



**NEW MEXICO STATE UNIVERSITY BOARD OF REGENTS
REGULAR MEETING
January 30, 2025 at 2:00 PM**

State Land Office
Morgan Hall
310 Old Santa Fe Trail
Santa Fe, NM 87501 and livestreamed for public viewing at
<https://nmsu.zoom.us/j/82240874731>

Regents of New Mexico State University

Chair Ammu Devasthali, Vice Chair Christopher Saucedo, Secretary/Treasurer Garrett Moseley, Dina Chacón-Reitzel, Deborah Romero

Non-Voting Advisory Members - ASNMSU President Ala Alhalholy, Faculty Senate Chair Vimal Chaitanya, Ph.D., Employee Council Chair Donna Johnson

University Officials - President Valerio Ferme, Ph.D., Interim Provost Lakshmi Reddi, Ph.D., General Counsel Lisa Henderson, J.D.

AGENDA

A. **Call to Order**, *Chairwoman Ammu Devasthali*

Pledge of Allegiance

1. **Confirmation of Quorum**, *Chairwoman Ammu Devasthali*
2. **Introduction of the Media and Elected Officials**, *Associate Vice President Justin Bannister*
3. **Introductions**

B. **Approval of the Agenda**, *Chairwoman Ammu Devasthali*

C. **Awards and Recognitions**

1. **Proclamation Recognizing the Service of Mónica Torres as Interim President of New Mexico State University**, *Chairwoman Ammu Devasthali*
2. **Proclamation Recognizing the Service of Garrett Moseley as Regent of New Mexico State University**, *Chairwoman Ammu Devasthali*
3. **Proclamation Recognizing the Service of Dina Chacón-Reitzel as Regent of New Mexico State University**, *Chairwoman Ammu Devasthali*

D. **Approval of Minutes and Confirmation of Prior Closed Executive Session**

1. **Regular Meeting on December 12, 2024**
2. **Work Session on December 13, 2024**
3. **Confirmation of Prior Closed Executive Session on January 30, 2025**

E. **Advisory Member Reports**

1. **Associated Students of NMSU Report**, *President Ala Alhalholy*
2. **NMSU Faculty Senate Report**, *Chair Vimal Chaitanya*
3. **NMSU Employee Council Report**, *Chair Donna Johnson*

F. **Consent Items**, *Chairwoman Ammu Devasthali*

1. **Philanthropic temporary naming of the Doña Ana Community College food pantry the “First Light Federal Credit Union Comfort Casita.”**, *NMSU System Community College Chancellor Mónica Torres*
2. **Honorific naming of the Baseball Stadium at the NMSU's Las Cruces Main Campus as "Johnson Stadium."**, *NMSU Foundation Chief of Staff Neal Bitsie*

G. **Action Items**, *Chairwoman Ammu Devasthali*

1. **None.**

H. **Informational Items**, *Chairwoman Ammu Devasthali*

1. **Artificial Intelligence - Bachelor of Science**, *Arts and Sciences Dean Enrico Pontelli*
2. **Presidential Inauguration Committee**, *Chairwoman Ammu Devasthali*

I. **Report from the New Mexico Department of Agriculture to the Regents of New Mexico State University (Board of Agriculture)**, *Cabinet Secretary & Director Jeff Witte*

J. **NMSU Academic Report**, *Interim Provost Lakshmi Reddi*

K. **NMSU System Report**, *President Valerio Ferme*

L. **Announcements and Comments – Good News for NMSU!**, *Chairwoman Ammu Devasthali*

M. **Adjournment**, *Chairwoman Ammu Devasthali*



Board of Regents Meeting
Meeting Date: January 30, 2025
Agenda Item Cover Page

Agenda Item # D-1

- Action Item
- Consent Item
- Informational Item

Presented By: Garrett Moseley
Secretary/Treasurer,
Board of Regents

Agenda Item: Regular Meeting Minutes December 12, 2024

Requested Action of the Board of Regents: Approval of the Regular Meeting Minutes for December 12, 2024, as presented.

Executive Summary:

As required by the New Mexico Open Meetings Act, the board shall keep written minutes of all its meetings. The minutes shall include at a minimum the date, time and place of the meeting, the names of members in attendance and those absent, the substance of the proposals considered and a record of any decisions and votes taken that show how each member voted. All minutes are open to public inspection. Draft minutes shall be prepared within ten working days after the meeting and shall be approved, amended or disapproved at the next meeting where a quorum is present. Minutes shall not become official until approved by the board.

References:

NM Open Meetings Act §10-15-1 G.

Prior Approvals:

N/A



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REGULAR MEETING
December 12, 2024 at 2:00 PM**

Regents Room, Educational Services Center,
1780 East University Avenue, Las Cruces, NM and
livestreamed for public viewing at <https://nmsu.zoom.us/j/82240874731>

Regents of New Mexico State University

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Non-Voting Advisory Members - ASNMSU President Ala Alhalholy, Faculty Senate Chair Vimal Chaitanya, Ph.D., Employee Council Chair Donna Johnson

University Officials - Interim President Mónica Torres, Ph.D., Interim Provost Lakshmi Reddi, Ph.D., General Counsel Lisa Henderson, J.D.

MINUTES

A. Call to Order, Chairwoman Ammu Devasthali

Chairwoman Devasthali called the meeting to order at 2:00 PM.

Pledge of Allegiance

Christopher Ostic, student aide with NMSU Military and Veteran's program led the Pledge of Allegiance.

1. Confirmation of Quorum, Chairwoman Ammu Devasthali

Chief of Staff Adam Cavotta took the role. All regents were present with Regent Chacón-Reitzel attending the meeting by Zoom as the meeting was called to order. Also present were ASNMSU President Ala Alhalholy, Faculty Senate Chair Vimal Chaitanya, Employee Council Chair Donna Johnson, Interim President Mónica Torres, Interim Provost Lakshmi Reddi, and General Counsel Lisa Henderson. Also present at the meeting but not seated at the dais was incoming President Dr. Valerio Ferme.

2. Introduction of the Media and Elected Officials, Associate Vice President Justin Bannister

Associate Vice President Justin Bannister was absent, and Director of Marketing, Web, and Brand Development Melissa Chavira noted that there were no members of the media or elected officials present at the meeting.

3. Introductions

a) Jim Stanfill, Chief Information Officer, Interim Provost Lakshmi Reddi

Provost Reddi introduced Jim Stanfill as the new Chief Information Officer at NMSU. Provost Reddi noted Mr. Stanfill's breadth of experience in various areas of IT at globally recognized companies such as HP, IBM, Amazon, and Walmart.

Mr. Stanfill noted that he is returning to New Mexico after many years and he is excited for the opportunity to come back to New Mexico and make a contribution to his alma mater.

B. Approval of the Agenda, Chairwoman Ammu Devasthali

Regent Mosely moved approval of the agenda as presented with a second from Regent Saucedo. The motion passed and the agenda was approved.

C. Awards and Recognitions

1. Proclamation Recognizing the Service of Dr. Arsenio Romero as Regent of New Mexico State University, Chairwoman Ammu Devasthali

Chairwoman Devasthali read the proclamation as follows:

WHEREAS, Dr. Arsenio Romero has served honorably and with distinction as a member of the Board of Regents of New Mexico State University for three years, including serving as Secretary and Treasurer and Vice Chair of the board; and

WHEREAS, his service to New Mexico State University and the citizens of our state has been distinguished by remarkable vision and a constant commitment to the highest standards of ethics and excellence in the university's education, research, and public service activities; and

WHEREAS, just two days after Regent Arsenio Romero was sworn into office, New Mexico State University took decisive action to protect its community by moving all classes online and directing all but essential personnel to work remotely in response to the emerging coronavirus pandemic; and

WHEREAS, he served as chair of the Regents Student Success Committee and led efforts to better incorporate the community college campuses into student success discussions by including quarterly reports from each of the community colleges into the committee's standing agenda; and

WHEREAS, the Regents Student Success Committee considered and recommended for approval new academic degree programs, including an Associate in Counseling and Community Psychology at NMSU-Grants, an online Master of Arts in Organizational Leadership, a Doctor of Philosophy in Transborder and Global Human Dynamics, a Master of Science in Athletic Training, a Bachelor of Arts in Music, a Bachelor of Arts in Linguistics, a Doctor of Philosophy in Applied Statistics, and a Doctor of Philosophy in Health Equity Sciences; and

WHEREAS, under his leadership, the Regents Student Success Committee worked collaboratively with faculty and administration to develop a successful proposal to reorganize the College of Health and Social Services and the College of Education into the new College of Health, Education, and Social Transformation; and

WHEREAS, the Regents Student Success Committee and the Board of Regents approved relocating the Borderlands and Ethnic Studies department from the College of Arts and Sciences to the College of Health, Education, and Social Transformation; and

WHEREAS, the board considered many collaborations and agreements such as the Sodexo Master Collaboration Agreement and agreements with the New Mexico Department of Public Safety; and

WHEREAS, he joined the board in moving swiftly and decisively to seize the opportunity to join Conference USA to keep up the momentum of success in men's and women's athletics and to create more opportunities for future Aggie athletes; and

WHEREAS, Interim President Mónica Torres says, "Arsenio's passion for education is unrivaled and I truly appreciate his unwavering commitment to delivering education to everyone across the entire state of New Mexico"; and

WHEREAS, his fellow regent colleague Dina Chacón-Reitzel says, "Arsenio is a wonderful human being, known for his generosity, kindness, and respect towards others. He is an exceptional person to work alongside in challenging situations and his extensive experience in managing large organizations helped us lead through challenging times"; and

WHEREAS, his Board of Regents Chairwoman Dr. Ammu Devasthali says: "Arsenio's sense of dedication and commitment to NMSU is beyond reproach. He is an Aggie to the core and as a member of the board of regents he was invaluable to me when it came to giving advice and support as needed."; and

WHEREAS, his service as regent representative on the Regents Audit and Risk Committee has been carried out with diligence and sound judgment; and

WHEREAS, his attention and personal commitment to the employees of New Mexico State University was frequently displayed in his willingness to speak to important topics and to reach out and recognize individuals; and

WHEREAS, since his time as a student at NMSU earning his bachelor's degree in elementary education and later earning his doctorate of philosophy in Educational Management and Development, he has become a recognized leader in public education in the State of New Mexico; and

NOW, THEREFORE, BE IT PROCLAIMED that the Board of Regents of New Mexico State University thanks and commends Dr. Arsenio Romero for his dedicated service and wishes him success in all future endeavors.

PROCLAIMED this 12th day of December 2024 of the Board of Regents in Las Cruces, New Mexico.

D. Approval of Minutes

1. Special Meeting on September 19, 2024

Regent Moseley moved approval of the special meeting minutes from September 19, 2024 as presented with a second by Regent Romero. The motion passed and the September 19, 2024 minutes were approved.

2. Special Meeting on October 25, 2024

Regent Romero moved approval of the special meeting minutes from October 25, 2024 as presented with a second by Regent Moseley. The motion passed and the October 25, 2024 minutes were approved.

E. **Informational Items, Chairwoman Ammu Devasthali**

1. **2023 2024 Financial Report for Fiscal Year Ended June 30, 2024, Lisa Todd (Moss Adams)**

Lisa Todd, Partner at MossAdams, presented the Financial Report for the Fiscal Year Ended June 30, 2024. The 2024 audit of the University's finances was completed with no findings and resulted in a clean, unmodified audit report. This means that the financial statements are fairly presented in all material respects in accordance with generally accepted accounting principles. The audit also included a review of the University's internal control over financial reporting and compliance, as well as a single audit of federal expenditures. Both of these reviews also resulted in clean, unmodified opinions.

It is important to note that the State audit rule has a very low threshold for findings, so the fact that there were no findings is a testament to the accounting and finance team's commitment to accuracy and compliance.

F. **Regent Committee Reports**

1. **Audit and Risk Committee Report, Regent Ammu Devasthali**

Regent Devasthali reported that the audit committee met twice since the last Board of Regent Regular meeting on August 30 and October 24. In addition to the exit conference for the annual financial statement audit that was just presented to the board, the committee received updates on the audit plan, and a Clery Act update and discussed several internal audits with the Internal Audit Services team.

2. **Real Estate Committee Report, Regent Dina Chacón-Reitzel**

Regent Devasthali read Regent Chacón-Reitzel's Real Estate Committee report on her behalf as follows, "The Regents Real Estate Committee met once since the last board of regents meeting. The Real Estate Committee established a sub-committee on Real Estate Guiding principles during the April 19, 2024 RREC Meeting and this sub-committee met frequently since our last regular meeting. The committee members included me, Regent Moseley, Laura Conniff, Christopher Dulany, Laura Reiley, Rolando Flores, D'Anne Stuart, Chris Kinsley, and Scott Eschenbrenner. When the committee met on December 3 the sub-committee work was discussed and resulted in the Guiding Principles for Real Estate Guidelines and Operating Principles document that you see on the consent agenda as item I-2 on today's agenda.

The committee also heard several proposals that you will see on the consent agenda as items I-3 through I-6.

After the Real Estate Committee meeting, the Aggie Development Incorporated Board of Directors met and Scott will talk about that in his upcoming report today."

3. **Financial Strategies, Performance and Budget Committee Report, Regent Deborah Romero**

Regent Romero reported that the Regents Financial Strategies, Performance and Budget Committee met once since the last board of regents meeting.

The committee met on December 2 and we reviewed and approved one capital project request that you see listed on the consent agenda for today as item I-6. The committee also reviewed and approved for the board's consideration the disposition/deletion of property item that you see on today's consent agenda as item I-1.

The committee also reviewed and approved for the board's consideration 5 course fees for Consumer and Family Sciences that you will see on the action item of today's agenda as item J-3 .

The committee also approved the FY25 1st Quarter NMHED Financial Certification, which I, as the chair of the finance committee, have been delegated authority to finalize on behalf of the board.

There was one informational item presented at the December 2 meeting about the Temporary Investment Report for Quarter Ending 09/30/2024, where University Controller Ross Justus reported on short-term investments and the committee discussed the history and potential changes for the coming years to various short-term investment strategies.

4. Student Success Committee Report, Regent Christopher Saucedo

Regent Saucedo reported that The Regents Student Success Committee met twice since the last report on September 5 and November 14.

The committee heard four new course proposals in September and those came to the full board and were approved on September 19.

The committee meeting on November 14 was informational only as the committee did not have time for information reports and enrollment updates when we met in September. Each community college, the NMSU Las Cruces campus, and NMSU Global presented information about activities and enrollment on their campus. The committee didn't have enough time to cover a presentation about Central Advising by Dr. Marissa Fowler that we had on the agenda, but the committee hopes to invite her back soon to hear about activity in that area of the university's student success operations.

G. Affiliated Entity Reports

1. NMSU Foundation Inc. Report, CEO Sylvia Y. Acosta

Dr. Acosta reported that the NMSU Foundation is having a very successful fundraising year, having already raised 42% of their goal. They have seen an increase in donors and have \$16.9 million in proposed gifts under negotiation.

Below are some key accomplishments and goals that were noted:

- Alumni Engagement: Successful events like the balloon event in Albuquerque and the Alumni Banner Campaign. Plans to establish 6 new alumni chapters.
- Data Cleanup: Completed the first phase of data cleanup, with the second phase focusing on identifying new potential donors.
- Endowment: Significant improvement in endowment distributions.
- Organizational Capacity: Hired a new CFO with extensive university experience.
- Website: Launching a new combined website for the Foundation and Alumni Association.
- Fundraising Goal: Aiming to surpass last year's giving, which was the second highest in NMSU history.

Overall, the NMSU Foundation is performing well and has strong plans in place to continue this momentum.

2. Aggie Development Inc. Report, CEO Scott Eschenbrenner

Mr. Eschenbrenner reported that Aggie Development had its annual meeting on December 3rd and confirmed its board members, including President Mónica Torres, Vice Chair Mickey Clute, Secretary Christopher Dulany, and Treasurer Chris Kinsley. The board also recommended the renewal of terms for several members, including Regent Chacón-Reitzel and President Mónica Torres.

Financially, Aggie Development is in a good position with \$286,000 cash on hand and projected lease revenues of \$350,000 for FY25. However, the department is losing a key staff member, Carolyn Aragon, who is retiring after 30 years.

In terms of projects, Aggie Development is working on a ground lease with a New Mexico restaurant brand for Aggie Uptown and re-engaging with the former CEO of Trilog Health Services to develop a senior retirement community on campus.

Finally, Aggie Development has developed guiding principles documents for real estate and development, emphasizing maximizing returns, student engagement, financial independence, and community engagement. These principles will be reviewed annually.

Mr. Eschenbrenner introduced Dr. Jean Hertzman who spoke about the Hotel, Restaurant, and Tourism Management steering committee formed out of the ground lease with the Marriot Hotel. Dr. Hertzman noted that The School of Hotel, Restaurant and Tourism Management (HRTM) has a strong partnership with the Courtyard by Marriott in Las Cruces and its ownership company, Total Management Systems (TMS). This collaboration has led to numerous benefits, including:

- Internship and Job Opportunities: Over 38 students and alumni have worked at the hotel, gaining valuable experience. Many have secured management positions within TMS.
- Curriculum Enhancement: TMS staff speak in HRTM classes and are involved in creating videos for online courses, providing real-world insights for students.
- Fundraising Support: TMS sponsored the first annual HRTM golf scramble, which raised over \$12,000 for student activities.
- Positive Association: TMS and its hotels have received numerous awards, enhancing the reputation of HRTM through affiliation.

The partnership continues to thrive with plans for future collaborations, including student shadowing opportunities and another golf scramble in 2025.

Regent Devasthali asked Dr. Hertzman how long the advisory committee has been in place. Dr. Hertzman responded that the committee had its first meeting in September. Dr. Hertzman further noted that the hotel's general manager Amy Miller has been continuously involved in the HRTM advisory board, so they have been in contact.

Regent Devasthali asked Dr. Hertzman if the steering committee monitors the terms of the contract that say what serves or collaboration the hotel does with HRTM. Dr. Hertzman responded that the steering committee

is going over the main terms of the agreement with HRTM regarding participating in the activities and offering preference for jobs and internships.

Regent Romero asked Dr. Hertzman how many students are in the HRTM program and what percentage of the students get to benefit from the relationship with the hotel. Dr. Hertzman responded that there are 105 students in the HRTM major, and she estimated that all students have some benefit because they all take at least one or 2 classes in which the TMS and executives are guest speakers contribute to the course materials as well as to be able to interact with them at various events such as job fairs.

H. Advisory Member Reports

1. Associated Students of NMSU Report, *President Ala Alhalholy*

President Alhalholy reported that ASNMSU has had a busy and productive semester! Here's a summary of their key accomplishments:

Boosting School Spirit & Community Engagement:

- Exciting Events: Hosted rivalry events like the "Burning of the Lobo", athletic giveaways, Coachella night, and the Aggie Palooza Homecoming Parade, attracting hundreds of attendees and increasing school spirit.
- Community Outreach: Distributed NMSU flags to local businesses, organized a campus-wide cleanup with over 700 participants, and hosted a movie night benefiting the Aggie cupboard to combat food insecurity.
- Festive Celebrations: Organized Noche de Luminarias, a heartwarming event with festive activities for the community.

Improving Campus Life:

- Safety & Security: Proposed a \$5.2 million safety package to address campus security needs.
- Fighting Food Insecurity: Launched "Swipes Against Hunger" to donate meal swipes to students in need.
- Supporting Student Parents: Reintroduced free after-school programming for students with children.
- Promoting Hygiene Equity: Secured free feminine hygiene products in 7 campus buildings.

Overall, ASNMSU has demonstrated a strong commitment to enhancing student life, fostering community engagement, and addressing important needs on campus.

2. NMSU Faculty Senate Report, *Chair Vimal Chaitanya*

Chair Chaitanya reported that the Faculty Senate at NMSU has been busy this semester, focusing on several key areas:

Supporting Diversity and Inclusion:

- Passed an emergency memorial affirming support for all students and faculty, particularly those at risk of harassment or discrimination. This was in response to potential national policy changes that could negatively impact dreamers, undocumented, and international members of the NMSU community.

Advocating for Faculty Resources:

- Successfully pushed for a one-time fund to support open-access article publishing, with ongoing efforts to find a long-term solution to the high costs of academic publishing.
- Raised concerns about hiring processes, particularly for research grant-supported positions, and are working with Human Resources to improve efficiency.
- Advocating for better alignment of pre-award and post-award procedures for research grants to streamline faculty workload.

Reviewing and Updating University Policies:

- Revising promotion and tenure procedures.
- Clarifying policies around final exams.
- Examining supplemental compensation for faculty who take on extra research responsibilities.
- Addressing concerns about the representation of diversity and inclusion efforts on campus.

Improving Student Success:

- Working to improve the transferability of credits from financial federal programs towards majors.
- Clarifying authorized absences from classes for students.
- Exploring ways to make it easier for NMSU students to take classes at other campuses within the NMSU system.

Overall, the Faculty Senate is actively engaged in shared governance, advocating for faculty and student needs, and working to improve the university experience for all.

3. NMSU Employee Council Report, Chair Donna Johnson

Chair Johnson reported on the Employee Council's ongoing efforts to improve employee well-being and compensation at NMSU.

Key Concerns:

- **Salary Inadequacy:** NMSU salaries are not competitive within the local and regional job market, making it difficult to attract and retain qualified personnel. The Council is advocating for an external review of job descriptions, titles, and salary grades to address this.
- **Outdated Equipment:** The employee picnic, while a success, highlighted the need for new chairs to ensure

employee safety and comfort.

Positive Developments:

- Employee Appreciation: The Council expressed gratitude to leadership for funding the annual employee picnic and acknowledging the hard work of NMSU employees.
- Extra Holiday: President Torres granted December 23rd as an extra holiday for employees, demonstrating care for their well-being and work-life balance.

Employee Council Elections: Employees are encouraged to nominate themselves or others for the Employee Council by Friday, December 13th to contribute to these important efforts.

Overall, the Employee Council is actively working to address critical issues impacting employee satisfaction and working conditions at NMSU.

Regent Devasthali asked Chair Johnson if she was aware of any compensation studies that had been done. Chair Johnson responded that she was not aware of any compensation studies, but noted that Joyce and Marshall from HR have been collaborating with departments to go through salaries and look at changing the grades.

I. **Consent Items, Chairwoman Ammu Devasthali**

Regent Devasthali noted that Regent Chacón-Reitzel was now present in the board room and called for a motion on the consent agenda items as presented. Regent Romero moved approval of the consent agenda items as presented and Regent Chacón-Reitzel seconded the motion. The motion passed unanimously, and the consent agenda items were approved.

1. **Disposition/Deletion of Capital Property, University Controller Ross Justus**
2. **Guiding Principles for Real Estate, Special Assistant to the President Scott Eschenbrenner**
3. **Second Amendment to LC University, LLC (Marriott Hotel), Special Assistant to the President Scott Eschenbrenner**
4. **Purchase Agreement for 1300 Highway 195, Elephant Butte, NM, Special Assistant to the President Scott Eschenbrenner**
5. **Riley Petroleum Surface Use Agreement – Artesia Agricultural Experiment Station, Special Assistant to the President Scott Eschenbrenner**
6. **PSL Tower Demolition, Associate Vice President for Facilities and Services Raghu Raghavan**
7. **Honorific naming of the Health Sciences Center Building at the NMSU Alamogordo Campus "Terry T. Marquardt Health Sciences Center", NMSU Foundation Chief of Staff Neal Bitsie**

J. **Action Items, Chairwoman Ammu Devasthali**

1. **Authorization for Conferral of Degrees and Certificates, Interim Provost Lakshmi Reddi**

Provost Reddi requested approval from the Board of Regents to confer degrees and certificates to the candidates listed in the Fall 2024 commencement programs. This conferral is contingent upon students meeting all graduation requirements and submitting original work for their theses. Provost Reddy expressed gratitude to the faculty and staff for their dedication to students and the student-centric culture at NMSU.

