



Admission/Outreach Update
September 2, 2104.

ADMISSIONS:

Total number of applicants for 2015/16: Seven students have applied to NMSA for 2015/16. *Of the 7 applicants, one student qualified to apply for the Dance department for this year 2014/15.* The student toured the school on August 21, auditioned on August 25, and returned to the school to shadow on August 29. Student will make enrollment decision by Wednesday, September 3, 2014.

New Student Admission Breakdown by Department as of 9/2/2014:

- Theatre: 4 students (2 for 9th grade, female; 1 for 10th grade male, 1 for 11th grade male)
- Dance: 1 (9th grade, male)
- Music: 0
- Visual Art: 1 (9th grade, female)

Diversity Breakdown:

- 33% of applicants identify as White/Caucasian
- 0% of applicants identify as Bi-racial
- 50% of applicants identify as Latino/Hispanic
- 12% of our applicants identify as Other

Congressional District Overview:

- District 1 - 0% (Albuquerque, Rio Rancho)
- District 2 - 0% (Alamogordo, Las Cruces and Alto, NM)
- District 3 - 100% (Santa Fe, Taos, Questa, Velarde, Ojo Caliente)

Updates:

- Admission pages on NMSA website have been and are continuously being updated, language refreshed for more accessibility and ease in understanding.
- Rubrics, "What to Expect" at audition are being updated and will be included on our page no later than Friday, Sept. 5.
- All pages will be updated with Spanish translation
- Application revised for 2015/16 applicants.

OUTREACH:

- Traveled to Vaughn, Roswell and Artesia in early August. Visited Vaughn Public Schools, Center for Creative Learning and Roswell Museum & Art Center – Completed August 7 & 8, 2014.
- Met with Artesia Arts Council to plan date and location for Outreach through the Yates Grant – Completed August 7 & 8, 2014.
- Artesia Outreach dates scheduled for October 16 & 17
- Audition class held for Ocotillo Performing Arts Center acting class students in the afternoon, followed by evening performance (Theater and Music) for Public and Yates employees and family.
- Next morning musical performance at Yates Petroleum for employees.

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- New Admissions/Outreach materials are being printed. