

Office of Admissions
Annual Report
2008-2009

The office of Admissions for the 2008-2009 academic year made significant progress toward achieving its goals for the year by continuing to expand upon the strategies enumerated in the Strategic Plan. In addition to the standard recruitment program participation in the New Mexico Education Council's College Day Programs, the Arizona Council's Programs and the El Paso portion of Texas Association of College Recruiters College Day Programs, the Admissions office expanded its outreach program in four areas:

- I. The southern California market
- II. The two-year college market in Arizona;
- III. The two-year colleges in New Mexico and El Paso
- IV. The southern Colorado market

Southern California Market

With the initial groundwork in southern California being established in the 2007-2008 academic year, Western New Mexico University attended the community of Lakeside, California Community College Day Fair. The program held in October involved students from 64 high schools and community colleges from the surrounding area.

While a table with our materials was set up for us in 2007-2008, this past fall we sent a recruiter to the program. Western was well received by area students and school officials and counselors and we were asked to return for the 2009-2010 program. Checks will be made to determine if some of the contacts made at the 2008-2009 will result in matriculated students for Western.

Two-year Colleges in Arizona

In addition to the standard recruiting at Pima, Cochise, Eastern Arizona and Central Arizona colleges work has continued to improve Western's relationships with the community colleges of the Maricopa County Community College system. The initial contact for this program began in 2006-2007 with a visit to South Mountain Community College.

Since that time Western has now become a partner with the 10 schools comprising the MCCC system, and has a articulation agreement with the system. Advertising in the College Times, a publication distributed in the area to a subscriber list of over 325,000, has been done the last two spring terms as well as our attendance at the annual transfer fairs hosted by the MCCC system. It is our intent to grow and foster this relationship through an even broader participation on a more frequent basis in similar transfer- day programs.

Two-year Colleges in New Mexico and El Paso, Texas

Western New Mexico has continued to recruit at the two-year schools in New Mexico and El Paso, TX. Attendance at several of the two-year transfer day programs will continue. Transfer day programs attended during the 2008-2009 year included San Juan College, Santa Fe Community College, Central New Mexico Community College, ENMU-Roswell, and Clovis Community College. Western recruiters also provide materials for interested students at the Dona Ana Branches of New Mexico State University in Las Cruces and in Deming.

Similarly, initial work has begun with the El Paso Community College network. With five branches in El Paso, the EPCC system offers another challenge for Western but also offers a market that matches well with our curriculum offerings. Work will continue in an effort to attract their graduates to our programs.

Recruitment into Southern Colorado

The 2008-2009 academic year marked the first effort by the Admissions office to make a concerted effort to get into the Colorado market. We have been working with one large high school in the Denver area to get students interested in our program. We seem to be a good fit for the high school, as the students attending this high school require more personal contact and attention.

We also attended our first college fair hosted in Colorado. It was apparent from the first program there that we could make some progress by maintaining our presence at such fairs, even if only on a limited basis.

Campus Visits

Our campus visit program has expanded somewhat with a total of 535 students making arrangements for tours during this last year up through the end of April. By far, the largest group attending required some planning as we hosted approximately 225 Gear Up freshmen from the Deming program. In all, there were eight groups who toured with 10 or more students.

Admissions Mapping

Significant progress has been made in mapping the admissions process. Several gaps were found in the existing process and were corrected with this process. The mapping has also helped each of the areas (all learning centers) to understand their role in the total admissions process.

The mapping will also help in the development of training and procedure manuals that can be used by new and old staff at any of the Western locations. This should lead to fewer mistakes and less time in the transition period when new hires come on board and are brought up to speed learning the process.

Electronic Progress

Much progress has been made in the 2008-2009 year with all admission applications being placed on-line. Last year, only the undergraduate and graduate domestic applications were available on-line. Added this year were the graduate and undergraduate international student applications, the non-degree graduate/special student application, the re-admit application, and the undergraduate transfer student application.

In addition, a communication plan has been established that moves correspondence from snail mail distribution to e-mail distribution format. Although the change-over has been difficult, the cost savings and the more effective delivery of correspondence and notification should be worth the effort that has been employed.

Current plans call for the implementation of the “applicant” module first, followed by the “recruit”, “prospect”, and “student” modules. All modules should be in place by January 2010.

International Student Development

In addition to the programs currently in place, the admissions office is attempting to implement a 1-2-1 program for Chinese students. The initial program calls for the Chinese student to enter our Expressive Arts program during their second year of college.

The Chinese students spend their first year in their university in China. These students then enter our program for two years. The final year of their program is finished in China. The students would then receive bachelor degrees from both universities.

There is upside potential for this program to expand to three or four universities in China in 3-5 different subject areas. The first year will be a trial period to determine additional program and staffing needs.