Chairwoman Devasthali emphasized the significance of this occasion, highlighting the achievements of NMSU graduates and their future contributions. She encouraged graduates to stay connected with the university.

Several Regents shared their thoughts and well-wishes for the graduates:

Regent Chacón-Reitzel noted this as her last commencement as a Regent and expressed pride in being part of the university and witnessing student success.

Regent Saucedo highlighted the unique challenges this graduating class faced, including disruptions to their high school and early college experiences due to the pandemic.

Regent Moseley congratulated the graduates and expressed gratitude to the faculty and staff for their support of students. He emphasized the importance of recognizing December graduates, who often receive less attention than May graduates.

Regent Romero echoed the sentiments of her fellow Regents and congratulated the graduates.

Chairwoman Devasthali moved to authorize the conferral of degrees and certifications for Fall 2024. The motion was seconded by Regent Chacón-Reitzel and passed unanimously.

2. Budget Adjustment Requests (BAR) for Fiscal Year 2024-2025, Chief Budget Officer Kimberly Rumford

Dr. Rumford presented the mid-year budget adjustment requests. These adjustments are necessary to reconcile the estimated beginning fund balances for the current fiscal year with the actual ending balances from the previous fiscal year (FY24). This annual adjustment ensures accurate budget figures.

The reports presented reflect the necessary adjustments for each of the four campuses.

Regent Romero moved to approve the budget adjustment request as presented.

Regent Saucedo seconded the motion.

The motion passed unanimously with no further discussion.

3. Course Fees for Agricultural, Consumer, and Environmental Sciences – Family and Consumer Sciences, Chief Budget Officer Kimberly Rumford, Assistant Professor Insook Ahn, College Associate Professor Kelley Coffeen

Dr. Rumford introduced Dr. Delgado, Faculty and Department Head for Family and Consumer Sciences, and Dr. Ahn, Faculty in the department, to present a request for course fee adjustments. These adjustments had undergone a thorough review process, starting at the department level and culminating in the Regents' meeting.

Dr. Ahn requested the following adjustments for courses in the Fashion Merchandising and Design program:

- Increase Existing Fees: Increase course fees from \$25 to \$50 for three existing lab classes.
- New Course Fees: Implement a \$50 course fee for two classes.

The fee adjustments are necessary to cover the cost of additional materials required for the program's expansion, including:

- Hands-On Experiences: Materials for garment construction and the annual fashion show.
- Advanced Technology: Digital resources and essential technology for design.

Dr. Delgado emphasized the importance of these materials in preparing students for real-world experiences and competitiveness in the job market.

Regent Devasthali raised concerns about the affordability of the increased fees for students. It was clarified that:

- Fees are published with the class, allowing students to factor them into their budgets.
- Financial aid may cover these fees for some students.

Regent Chacón-Reitzel inquired about the acquisition of previously discussed technology equipment. Dr. Delgado confirmed the acquisition of 3D software and other equipment, but noted ongoing needs for materials and supplies to effectively utilize the equipment.

Regent Chacón-Reitzel emphasized the importance of providing students with the necessary resources to be successful in the field.

Dr. Coffeen provided further context, highlighting:

- Efforts to utilize donated materials and resources to minimize student costs.
- The importance of adequate funding to support student retention and success.
- The distribution of lab classes across different levels of the program.

Regent Romero acknowledged the Finance Committee's thorough review of the request, including justification for the \$50 fee amount.

Regent Chacón-Reitzel moved to approve the course fee adjustments as presented.

Regent Saucedo seconded the motion.

The motion passed unanimously with no further discussion.

4. Collective Bargaining Agreement Between the Regents of New Mexico State University and United Electrical, Radio and Machine Workers of America (UE) 1498, General Counsel Lisa Henderson

General Counsel Henderson presented the proposed collective bargaining agreement between the Graduate

Workers Union and the NMSU Board of Regents. The agreement was negotiated with input from various university offices, including the Provost, President, and Vice President of Administration and Finance.

Key Features of the Agreement were highlighted, including:

Compensation:

- 2% increase for current graduate assistants (excluding research assistants).
- 2% salary schedule increase for newly appointed graduate assistants (excluding research assistants).
- Encouragement for departments to provide similar increases to research assistants.

Tuition Support:

- Up to 6 hours of tuition support (increased from 4 hours).
- Allows stacking of tuition support with scholarships from other sources.

Non-Economic Features:

- Written leave denials.
- Reduced credit hour loads in final semesters.
- Adherence to normal FTE hours.
- 21-day advance notice for appointment letters.

Regent Moseley moved to ratify the collective bargaining agreement. Regent Romero seconded the motion.

Chairwoman Devasthali read a statement highlighting the Regents' support for fair compensation and benefits for graduate assistants. The statement acknowledged the financial implications of the agreement, emphasizing the need for responsible resource allocation to ensure the university's long-term financial health. Chairwoman Devasthali expressed appreciation for those involved in the negotiations and the Deans' commitment to graduate assistants.

The motion passed unanimously, ratifying the collective bargaining agreement.

K. Report from the New Mexico Department of Agriculture to the Regents of New Mexico State University (Board of Agriculture), Cabinet Secretary & Director Jeff Witte

Before Secretary Witte's report, Chairwoman Devasthali moved for a 5-minute recess. The board recessed from 3:33 PM to 3:45 PM.

Secretary Witte started by announcing the hiring of Les Owen as the new Deputy Secretary of Agriculture. Mr. Owen has prior experience with NMDA and brings valuable expertise to the department.

Secretary Witte reported that the Rounders Award, which recognizes individuals who embody and promote the

Western way of life, was presented to Julie Carter, a renowned photographer and writer specializing in Western history and documentaries. Secretary Witte also noted that the Delk Band is celebrating their 90th anniversary.

The Indonesia Dairy Project, initiated after a USDA-funded trade mission, continues to progress. The project aims to assist Indonesia in re-establishing its dairy industry. NMDA, in collaboration with NMSU's dairy extension program and the US Dairy Export Council, has conducted multiple trips to Indonesia for training and collaboration.

A recent agreement signing marks the official launch of the dairy training initiative. This project has the potential to increase US dairy exports to Indonesia, benefiting New Mexico's dairy industry. Similar partnerships are being explored with the Philippines.

Addressing employee salary concerns, Secretary Witte highlighted ongoing efforts to secure funding for competitive salaries at NMDA. While progress has been made, NMDA salaries still lag behind other state agencies.

Secretary Witte congratulated graduating students, including Natalia Molinar, an outstanding graduate from the College of Agriculture who worked with NMDA as a videographer. He expressed a desire to explore ways for NMDA to hire graduate students in assistantship roles or with similar benefits.

Secretary Witte expressed gratitude to President Torres for her leadership and to the Regents for their support. He also acknowledged Regent Chacon's contributions and her recent retirement from the Beef Council.

Secretary Witte recapped his recent trip to the UK, where he participated in an agricultural tour at the invitation of the British Embassy. The trip focused on showcasing UK agriculture and exploring potential trade opportunities.

Regent Chacón-Reizel commended Secretary Witte for his leadership and the international recognition he brings to NMDA and NMSU. She highlighted the importance of NMDA's international work in promoting agricultural development and trade.

L. **NMSU Academic Report, Interim Provost Lakshmi Reddi**

Interim Provost Reddi began his report with a PowerPoint presentation and noted that this report is a follow-up presentation focusing on data-driven strategies to enhance student success at New Mexico State University (NMSU).

