

Undergraduate Admissions and Orientation

Year End Report

July 1, 2022, to May 15, 2023

Brief description of the office including the programs and services provided

Recruitment

The process by which NMSU sources, contacts, and advises prospective first-time and transfer students. The goals of the recruitment team are to encourage prospective students and their family members to learn more about the institution and the value it offers, visit campus, apply for admission, and complete the steps required to enroll. Approaches to recruitment include meetings with students at high schools and community colleges as well as regional college fairs and other events.

Admissions Processing/Operations

The processing/operations team is responsible for the business processes and day-to-day workflow related to undergraduate admissions, including data processing, document imaging, admission decision determination and coding, quality assurance, and the efficient and accurate data exchange between the Constituent Relationship Management and application system (Slate) and the Student Information System (Banner) as well as the transfer of images from Slate to the document imaging platform of record, the Banner Document Management System (BDMS).

Campus Visits

Campus visits provide a powerful opportunity for prospective students to see and experience the campus and its physical spaces. Visits are also an effective way for students and their families to engage with admissions representatives, faculty members, and current students. A typical campus visit consists of an informational presentation, a guided campus tour led by a student ambassador, optional sessions with representatives of the academic colleges, and lunch.

The visit team also hosts group campus visits in collaboration with local area teachers and school counselors. There are larger open house events, Aggie Experience and Aggie Transfer Open House in which the team collaborates with many campus partners to showcase academic programs, student resources, housing and more.

Orientation

Orientation is designed to help students and their families with the transition to higher education. At orientation, students receive information about student life, campus culture and traditions, academic support, financial aid and billing, housing, campus safety, and their rights and responsibilities as students. Students also meet with their academic advisor and register for classes at orientation. Additionally, programming for families in English and Spanish is offered.

Orientation attendance is mandatory for incoming freshman and transfer students. Current students employed as orientation leaders act as peer mentors to incoming students and facilitate much of the programming. Orientation sessions are offered in December and January ahead of

the spring semester, and throughout the spring and summer months ahead of the first day of fall classes. First-time students participate in two-day programs that include an overnight stay in a residence hall. Transfer students participate in one-day programs. Virtual orientation sessions are available for students who are unable to travel to campus.

Communications and Marketing

The in-house communication team is responsible for the campaigns and communications that are delivered through Slate, NMSU's Constituent Relationship Management platform. Campaign messaging is segmented by population with the overriding goal of encouraging students to connect with the institution and take the necessary steps to move toward admission and enrollment. Messaging is delivered through multiple channels, including email, text messages, and printed mailers.

The communication team also collaborates with the Marketing and Communications (MarComm) department to insure a consistent representation of the NMSU brand and value propositions. Print collateral such as the undergraduate viewbook and travel brochures are also designed and printed in partnership with MarComm.

Prospect Management

The prospect management team is tasked with ensuring that Slate, NMSU's Constituent Relationship Management (CRM) platform, is optimized to meet the needs of stakeholders across the NMSU system. This includes automating data feeds between Slate and other NMSU systems such as Banner, as well as exchanging data with partner organizations such as College Board, Parchment, and TOEFL to continually build a prospect pool and facilitate the admission process.

The prospect management team brings focus to the data housed in Slate CRM through the development of queries and reports that enrollment leaders and admissions advisors can utilize to inform decisions related to communications and outreach, recruitment territory management, and enrollment projections and goals. The prospect management team also ensures that outward facing components of the Slate such as inquiry forms, event registration forms, and admission applications are up-to-date and provide a good user experience.

Mission Statement

The mission of Undergraduate Admissions and Orientation is to recruit, admit, and enroll talented and diverse undergraduate students who embody the Aggie values of academic excellence, leadership, and community engagement. We strive to ensure access and equal opportunity for all students by always keeping in mind NMSU's role as the state's land-grant university, and as a Hispanic-Serving Institution.

Vision Statement

Our vision is to position New Mexico State University as the top choice of prospective undergraduate students across the state, as well as a leading university across the region and nation.

We will achieve our vision by creating a welcoming environment for prospective students and their families that is based on the superior service of knowledgeable and student-focused professional staff. Further, we will use data to inform decision-making at all levels, maximize our use of current and emerging technology, and develop operational efficiencies to create a seamless student experience. We will balance access to higher education while strengthening the institution's reputation, and we will meet enrollment goals while maintaining our focus on the student as an individual.

Provide a copy of the Office/Departmental Strategic Plan or describe the elements of the strategy plan that the office is responsible for or contributing to.

See the attached 2022-2023 Recruitment Plan.

