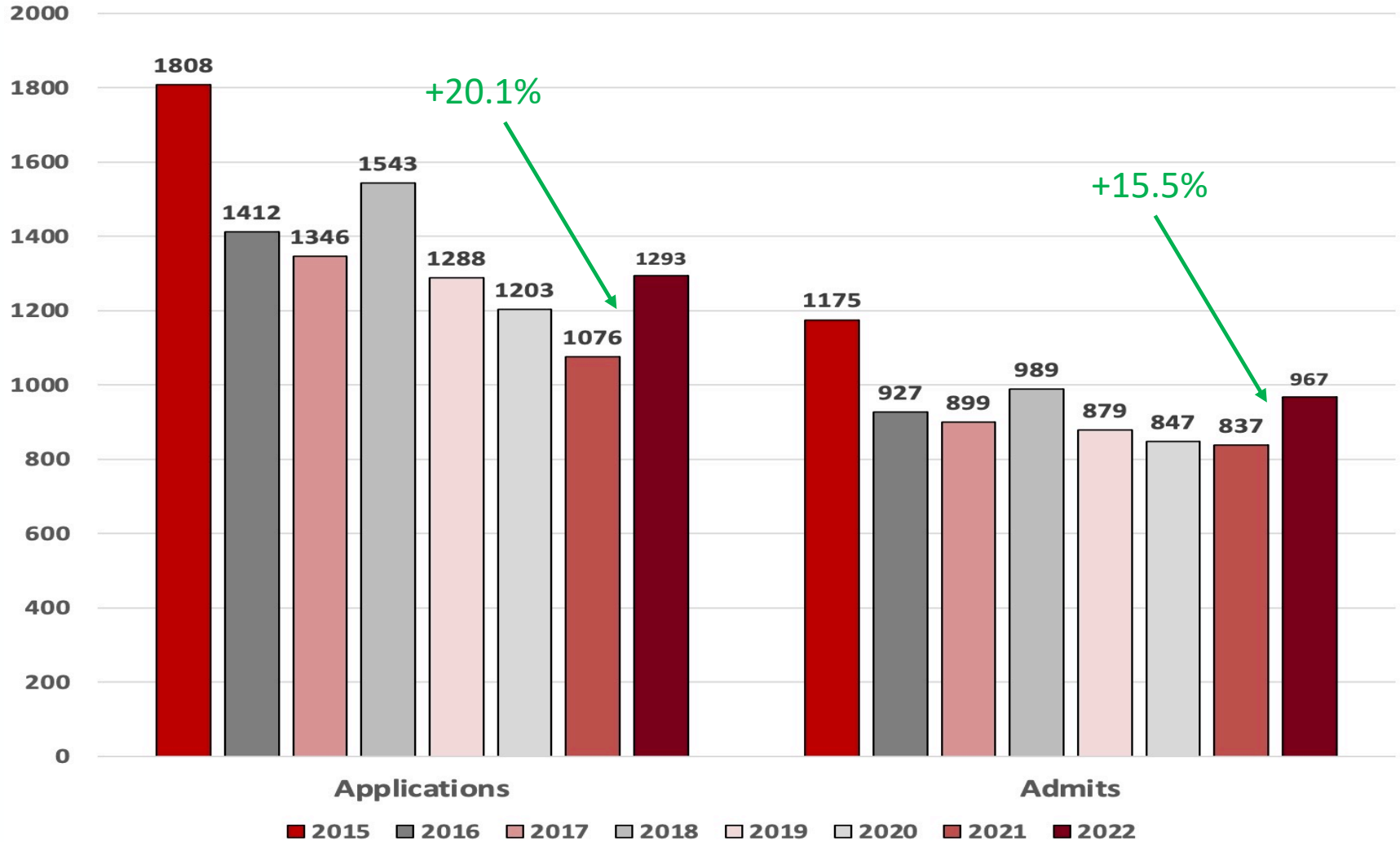


# Transfer Enrollment

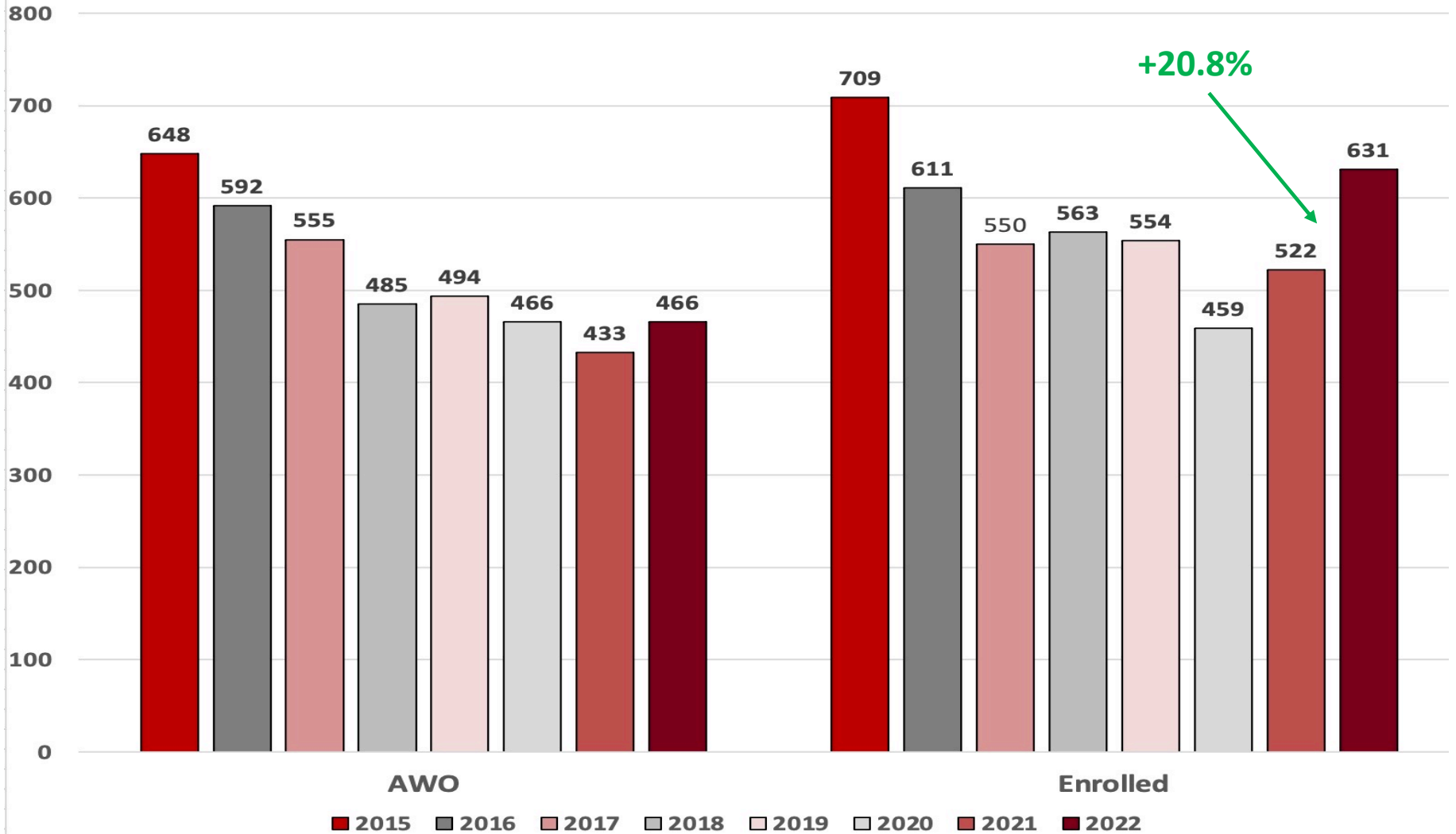
HISTORICAL DATA



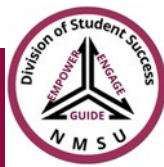
## Transfer Applications & Admits 2015-2022



## Transfer AWO & Enrolled 2015-2022



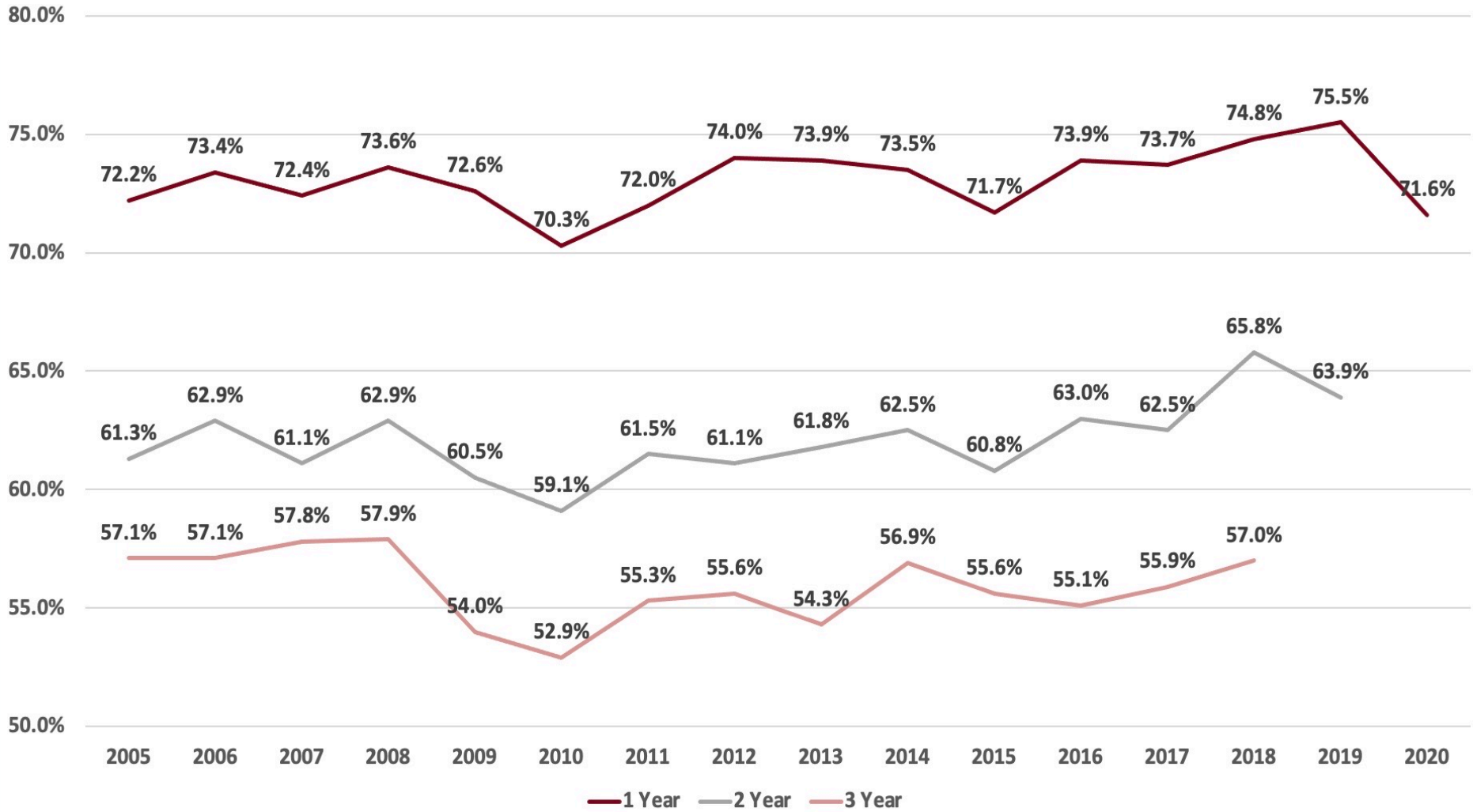
+20.8%



# Retention/Graduation Rates

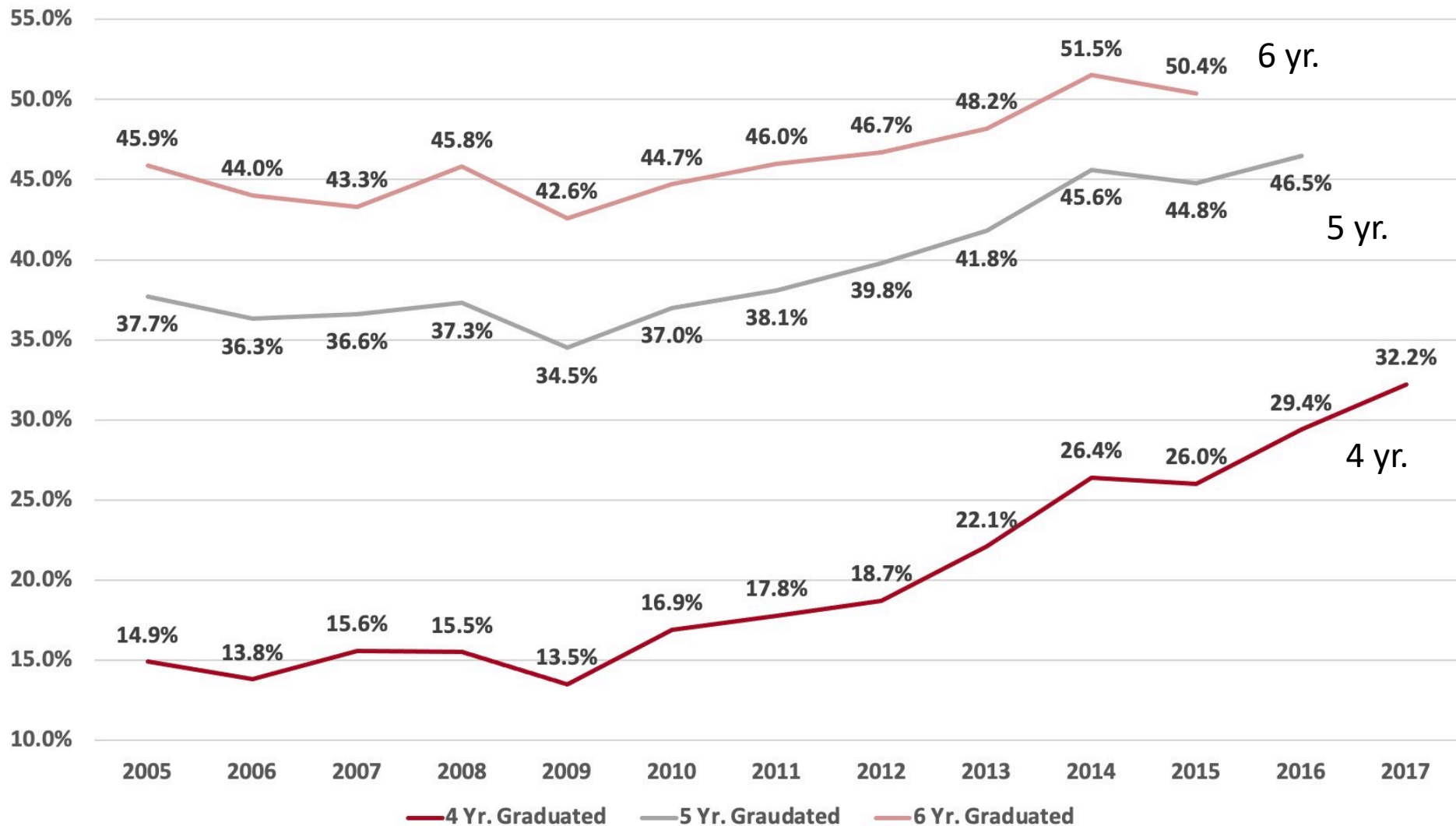


## Retention Rates 2005 - 2020





## Graduation Rates 2005 - 2020



# QUICK STATS



# BY THE NUMBERS

- **College Fairs**

- 111 Fairs
- Met w/ 15,021 prospective students

- **High School & College Visits**

- 371 individual schools
- Met w/ 5,190 prospective students

- **Daily Campus Visits**

- 1,048 prospective  
Students

- **Aggie Experience**

- 877 Prospective Students

- **Group Visits**

- 450 Prospective Students



# ONE LAST THING...



# QUIZ

How many recruitment **EMAILS** did Undergraduate Admissions send during the fall 2022 recruitment cycle?

- a) 2,959
- b) 2,974,531
- c) 4,257,139
- d) 3,040,232

How many recruitment **TEXT MESSAGES** did Undergraduate Admissions send during the fall 2022 recruitment cycle?

- a) 364,927
- b) 103,654
- c) 279,881
- d) 153,948



# QUIZ

What is the fall 2022 enrollment for NMSU (MA & UO)?

- a) 14,268
- b) 15,901
- c) 14,432
- d) 16,500

We had a 20.8% increase in transfer students this fall. How many transfer students did we enroll in fall 2022?

- a) 528
- b) 631
- c) 946
- d) 613



# Questions



# Aggie Launch Pad

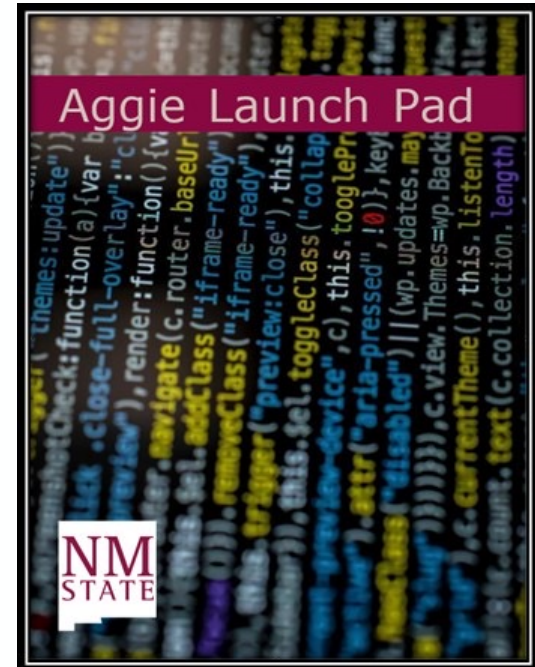
DR. TONY MARIN





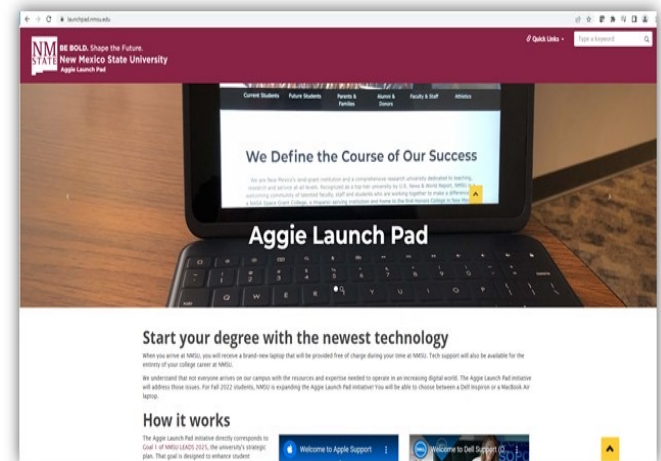
# The Challenge

- Digital Divide
- COVID-19
- Online Learning and Support
- Digital Divide



# The Solution

- HEERF
- Champion
- Steering Committee and Partners
- Aggie Launch Pad
- Technology and Training
- Best Practice



***Thank you! I brought a laptop that I have had for five years. This iPad will help me out a great deal!***



# The Goals

- Improve first to second year retention of first-time freshmen
- Improve students' college readiness by improved digital and informational literacy skills
- Improved access and use of student-support skills
- Increased engagement in student support workshops



## NMSU LEADS 2025

GOAL 1: Enhance Student Success and Social Mobility



# The Product and Numbers

- iPad Bundles
- 1,896 Distributed
- Workshops
- Support



**NM STATE UNIVERSITY**

## New Mexico State University Aggie Launch Pad Initiative

**Aggie Launch Pad  
Fact Sheet**

**Initiative Overview**  
New Mexico State University has announced the creation of the Aggie Launch Pad initiative – a program to provide first-time freshmen at NMSU's Las Cruces campus with digital literacy training, as well as an iPad bundle, to help aid in student success beginning in the fall 2021 semester. All students at NMSU main campus will have the opportunity to participate in academic literacy training opportunities to help strengthen their academic skills for college success. The Aggie Launch Pad initiative corresponds to NMSU LEADS Goal 1, the university's strategic plan. The goal is designed to enhance student success and social mobility through a commitment to learning, degree completion, and career commitment. The initiative supplements the distribution of technology with training and workshops available for students so they can learn how to use the device to improve their time management, notetaking skills, set and track health and wellness goals, learn and access valuable digital content.

**Who is Eligible?**

- NMSU-Las Cruces First Time Freshmen.
- Enrolled in a minimum of 12 Credit Hours on the Las Cruces Campus.
- Students with dual or AP credits who come to NMSU directly from high school.
- NMSU students can keep their Apple i-Pad Bundle as long as they are continuously enrolled at the NMSU Las Cruces Campus. NMSU students must return the Apple i-Pad Bundle if they are not enrolled at NMSU-Las Cruces.
- Information Link: <https://launchpad.nmsu.edu>

**What's Included?**

- iPad 8<sup>th</sup> Generation
- Case/Keyboard
- Apple Stylus Pencil
- i-Pad, digital literacy and student success training/workshops.
- 4 year Apple Care Plan
- Pre-loaded platforms (e.g. Canvas, Zoom, ) software (e.g. Microsoft 365), Websites (e.g. Campus Tutoring Services). See Aggie Launch Pad Preloaded Platforms and Websites Document.

**Initiative's Goals**

- Improve first year to second year retention of first time, full time (FTFT) students
- Improve students' college readiness by improved digital and information literacy skills
- Improved access and use of student-support skills (Financial Literacy, Handshake, Navigate, etc).
- Increased engagement in student support workshops and goals.

**What if I am not a freshman?**

NMSU non-freshmen will also have an opportunity to purchase iPad or technology bundles using their student financial aid awards. The NMSU bookstore has also created payment structures, through student charge accounts online, to allow all NMSU students to take advantage of the same products delivered to freshmen as part of Aggie Launch Pad initiative. For more information, visit the NMSU Bookstore at 1400 E. University Avenue, visit <http://www.nmsuistore.com>, or e-mail [aggie@tech@nmsu.edu](mailto:aggie@tech@nmsu.edu) for inquiries.

**Be Bold. Shape the Future.**



# The Product and Numbers

- Laptops
- 2,043 Distributed
- Workshops
- Support

**New Mexico State University**  
**Aggie Launch Pad Initiative**  
Fall 2022/Spring 2023



**Aggie Launch Pad**  
**Fact Sheet**

**Initiative Overview**  
New Mexico State University created the Aggie Launch Pad initiative in fall 2021 – a program to provide first-time freshmen at NMSU's Las Cruces campus with digital literacy workshops and access to technology to help aid in student success. All students at NMSU main campus will have the opportunity to participate in workshop opportunities to help strengthen their academic skills for college success. The Aggie Launch Pad initiative corresponds to NMSU LEADS Goal 1, the university's strategic plan. The goal is designed to enhance student success and social mobility through a commitment to learning, degree completion, and career commitment. The initiative supplements the distribution of technology with workshops available for students so they can learn how to utilize the device to improve their time management, notetaking skills, set and track health and wellness goals, learn and access valuable digital content.

**Eligibility**

- NMSU-Las Cruces First Time Freshmen.
- Students must be enrolled in a minimum of 12 Credit Hours on the Las Cruces Campus.
- Students with dual or AP credits who come to NMSU directly from high school.
- NMSU students may select either an Apple or Dell laptop as their device. The laptop is for students to utilize throughout their academic journey at New Mexico State University.
- Students will be able to select their device as part of Aggie Welcome Orientation.
- Aggie Launch Pad Information Link <https://launchpad.nmsu.edu/>

**Laptop Options**

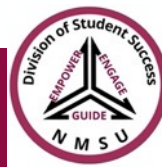
- Apple MacBook Air 13" Laptop Includes 4-Years of AppleCare+
- Dell Inspiron 15 5510 Laptop includes 2-Year Warranty
- Product details may be found by clicking the following NMSU Bookstore link <https://www.bkstr.com/nmsustore/shop/electronics/computers-tablets/aggie-launch-pad-2022>
- Digital student success workshops.
- Guide to NMSU platforms (e.g. Canvas, Zoom.), software (e.g. Microsoft 365), Websites (e.g. Campus Tutoring Services).

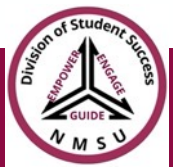
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# **Aggie Launch Pad Questions and Answers**



**Division of Student Success  
September 23, 2022**

# Staff Development

ABBY HOWARD





# Staff Survey



Link for the survey

<https://forms.office.com/r/PNS6zXHmYN>



# Applying Our Principles and Values

DR. RENAY SCOTT



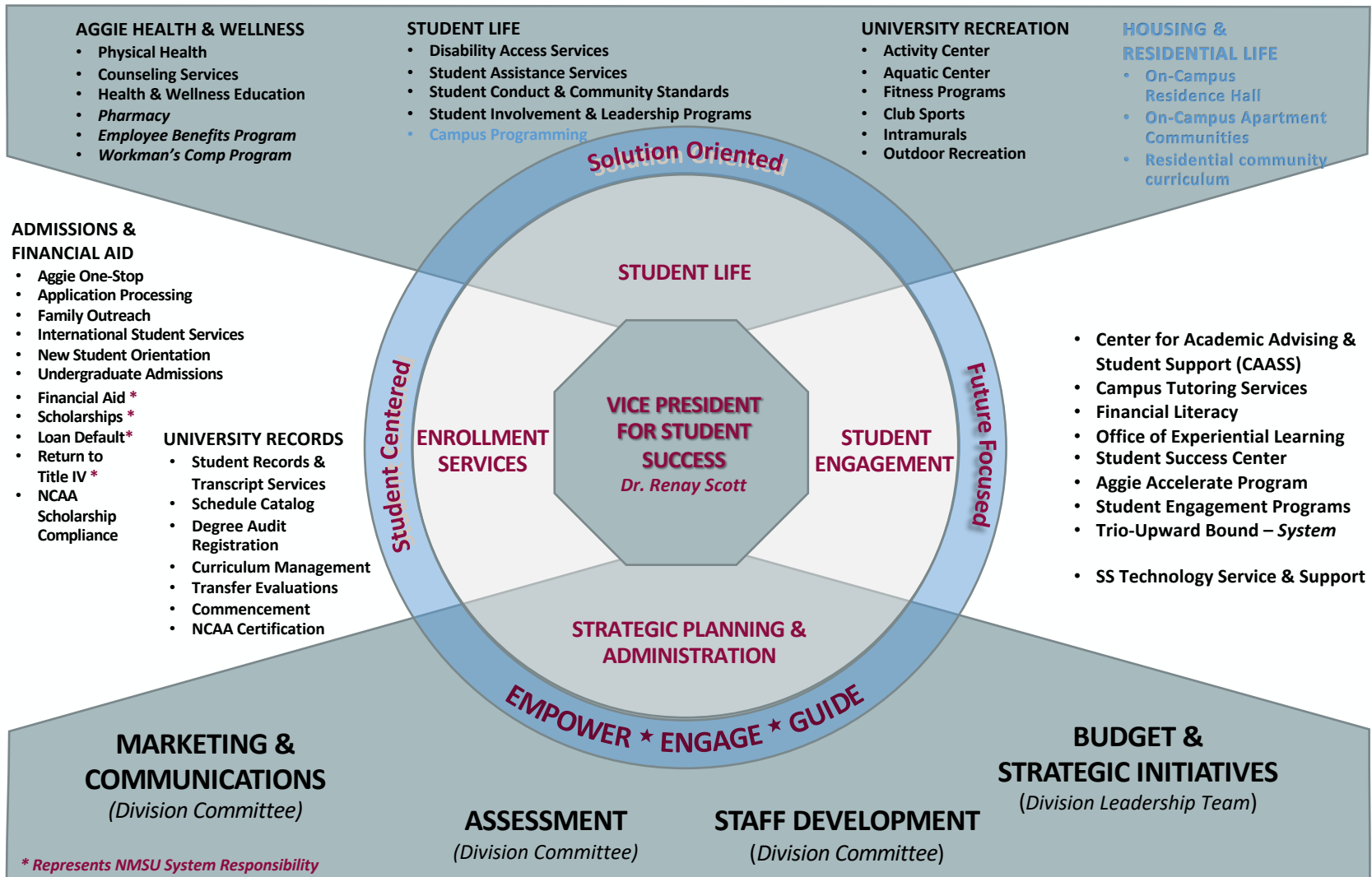
# WHY?

When New Mexican citizens have state aid that helps them afford to go to any in-state college or university, why come to NMSU?

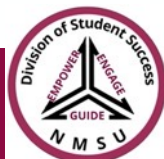
- What sets us apart?



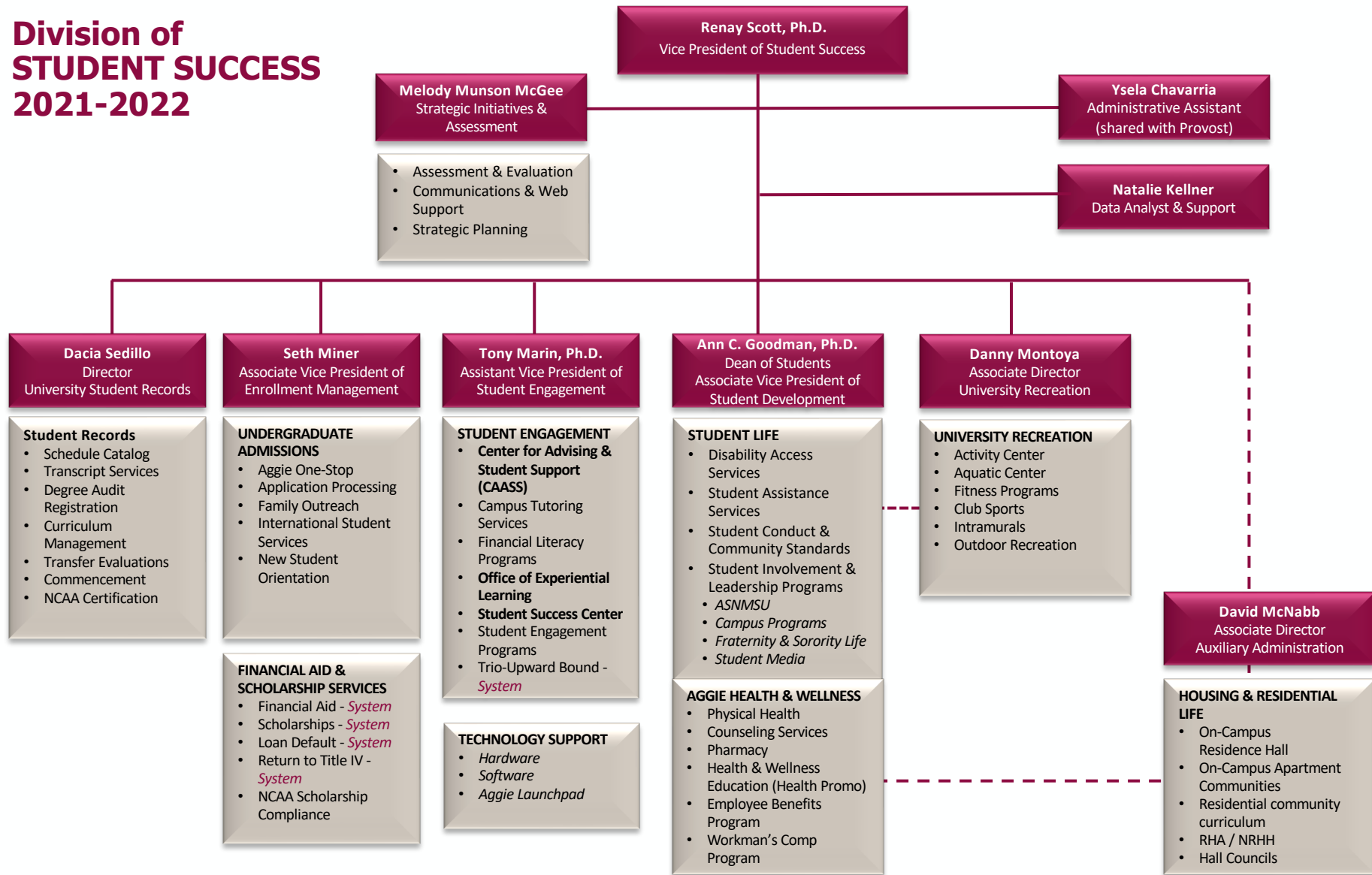
# NMSU Division of Student Success



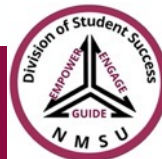
\* Represents NMSU System Responsibility



# Division of STUDENT SUCCESS 2021-2022



# Value Proposition: Student/Stakeholder Centric Approach to Service



# A YEAR OF SERVICE

How do we operationalize service?

- Intentionality
- Focus
- Execution



# Principle Centered Commitment to Service



DIVISION of  
STUDENT SUCCESS

## STUDENT CENTERED

- Hours of operation meet the needs of students and stakeholders.
- Information given to students is accurate, clear, and devoid of acronyms.
- Staff are available, responsive, friendly, positive and focus on student strengths.
- Offices return calls and emails by noon the next business day.

## SOLUTION ORIENTED

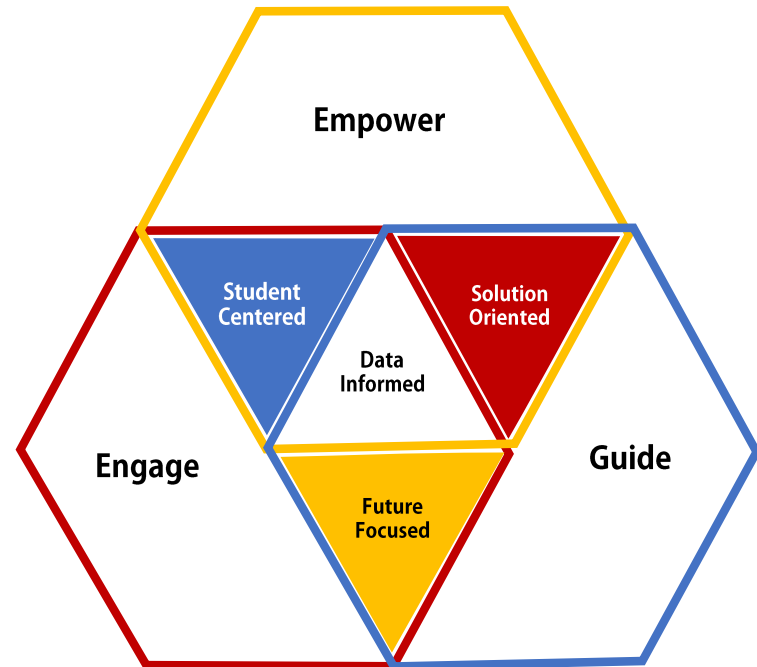
- Staff work with students & stakeholders to resolve situations without passing them off to another office.
- Staff advance ideas to colleagues and management about ways to improve processes.

## FUTURE FOCUSED

- Staff are aware that every interaction may impact the student's desire to stay at NMSU or recommend NMSU to their friends or family.
- Staff recognize that every interaction is a reflection of NMSU, the office, and their colleagues.

## DATA INFORMED

- Offices use data to establish hours of operation & staffing levels.
- Staff monitor communication data to ensure the right amount of communication is used without spamming students.
- Offices use customer service tools to ensure continuous improvement.



*Our Mission is to **empower** students by **engaging** them in all aspects of the student experience by **guiding** their development of self-advocacy skills.*





# Situational Decision Making

It is the 12<sup>th</sup> week of the semester and a student approaches an employee at the Aggie One Stop and tells the front counter person that at the end of the semester she is planning on transferring to another institution. She explains she tried to request a transcript, but that she is told she can't get an official transcript because she owes money. She explains to the front counter person that she logs into her account and it doesn't show she owes a balance.



# Applying the Model

Student stops by your office and wants help with their housing application. They applied for Juniper Hall and received a communication that they have been assigned to Garcia.

Student attends class and realizes they are enrolled in the wrong science class. They decide to wait until Monday morning to go to advising to drop the class and add the correct science class. However, by waiting until Monday they miss the last drop/add deadline.

Student stops by your office and asks to drop a math class because they are not doing well.



# Checking in

 When poll is active, respond at **Pollev.com/clearstone881**

 Text **CLEARSTONE881** to **37607** once to join

1. In one word, how are you feeling about the start of the semester?

[Checking in Results](#)



# Q and A