Key Takeaways:

- **Communication, Coordination, Integration:** The university is addressing the interconnected challenges of communication, coordination, and integration across departments and programs to improve operational efficiency and student support.
- **Data-Informed Decision Making:** NMSU is committed to leveraging data to guide decision-making processes. Efforts are underway to create a comprehensive and reliable data set by integrating information from various sources and providing analytical support to faculty and staff.

- Student Retention: Improving student retention is a key priority. Strategies include:
- Regular meetings with colleges and departments to align retention strategies.
- Data summits to foster communication and collaboration among data users.
- Technology summits to identify opportunities for better integration and resource allocation.
- A clearly defined process for program assessment and improvement.

Data-Driven Insights:

- Program-Level Data: Each academic program will receive detailed data on retention rates, student demographics, course performance (DFW rates), and other key metrics. This data will empower programs to develop targeted improvement strategies.
- Recruitment: Preliminary data indicates that NMSU attracts 7.5% of New Mexico high school graduates. Further analysis will focus on refining recruitment strategies and resource allocation.
- Student Success Initiatives: NMSU has implemented a range of student support initiatives, including TRIO programs, learning communities, and the Aggie calling campaign to proactively engage with students.

Key Accomplishments:

- Established regular meetings with colleges and department heads to discuss retention and recruitment strategies.
- Conducted a data summit to bring together data users across campus.
- Organized a technology summit to enhance collaboration and integration.
- Developed a comprehensive process for program assessment and improvement.
- Implemented data tools workshops to train faculty in utilizing data for better instruction.
- Expanded the Teaching Academy to further support faculty success.

Next Steps:

- Conduct deeper dives and work sessions to analyze data and formulate targeted strategies.
- Continue refining the program assessment and improvement process.
- Review and optimize recruitment strategies to enhance enrollment and student success.
- Explore the feasibility of expanding interdisciplinary programs.

The report emphasizes NMSU's commitment to utilizing data-driven insights to improve student success and achieve its strategic goals.

Regents commented on the need to follow up for a deeper dive into this area in an upcoming work session.

M. NMSU System Report, *Interim President Mónica Torres*

In a heartfelt farewell report, the interim President Torres expressed gratitude for the opportunity to serve and reflected on the robust learning and growth experienced during their tenure. Highlighting the university's commitment to its Land Grant mission, the President showcased a range of accomplishments achieved over the past year.

These achievements included the successful implementation of TimelyCare, a program providing enhanced mental and physical health support for students. Research expenditures exceeded strategic goals, with notable contributions from the STEM+ Education Research Center, which focuses on improving pre-K through 20 education across the state.

Extension and outreach efforts flourished, with significant increases in expenditures and grants. The budget team made strides in re-establishing budget review processes and implementing new software for streamlined budget planning and reporting.

The Global Campus surpassed its enrollment target, achieving significant growth and partnering with Meta to integrate virtual reality into courses. Efforts to strengthen engagement with tribal communities included the formation of a task force and increased Native American student enrollment.

The university received a five-year extension on its innovation and economic prosperity designation and secured a substantial NSF grant to bolster research competitiveness and workforce development opportunities. Finally, the passage of GO Bonds 2 and 3 will provide crucial funding for infrastructure upgrades, renovations, and new facilities across the NMSU system.

Interim President Torres concluded by thanking the Board of Regents for their support and expressing confidence in the university's continued progress.

Regent Devasthali expressed gratitude to interim President Torres for her steady leadership during a challenging time. Regent Moseley and Regent Romero echoed this sentiment, highlighting the President's understanding of the NMSU system and their ability to make difficult decisions.

N. Announcements and Comments – Good News for NMSU!, *Chairwoman Ammu Devasthali*

Regent Romero announced the birth of her new grandson, while Regent Saucedo praised the recent success of the NMSU basketball teams. Regent Saucedo also expressed excitement for the graduating students and their families.

The highlight of the announcements was a video showcasing Zac Dallas, an NMSU rodeo student-athlete who has achieved remarkable success in the sport despite having no prior experience with horses. Regent Chacón-Reitzel praised Zac's accomplishments and the opportunities that NMSU provided him.

O. **Adjournment**, *Chairwoman Ammu Devasthali*

The meeting was then adjourned following a motion and second at 4:47 PM.

DRAFT



Board of Regents Meeting
Meeting Date: January 30, 2025
Agenda Item Cover Page

Agenda Item # D-2

- Action Item
- Consent Item
- Informational Item

Presented By: Garrett Moseley
Secretary/Treasurer,
Board of Regents

Agenda Item: Work Session Minutes December 13, 2024

Requested Action of the Board of Regents: Approval of the Work Session Minutes for December 13, 2024, as presented.

Executive Summary:

As required by the New Mexico Open Meetings Act, the board shall keep written minutes of all its meetings. The minutes shall include at a minimum the date, time and place of the meeting, the names of members in attendance and those absent, the substance of the proposals considered and a record of any decisions and votes taken that show how each member voted. All minutes are open to public inspection. Draft minutes shall be prepared within ten working days after the meeting and shall be approved, amended or disapproved at the next meeting where a quorum is present. Minutes shall not become official until approved by the board.

References:

NM Open Meetings Act §10-15-1 G.

Prior Approvals:

N/A



**NEW MEXICO STATE UNIVERSITY BOARD OF REGENTS
WORK SESSION AGENDA
Friday, December 13, 2024 8:00 AM**

Hadley Hall, Room 130
NMSU Las Cruces

Regents of New Mexico State University

Chair Ammu Devasthali, Vice Chair Christopher T. Saucedo, Secretary/Treasurer Garrett Moseley, Dina Chacón-Reitzel, Deborah Romero

AGENDA

A. Call to Order, Chairwoman Ammu Devasthali

The meeting was called to order at 8:06 AM.

Attendees included Regent Ammu Devasthali, Regent Chris Saucedo, Regent Garrett Moseley, Regent Dina Chacon-Reitzel, Regent Deborah Romero, President Monica Torres, Interim Provost Lakshmi Reddi, General Counsel Lisa Henderson, Chancellor Sherry Kollmann, Chief Budget Officer Kim Rumford, Chief Information Technology Officer Jim Stanfill, Interim Associate Vice President for HRS Marshall Parks, Assistant Vice President for Government Affairs Clayton Abbey, Deputy Provost James McAteer, University Policy Administrator Ermelinda Quintela, BOR Chief of Staff Adam Cavotta, Interim Chancellor of NMSU Community Colleges Andy Burke, Interim Chief Financial Officer Chris Kinsley, President Designate Valerio Ferme, Special Assistant to the President Vicki Haggard

B. Informational Items

1. University Updates

Introductory Remarks - President Torres

President Torres opened the work session, stating its purpose was to discuss emerging issues and anticipate challenges and opportunities for the next 4-6 months. She emphasized the need for focused conversation given the extensive agenda. President Torres identified addressing organizational issues within HR, Sodexo, and Facilities as a top priority, noting these would be embedded throughout the presentations.

Provost's Report

- Aggie Pathway: The Provost highlighted Aggie Pathway as a key focus for enrollment initiatives.
- K-12 Outreach: The Provost noted the need to unify K-12 outreach efforts across colleges for more effective recruitment. A formal process delineating responsibilities between

central offices and colleges is currently lacking and requires development.

- Disenrollment and Scholarship Funds: The Provost raised concerns about unspent scholarship funds in some programs and the lack of available funds where needed to address disenrollment.
- Regent Romero: Regent Romero requested that enrollment numbers clearly distinguish between increases in global enrollment versus traditional enrollment for reporting to legislators.
- Associate Provost Devasthali: Associate Provost Devasthali inquired about the utilization of unspent funds from the Foundation, specifically regarding two quasi-endowments: one for regent professors and another with uncommitted funds. She questioned the appropriate use of these one-time funds.
- Regent Chacon-Reitzel: Regent Chacon-Reitzel discussed the underutilization of scholarships in the College of Agricultural, Consumer, and Environmental Sciences (ACES) and suggested recruitment tools like the Rodeo and scholarships to support the college.
- President Designate Ferme: President Designate Ferme suggested incentivizing the Cooperative Extension Service (CES) to assist with recruitment efforts. He further inquired about the handling of funds from deceased donors and proposed the creation of an emergency fund, emphasizing the need to prioritize funding needs.
- Regent Devasthali: Regent Devasthali clarified that the Foundation has the right to designate funds according to original donor intent for newer agreements, but older agreements lack this language.
- Regent Chacon-Reitzel: Regent Chacon-Reitzel highlighted existing ACES recruitment activities with FFA and 4-H.
- President Designate Ferme: President Designate Ferme suggested involving Jon Boren in enrollment efforts and inviting CES agents to the main campus in addition to campus representatives visiting them. He proposed a bus tour to facilitate statewide engagement.

NMSU Global Presentation

- Regent Chacon-Reitzel: Regent Chacon-Reitzel inquired about tracking student metrics for current students.
- Chancellor Kollmann: Chancellor Kollmann mentioned metrics that staff are required to meet.
- Regent Chacon-Reitzel: Regent Chacon-Reitzel expressed support for adapting the college's curriculum to online formats.
- Chancellor Kollmann: Associate Provost Kollmann highlighted various technologies being utilized, such as 3D virtual environments.
- Regent Romero: Regent Romero asked how to replicate successful online programs in

colleges with less online success. It was noted that instructional designers are familiar with and engage in curriculum development with faculty.

Community Colleges Presentation - Andy Burke

- Dr. Burke presented an overview of community college initiatives. The presentation is attached for reference.

Research Activity - Provost Reddi

- The Provost provided an update on research activity, noting several items not included in the previous presentation.
- Key points included:
 - Nursing produces the largest number of graduates, followed by Psychology, MBA, and Mechanical Engineering.
 - NMSU achieved R1 research status.
 - Funding for graduate assistantships comes from awards received by research faculty.
 - Faculty research productivity is comparable to top 75 research universities.
 - A search for a new Vice President for Research (VPR) is underway, with no interim VPR anticipated.
 - Exploration of a Water Officer position to coordinate water research across the university.
 - Enrico Pontelli holds a similar coordinating role for AI research.
 - The #1 area for research funding is education (STEM institute mentioned).
 - Biomedical research is a collaborative area between Arts & Sciences and Health and Education.
 - Discussion of various areas within the VPR office related to current and future research activities and potential.
- Regent Chacon-Reitzel: Regent Chacon-Reitzel inquired about improvements to research resources and the status of the state research endowment.
- Provost Reddi: The Provost explained that half of indirect cost recovery (IDC) goes to colleges and a task force has been formed to examine this.

Collective Bargaining Process - Lisa Henderson

- Ms. Henderson provided an overview of collective bargaining, including:
 - NMSU's obligation under the state's public bargaining act.
 - The resulting Collective Bargaining Agreement.
 - The obligation to bargain in good faith, outlining examples of bad faith bargaining.
 - Mandatory bargaining subjects (wages, hours, working conditions).
- Ms. Henderson stated that university constituents and outside counsel were reviewing potential matters to be covered under the agreement.

Ms. Henderson: Negotiations will begin in the second full week of January with an initial housekeeping session.

IT Update - Jim Stanfill

- Mr. Stanfill provided an update on IT matters, including a discussion of the student fee process and fee amounts. (Presentation received from Vicki Haggard)
- The return of staff to campus was also discussed.

2. Administration & Finance Updates

Administration and Finance - Chris Kinsley

- Mr. Kinsley presented information on revenue projections and fund balances. (Information shared in PowerPoint)

Human Resources (HR) Update

- Discussion of compensation and classification work to re-establish job families, position descriptions, and position classifications.
- Focus on process improvement with enough structure to ensure clarity while preserving management decision-making.
- PageUp and I-9 tools were discussed as process improvement measures.
- Investment in LinkedIn Learning and ERP systems was mentioned.

Auxiliary Services Update

- Housing: Occupancy rates are trending upwards since COVID, with a projected increase to 90% by Fall 2025. Laundry service upgrades and residential experience enhancements are underway. Student feedback on dining services has been

requested. Modifications to campus catering are in progress.

- Corbett Center: Corbett Center hosted 1,200 events. Pete's Lab reopened with high-power computers and will be used for an eSports event. Wifi improvements have been implemented through increased hotspots. A new fire alarm system has been installed.

3. FY 2026 Preliminary Planning Discussion

Student Fees - Kim Rumford

- Dr. Rumford provided an update on the student fee process, stating that training is complete and packets have been distributed to units funded by student fees.
- Regent Romero: Regent Romero inquired about setting expectations for fund balances for organizations receiving student fee funding.
- Dr. Rumford: Dr. Rumford confirmed that a budget form includes fund balance information and funding plans.
- Regent Romero: Regent Romero suggested that the university should cover certain fee increases.
- Dr. Rumford: Dr. Rumford acknowledged the challenges of fee increases and noted that diversity groups have recently been moved from student fee funding to I&G funding.

Capital Outlay - Chris Kinsley

- Regent Romero: Regent Romero emphasized the need for a comprehensive, multi-year plan for capital outlay.
- President Torres: President Torres agreed on the need for a comprehensive maintenance plan.
- Regent Romero: Regent Romero expressed her intention to work with President Torres to find a way to begin work on the Comprehensive Maintenance Plan (CMP) before the bond is signed.

4. 2025 Legislative Session Discussion

Legislative Session - Clayton Abbey

- Mr. Abbey reviewed the landscape of federal and state legislative opportunities.
- He discussed unified priorities for the legislative session.
- A document outlining the 2025 legislative session was provided. Attached for reference.

Closing Remarks – President Designate Ferme

- President Designate Ferme thanked President Torres for her work.
- He challenged attendees to start every meeting with an expression of gratitude.
- He discussed various trips around the state to university facilities.
- He emphasized the need to work toward a transparent system.
- He challenged the university to reduce budgets by 2%.

C. **Adjournment**, *Chairwoman Ammu Devasthali*

The meeting adjourned at 11:25 AM.



**NEW MEXICO STATE UNIVERSITY BOARD OF REGENTS
REGULAR MEETING
January 30, 2025**

Item D-3

Confirmation of Prior Executive Session – January 30, 2025

The New Mexico State University Board of Regents held a closed meeting on Thursday, January 30, 2025, at noon.

The meeting was called to discuss pending litigation in accordance with NMSA Section 10-15-1 H(7) of the New Mexico Open Meetings Act.

Those board members who were present please certify that only matters of that nature were discussed.

Regent Romero ____

Regent Chacón-Reitzel ____

Regent Moseley ____

Regent Saucedo ____

Regent Devasthali ____



Board of Regents Meeting
Meeting Date: January 30, 2025
Agenda Item Cover Page

Agenda Item # E-3

- Action Item
- Consent Item
- Informational Item

Presented By: Donna Johnson
Chair
NMSU Employee Council

Agenda Item: Report from the New Mexico State University Employee Council

Requested Action of the Board of Regents: None. Information only.

Executive Summary: This is a quarterly report provided to the Board of Regents from Employee Council

References:
See attached report.

Prior Approvals:
N/A



Employee Council

MSC 3FAC

New Mexico State University

P.O. Box 30001

Las Cruces, NM 88003-8001

Empcouncil@nmsu.edu

EMPLOYEE COUNCIL SUMMARY REPORT TO THE BOARD OF REGENTS 2024/2025

ACTIVITIES FOR MONTHS OF DECEMBER THROUGH JANUARY:

- President Ferme attended our January Employee Council meeting and spoke of his vision for NMSU. His attendance was greatly appreciated and Employee Council hopes that he can attend future meeting when he is available.
- Lack of competitive salary structures remain a serious concern for NMSU employees. We are still losing staff that are successfully seeking higher pay at local competitors. Also, many NMSU employees are retiring. Interim HR AVP Marshal Parks attended the Employee Council meeting in January and explained the processes he is working on with Director of Employment & Compensation, Joyce Rindner. He stated that an external salary review is in progress. His attendance was greatly appreciated and Employee Council hopes that he can attend future meeting when he is available. We would greatly appreciate if NMSU Leadership would continue to advocate for additional salary funding from the state legislature and to address issues with the current salary grades and structure.
- Once again, there was very positive feedback from employees regarding making December 23 a part of the holiday break. Thank you so very much.
- Employee Council Elections are underway. The Nomination period has ended. The voting form will be available soon and will be accessible at <https://vote.nmsu.edu>.
- The 2025 annual NMSU Founders Day planning is underway with a proposed date of April 23, from 11am – 1pm at the Traders Plaza between Business Complex and Guthrie Hall.

For more information, including committee meeting schedules and supporting documentation, please visit <https://inside.nmsu.edu/empcouncil/>

UPDATE SHARED BY:

Donna Johnson, Employee Council Chair, donjohns@nmsu.edu



Board of Regents Meeting
Meeting Date: January 30, 2025
Agenda Item Cover Page

Agenda Item # F-1

- Action Item
- Consent Item
- Informational Item

Presented By:
Monica Torres, Ph.D.
Chancellor, NMSU System
Community Colleges

Agenda Item:

Philanthropic temporary naming of the Doña Ana Community College food pantry the **“First Light Federal Credit Union Comfort Casita.”**

Requested Action of the Board of Regents:

Approval of a six-year philanthropic temporary naming of the Doña Ana Community College food pantry the **“FirstLight Federal Credit Union Comfort Casita.”**

Executive Summary:

Doña Ana Community College (DACC) is seeking approval to name DACC’s Comfort Casita food pantry, the **“FirstLight Federal Credit Union Comfort Casita.”** The naming is in recognition of a gift of **\$200,000** to support DACC’s Comfort Casita food pantry.

DACC has been in conversation with the NMSU Foundation regarding the conditions of this naming opportunity and that it does not fall under NMSU ARP 18.10, Naming and Other Honorific Recognition. As such the NMSU Foundation indicated their comfort with bringing the request directly to the Board of Regents.

References:

Please see FirstLight Comfort Casita draft agreement and draft MOU.

Prior Approvals:

Doña Ana Community College and the NMSU Foundation.

Agenda Item Approved By:

Each office may determine required signatures (if any). All items should be routed through the President’s Office, University General Counsel, or the Secretary of NMDA as appropriate.

Valerio Ferme

[Valerio Ferme \(Jan 21, 2025 10:46 MST\)](#)

Valerio Ferme, Ph.D.

President, New Mexico State University

21-Jan-2025

Date



Board of Regents Meeting
Meeting Date: January 30, 2025
Agenda Item Cover Page

Agenda Item # F-2

- Action Item
- Consent Item
- Informational Item

Presented By: Neal Bitsie
Chief of Staff, NMSU Foundation

Agenda Item:

Honorific naming of the Baseball Stadium at the NMSU's Las Cruces Main Campus as "**Johnson Stadium.**"

Requested Action of the Board of Regents:

Approval of naming the baseball stadium at the NMSU Las Cruces Main Campus as "Johnson Stadium."

Executive Summary:

The NMSU Foundation in partnership with the NMSU Athletics department is seeking approval to name the baseball stadium "**Johnson Stadium**", as recognition for Mike and Judy Johnson's long time philanthropic commitment to many different areas of New Mexico State University. Specifically, for the baseball program, they gave a gift of \$1,465,000 in August 2013 to fund the construction of the grandstand, shade structure, and other facilities, marking the "golden era" of Aggie baseball. Mike and Judy followed this with a \$900,000 gift in January 2019 for the under-roof training facility and an additional \$100,000 in October 2021 for baseball-specific technology upgrades. Most recently, the Johnsons contributed another \$290,000 to the baseball program for renovations to the stadium. In total, Mike and Judy Johnson have generously contributed **\$2,755,000** to the Aggie baseball program.

References:

Please see: Mike and Judy Johnson Naming Memo and Mike and Judy Johnson Naming Approval form.

Prior Approvals:

Approved by: NMSU Acting Director of Athletics, the NMSU Naming Committee, and the NMSU Foundation.

Agenda Item Approved By:

Each office may determine required signatures (if any). All items will be routed to the President's Office

A handwritten signature in black ink, appearing to read 'Neal Bitsie', written over a horizontal line.

Neal Bitsie
Chief of Staff, NMSU Foundation

1/16/25
Date



Board of Regents Meeting
Meeting Date: January 30, 2025
Agenda Item Cover Page

Agenda Item # 1

- Action Item
- Consent Item
- Informational Item

Presented By: Jeff Witte
Cabinet Secretary & Director
New Mexico Department of
Agriculture

Agenda Item: Report from the New Mexico Department of Agriculture to the Regents of New Mexico State University (Board of Agriculture)

Requested Action of the Board of Regents: None. Information only.

Executive Summary: This is a quarterly report provided to the Board of Regents from the New Mexico Department of Agriculture

References:
See attached report.

Prior Approvals:
N/A

Board of Regents Report
New Mexico Department of Agriculture
Director Jeff M Witte
January 30, 2025

Legislative update

Executive Recommendation		LFC Recommendation	
NMDA ASK: to support one agriculture water resilience coordinator, a phased approach for compensation pay parity, and to cover employee health insurance increases	\$ 776,800.00	NMDA ASK: to support one agriculture water resilience coordinator, a phased approach for compensation pay parity, and to cover employee health insurance increases	\$ 610,200.00
Water Resilience - To fund the adoption of technologies and practices that conserve water in agricultural operations (pgs X111, 26)	\$ 10,000,000.00	Water Resilience - To fund the adoption of technologies and practices that conserve water in agricultural operations - N/A	\$ -
LOE - projects pursuant to the Noxious Weed Management Act, Healthy Soil Act and Soil and Water Conservation District Act (pg 7)	\$ 3,400,000.00	LOE - projects pursuant to the Noxious Weed Management Act, Healthy Soil Act and Soil and Water Conservation District Act	\$ 3,390,900.00
Soil Water Conservation District - N/A		Soil Water Conservation District - Vol1	\$ 3,000,000.00
*3% Across the board salary increases	\$ 210,000.00	*4% Across the board salary increases	\$ 280,000.00
Acequia and Community Ditch Fund through FY27 (pg 70)	\$ 1,200,000.00	Acequia and Community Ditch Fund through FY27 - N/A	\$ -
Approved Supplier Program (pg 70)	\$ 430,000.00	Approved Supplier Program - N/A	\$ -

Red Imported Fire Ant

New Mexico Department of Agriculture (NMDA) has initiated discussions with USDA-Plant Protection and Quarantine (PPQ) officials regarding a formal process that will result in the removal of the red imported fire ant quarantine from Dona Ana County during 2025. PPQ placed the county under federal quarantine in 1998 as a result of positive identifications of red imported fire ant collected during routine surveys. Over the next 26-year period, NMDA worked in collaboration with PPQ, private pesticide applicators, and the College of Agricultural, Consumer, and Environmental Sciences' molecular biologists on a path forward that included surveys, refined identification techniques and eradication strategies. NMDA has recently demonstrated three continuous years of county surveys resulting in no findings of red imported fire ant, PPQ's primary requirement for deregulation. The quarantine has resulted in increased costs to wholesale plant and turf nurseries exporting out of the county, restrictions on the export of specific agricultural commodities and other items (equipment) that may harbor red imported fire ant. Without efforts to eradicate, red imported fire ant would have continued its spread within Dona Ana and neighboring counties. Dona Ana County is the only county in the state under red imported fire ant quarantine. Its deregulation will represent the first county in the country to have been deregulated for the species.

International Marketing:

- December 11-14, 2024- U.S. Livestock Genetics Export Inc (USLGE) Mexico Inbound Trade Mission. 5 cattle buyers from Mexico visited the New Mexico Cattle Growers Joint Stockman Convention to meet with New Mexico seed stock producers. The trade mission included producer meetings and ranch visits.