Briefly explain how the office/department strategic plan advances the university strategic goals. (For AY 23 those include: Enhance Student Success and Social Mobility; Elevate Research and Creativity; Amplify Extension and Outreach; Build a Robust University System)

The Undergraduate Admissions and Orientation office's strategic recruitment plan aligns with the University's Leads 2025 goal 1.1 Diversify, optimize and increase system-wide enrollment by differentiating and targeting recruitment, marketing and pricing strategies. Our office focuses on bringing in new students to boost overall enrollment for the university. Our efforts impact the entire system as our admissions advisors work with prospective students for all campuses. The Undergraduate Admissions Recruitment Plan ties each recruitment initiative to specific LEADS 2025 goals, objectives and tactics. We collaborate with departments across campus and system to gain information needed to quickly answer questions and better serve our constituents.

Report on Key Performance Indicators (KPI) or essential data monitored by the department/office related to the department/office strategic initiatives or productivity indicators.

Assisted with KPI 1. Enrollment and Graduation, stabilizing enrollment with largest incoming freshmen class since 2009. Undergraduate Admissions and Orientation uses the Velocity report as a daily monitoring tool, tracking the number of applications, admitted students and confirmed students signed up for orientation from the last 1-5 years. We use this data to make informed decisions on communication and outreach, enrollment forecasting and track progress for the year.

The undergraduate admissions operations team continues to perform at a high level in servicing all undergraduate applicants to main campus, all undergraduate applicants to NMSU-Global, and all international undergraduate applicants to the entire NMSU system. Key performance indicators include timeliness and accuracy with all submissions being processed within 24 business hours of submission and unit accuracy being maintained at 96.8% error-free first pass processing. The operations team has also been able to reduce the wait time for admission decisions for the scholarship deadline from months to next day after application submission.

The operations unit has also been able to leverage the NMSU partnership with higheredjobs.com for finding top talent from across the United States with new team members working from as far afield as Connecticut and California.

The Aggie Welcome and Orientation team actively tracks and is aware of not only the students and family members that are attending each orientation session, but also the outcome of the sessions for the students in terms of enrollment. Weekly reports are shared across the department and with CAASS to follow up with students to make sure that they are staying eligible for financial aid and scholarships as well as completing their orientation program. More students attended AWO and enrolled in classes for Fall 2022 compared to each of the three previous academic years.

Summarize how programs and services are meeting the Division of Student Success' mission statement (Engage/Empower/Guide).

Undergraduate Admissions and Orientation guides students through the admissions process and provides the information they need about the NMSU system in order to empower them to make the best decision on where to attend college. We offer services both in person and virtually to accommodate prospective students and their families. Our Admissions Advisors travel to meet with students at their high schools and community colleges to engage them in the college selection process. Some of the students they meet don't believe they can go to college, but with one engaging conversation they can change that student's perspective and life. Our Aggie Welcome and Orientation is designed to teach students about the resources available to them and start developing self-advocacy skills. Our Orientation Leaders guide them every step of the way through the program and engage them in the enrollment process.

Discuss how the programming and services are meeting the HSI/MSI missions at NMSU and share the evidence you have for your conclusions.

Undergraduate Admissions and Orientation serves a large population of first-generation students and traditionally underrepresented minority students and their families. To that end, we make sure to provide excellent service, take additional time to work one on one with students and families, provide multiple options to experience campus visits and information sessions, provide family sessions in Spanish during Aggie Welcome and Orientation and an information station for Spanish speakers during Aggie Experience. Our Admissions Advisors meet with students who may not believe they can attend college and give them the information to empower them to achieve their dreams and increase their social mobility. Here is just one example of how our team changes lives, after a group campus visit hosted in collaboration with the College of Agricultural, Consumer and Environmental Sciences and CAMP, we received this message:

From: Kim O'Byrne <kobyrne@hatchschools.net>

Sent: Thursday, April 6, 2023 3:56 PM

To: ACES Dean <acesdean@nmsu.edu>; Frannie Miller <franniem@nmsu.edu>; Ivette Guzman <ivguzman@nmsu.edu>; Luis Ramos-Coronado <luisrc@nmsu.edu>; Rickt_230@nmsu.edu; Amanda Barber <ambarber@nmsu.edu>

Subject: THANK YOU

You don't often get email from kobyrne@hatchschools.net. [Learn why this is important](#)

WARNING: This email originated external to the NMSU email system. Do not click on links or open attachments unless you are sure the content is safe.

NMSU,

WOW!! A big Thank You to Dr. Frannie Miller, Luis Coronado, Amanda Barber with admissions and Carlos, Drs. Guzman, Townsend, Robinson, CAMP program, and many others for a phenomenal welcome, and Aggie tour! Our kids from Hatch often feel left out and don't feel like they can make a home at NMSU. They were blown away by the welcome and hospitality from all who helped with today's trip. We had a parent attend as well. She is now considering going to college, something she has always thought out of her reach. What an inspiration today was! The 11 girls talked about the trip on the way home. Sometimes it is hard to measure if we have made a difference or not. I can assure you that TODAY you made a difference for these young ladies. You revived dreams of becoming whatever they want. They were excited and inspired.

They were inspired to see an accomplished Hispanic female when Dr. Guzman showed them research and encouraged them they could do what they wanted. It opened their eyes to possibilities they had not yet thought of. Ricardo Trejo and the CAMP staff were also so helpful in letting the students know there is help and opportunities for them. Some great examples from many departments spoke to the girls and gave encouragement.

I want to give a huge shout out to Dr. Frannie Miller in the Ag Econ/ Ag Business Department! She has planned and executed one of the best recruiting visits ever for the past 2 years. She utilized one of her students Luis Ramos-Coronado taking time to teach our students how to use Excel spreadsheets for Agriculture Business. The students told me they felt so accomplished using the Excel sheets. They could not wait to go home and tell their parents what they had learned.

Some unknown author once said, "what you do makes a difference, and you have to decide what kind of a difference you want to make." Dr. Miller and NMSU, I want you to know you have made a huge impact in the lives of 11 young girls, and one parent. That will have a ripple effect.

Thank you again for being outstanding Aggies and showing your pride by sharing your talents and resources.

THANK YOU!!

Go Aggies,

Kim O'Byrne

Provide highlights from the year. Consider the following, but feel free to include all types of highlights:

Community Outreach Initiatives/Events

Undergraduate Admissions and Orientation host a range of students on campus from elementary through community college. Our Aggie Experience brought in 953 high school and college students plus an additional 951 guests over three scheduled dates. Our Admissions Advisors

travel to elementary, middle and high schools as well as community colleges all throughout the state of New Mexico and El Paso, TX. We represent NMSU at college and career fairs and community events in New Mexico as well as our out of state territories in Arizona, California, Colorado, Idaho, Nevada, Oregon, Texas, and Washington.

Conference Presentations

Conference Presentation: Nathan Cheesman. Expecting the Unexpected. NODA: Association for Orientation, Transition, and Retention in Higher Education annual conference – November 2022.

Grant Applications Submitted (indicates those that were funded)

Undergraduate Admissions and Orientation has been involved with the DACC-NMSU STAR project which is a National Science Foundation funded scholarship program for students who will be transferring from DACC to NMSU's College of Engineering. We assist with recruiting students into the program and provide student services and mentorship through the Aggie Pathway program. We are also assisting on a grant project related to transfer student services with the National Association of College and University Business Officers organization. We provide letters of support for TRiO/Upward Bound grant applications.

Department or individual awards or recognitions (including nominations) received (internally or externally)

As a team building and motivational activity, Undergraduate Admissions and Orientation utilizes a "traveling trophy" award. The idea is simple, but meaningful. At each bi-weekly staff meeting the team member who currently holds the trophy is called upon to pass the traveling trophy to an individual or group that has demonstrated excellence or accomplished something noteworthy since the last meeting or in general. It provides an opportunity for the entire team to take a few minutes to recognize day-to-day efforts or accomplishments that might otherwise go unnoticed. It also adds some fun and engagement to the staff meeting and acts as a reminder that the work we do in Undergraduate Admissions and Orientation is truly a team effort.

Professional Association officer or committee assignments held by individuals within the department

I Kirsten Holles – 2023 Spring Summit Planning Committee – AHEPPP
Nathan Cheesman – Regional Coordinator – NODA
Nathan Cheesman – Standards Committee/CAS Rep – CIVSA
Nathan Cheesman – CAS Standards Committee - NODA

Other points of pride

First time freshmen enrollment for fall 2022 was the highest it's been since fall 2009. We had up to four vacant Admissions Advisor positions at one time during the recruitment cycle starting fall 2022 – spring 2023. Additional staff jumped in to cover recruitment visits in order to cover all of the events we were scheduled to attend.

Processing staff consistently keeps up with data entry and admission decision processing for students to receive admissions decision within 24 business hours.

The decision was made prior to the summer of 2022 to include all international freshman and transfer students into the same orientation sessions as domestic students instead of them having to wait until August for orientation and class registration. This has allowed them to register for classes earlier and to recognize that they are a full part of the NMSU campus.

An additional orientation was added for Spring 2023 students to allow more students coming to NMSU to be a part of a live orientation session and get the full benefit of engaging with faculty, staff, and students prior to class registration and starting the semester.