



## NEW MEXICO STATE UNIVERSITY BOARD OF REGENTS SPECIAL MEETING (WORK SESSION) AGENDA

Wednesday, July 30, 2025 11:00 AM

### Regents of New Mexico State University

Chair Ammu Devasthali, Vice Chair Deborah Romero, Secretary/Treasurer Christopher T. Saucedo, Marisol Olivas, Ricardo Gonzales

### MINUTES

#### A. **Call to Order**, Vice Chairwoman Deborah Romero

Vice Chairwoman Deborah Romero called the meeting to order at 11:00 AM. She expressed the Board of Regents' appreciation for the team's hard work and passion regarding the enrollment management system and for the students of NMSU.

Attendees included all members of the Board of Regents: Chair Ammu Devasthali, Vice Chair Deborah Romero, Secretary/Treasurer Christopher T. Saucedo, Marisol Olivas, and Ricardo Gonzales

Presenters/Staff in attendance included: Valerio Ferme, Lakshmi Reddi, Sherry Kollmann, Mónica Torres, Ranjit Koodali, Jon Boren, Tony Marin, Kelly Brooks, and Adam Cavotta.

#### B. **Informational Items**

##### 1. **Enrollment Management**, Tony Marin, Sherry Kollmann, Mónica Torres

President Ferme provided an overview of the current enrollment data.

##### **Enrollment Statistics**

- **System-Wide Enrollment:** As of July 30, 2025, NMSU's system-wide student headcount exceeded 20,000, which is an increase compared to the previous year. This represents a 6% increase in enrollment and a 5.5% increase in student credit hours compared to the same date last year.
- **Undergraduate and Graduate Enrollment:** The university is seeing progress in both undergraduate and graduate student enrollment.

- **Las Cruces Main Campus:** The main campus enrollment is slightly ahead of last year. However, there has been a decrease in physical on-campus graduate student enrollment, potentially due to federal policies regarding student visas and a halt in visa interviews during the peak months of May and June. An estimated 13 students from countries such as Iran, Eritrea, and Yemen were admitted but could not pursue their studies due to visa restrictions.
- **NMSU Global Campus:** NMSU Global is a significant contributor to the university's overall enrollment gains. Its Fall 2025 enrollment to date has already surpassed the numbers from the previous year's census date.
- **Community Colleges:** All community colleges within the NMSU system are experiencing anticipated growth this year.
  - **Doña Ana Community College (DACC):** Enrollment is projected to increase by around 5%.
  - **Grants and Alamogordo:** These campuses are projecting even higher enrollment increases, with Alamogordo expecting a 6% to 7% increase.

### **Enrollment Strategies and Successes**

- **Marketing and Recruitment:** The university is using a variety of strategies to engage with prospective students, including digital campaigns, social media, phone calls, texting, and email. A combined marketing effort has driven 3,162 enrollments for Fall 2025.
- **Enhanced Communication:** The university has fully incorporated all academic colleges and department heads into its communication strategy to reach prospective students at different stages of the enrollment process.
- **Pre-College Populations:** The university is expanding its recruitment efforts to include students from 9th grade through 12th grade. They are working with partners like the Cooperative Extension Service to reach homeschooled students and those in rural communities.
- **Graduate School Initiatives:** The Graduate School has increased its email campaigns from two to four tiers, and is now including video testimonials from current students and faculty. They are also hosting a Master's Accelerated Program (MAP) showcase to promote the program, which allows undergraduate students to take graduate-level courses that count toward both degrees.
- **Community College Initiatives:** The community colleges are focusing on recruitment through adult education and non-credit workforce training programs. They also emphasize wraparound services and "First 40 Days"

programming to improve retention.

- **Strategic Partnerships:** The university is partnering with organizations such as Electronic Caregivers and New York Life to become their educational provider of choice, which eliminates the need for a third-party intermediary and helps attract new students.
- **Admission Requirements:** The university's applicant rate is at its highest in five years, at 96.1%. NMSU has a 2.75 GPA admission requirement, which is the highest among four-year schools in New Mexico.
- **Technology and Data:** NMSU is using a new call center to expedite outreach to prospective students, a chatbot called "Abby," and a text messaging system to engage with and retain students. The university is also committed to using data transparently to track recruitment and retention efforts.

### Challenges and Solutions

- **Staffing:** Staff turnover and onboarding timelines for admissions advisors pose a challenge.
- **Course Capacity:** There are challenges with course capacity, which is being addressed through collaboration with community college partners to provide more class options.
- **Graduate Student Support:** There are challenges with the graduate assistantship package, specifically the lack of full tuition coverage and health insurance for graduate assistants.
- **International Student Enrollment:** Federal policies and the halt in student visa interviews have led to a significant drop in international student enrollment for the main campus. NMSU is working to mitigate this by offering these students the option to enroll in NMSU Global programs.

### Questions and Discussion

Following the presentation, Board members and other attendees posed questions. Key points included:

- **Enrollment Yield:** Regent Saucedo asked about the gap between admitted students and those who enroll. Provost Lakshmi Reddi stated that the national average for Land Grant institutions is about 40%. President Ferme noted that NMSU over-admits to account for this and that the university is working to improve its stewardship of admitted students.
- **Curriculum for Rural Areas:** Regent Devasthali asked how the university ensures that its curriculum translates to jobs in rural areas, particularly for 4-H students. The Cooperative Extension Service, in collaboration with enrollment management, is increasing its presence at youth events to connect students with

academic advisors and expose them to various degree programs beyond agriculture.

- **Home-Schooled Population:** The university is exploring ways to partner with the Cooperative Extension Service and other organizations to reach the home-schooled student population.
- **AI Use in Enrollment:** Regent Gonzales asked if NMSU is using AI as a decision-maker for enrollment. The President and other staff clarified that AI is not used for decision-making but is being explored as an additional tool for communication and outreach.

**Faculty Engagement:** The Provost addressed a question about opening up more course sections by stating that while funding has been provided to hire new faculty, some departments face a lack of qualified individuals to teach specific courses.

**C. Adjournment, Vice Chairwoman Deborah Romero**

Vice Chairwoman Deborah Romero thanked everyone for their hard work and leadership. She noted the positive impact of the recent tours and the opportunities they have created. The meeting was then adjourned at 12:35 PM.

**Meeting Minutes Approved on September 15, 2025 by the New Mexico State University Board of Regents.**



Ammu Devasthali  
Board of Regents Chair



Christopher Saucedo  
Board of Regents Secretary/Treasurer