- January 3-10, 2025-Staff participated in the National Association of State Department of Agriculture (NASDA) USDA Regional Agricultural Partnership Program (RAPP) Trade Mission to India. The delegation was comprised of NASDA staff, commissioners from Arkansas, South Dakota, Connecticut, New Mexico, and the Plant Based Product Council. The focus of this trade mission was on market development for US food and agriculture to India to foster key relationships, understand challenges and opportunities for exports to from the U.S. to India, the economy, and opportunities for technology exchange. Staff joined in PR events, site visits to wholesale and modern markets, and participated in meetings with USDA FAS, India Ministries of Agriculture and Trade, FSSAI, ICAR, importers, buyers, and trade policy influencers and experts. With a population of 1.4B, a growing economy (7%gdp), and a desire for US origin products, India is a priority market for the U.S., and specifically for New Mexico regarding tree nuts and dairy products. Information gathered from this trade mission will be shared with USDA FAS, USTR, and industry groups (APC and USDEC). This mission, and last year's USDA ATM and technical seminar, have been crucial in laying groundwork for upcoming marketing endeavors in India in 2025 and beyond.



Domestic Marketing:

- **Digital Marketing- Holiday Lookbook– 1 Month (11.28.24 – 12.22.24)**
 - *Video Ads*
 - *Video Display Ads (aka Pre-Roll)*
 - Delivered 52,015 impressions, which were clicked on 105 times, resulting in a 0.20% CTR – *4x the national CTR of 0.05% for this type of video campaign*
 - *YouTube*
 - Delivered 124,158 impressions with a 62.23% VCR – *nearly 2x the average VCR of 31.9% for YouTube Ads*
 - *Google Display*
 - Delivered 113,770 impressions, which were clicked on 1,869 times, resulting in a 1.64% CTR – *more than 3.5x the national CTR of 0.46% for Google Display campaigns.*
 - *Facebook / Instagram Ads*

- Delivered 310,309 impressions, which were clicked on 4,447 times, resulting in a 1.43% CTR – *59% higher than the national CTR of 0.90% for Facebook campaigns.*
 - The campaign had a total of 113,365 actions, broken out as follows:
 - 37,792 Page Engagements
 - 37,771 Post Engagements
 - 34,565 Video Views (100%)
 - 2,862 Link Clicks
 - 279 Post Reactions
 - 42 Re-Posts
 - 21 Likes
 - 15 Post Saves
 - 8 Comments
 - 1 Messaging Connection
 - *TikTok Ads*
 - Delivered 331,269 impressions, which were clicked on 472 times, resulting in a 0.14% CTR – *campaign was optimized to maximize reach/awareness amongst target audience versus driving “clicks”*
- **TV Advertising- Our Spirit Remains and Holiday Lookbook (11-25-24 – 12-22-24), 128 Spots**
 - Our Spirit Remains Only, TV Campaign, reached 731,000 Adults 18+
 - Our Spirit and Holiday Lookbook as bookends
 - There was a total of 403,000 Adults 18+ reached so half representing Our Spirit Remains would be 201,500
 - Total Impressions for Our Spirit was 932,500 Adults 18+ (includes duplication)
 - Holiday Lookbook TV Campaign reached 2,003,000 Adults 18+ plus 201,500 on the combo order with Our Spirit. = 2,204,500 total reached
 - Total Impression for Holiday Lookbook was 1,204,500 Adults 18+ (includes duplication).
- **Logo Program**
 - **HomeGrown A New Mexico Food Show and Gift Market-** Since 2014, this two-day signature event attracts local vendors, suppliers, shoppers, foodies, chefs, and media while promoting the awareness and sales of locally grown and made NM products just in time for the holiday shopping season. 2024 event highlights include:
 - 73 vendors included 30 New Mexico Taste the Tradition®/Grown with Tradition® members
 - Total Attendance: 2,350 (up from last year’s 1,958)
 - Four food demos in the courtyard utilizing the NMDA food trailer and recipes developed by Chef Ambassador Jon Young
 - Attendees could also bid on decorated Christmas trees and wreaths provided by various Dona Ana County 4-H clubs. This served as a

fundraiser for the agriculture-based youth organization while also adding to the holiday atmosphere. 4-H members also had booths where they could sell hand-made items related to their 4-H projects.



- **Promotional Events**

- New Mexico Farm & Livestock Bureau Annual Meeting

- Staff executed the NMDA booth at the NMF&LB annual meeting and disseminated information about the Logo Program, SCBG, and NMDA's Health Soil and Agricultural Workforce Development Programs.



- New Mexico Joint Stockmen's Convention and Tradeshow
 - Attended the Joint Stockmen's Convention, executed the booth and disseminated information about the Logo Program, SBGS, the Scale Inspection Program, Agricultural Workforce Development, and Soil Conservation programs. Attended the Beef Council meeting and miscellaneous sessions.

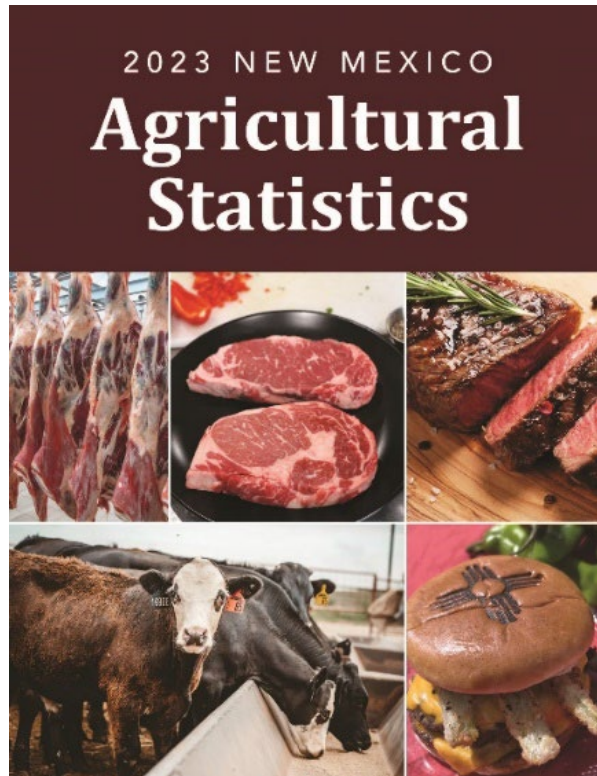


- Eating History: A Taste of New Mexico
 - Staff attended the premiere screening of the documentary that will air on New Mexico PBS in February
- Outreach-Staff visited several Logo Program businesses including the vertical freight farm of Logo Program member Hatch Valley Bear Farms. Managed by Hatch Valley High School agricultural students, this unique farm is one of 600 in the country and has the capacity to grow 3.5 acres of product using 97% less water.



Agricultural Statistics Bulletin:

- Staff in partnership with USDA National Agricultural Statistics Service (NASS) successfully completed the 2023 Agricultural Statistics Bulletin. The latest bulletin has been uploaded on the USDA-NASS webpage and has been sent to the print for hard copies.



Upcoming:

- Collaboration with NMSU ACES at the National Cattleman's Beef Association Cattle Con Show in San Antonio, TX (February 4-6, 2025)
- MEWA Tradeshow, India- Staff will be representing NM producers at the premier dried fruit and nut tradeshow in India in partnership with the American Pecan Council (February 10-13, 2025)
- Gulfood Tradeshow, UAE- Staff will be a project lead for WUSATA pavilion at the Gulfood tradeshow in Dubai (February 14-21, 2025)
- Natural Products Expo West, Staff will host the NM Pavilion containing 5 local agribusinesses promoting natural and organic category food products in Anaheim, CA March 2025 (March 4-7, 2025)
- National Restaurant Association, hosting the NM Pavilion of 5 local agribusinesses promoting wholesale food products to restaurants and other key food industry buyers in Chicago, IL (May 17-20, 2025)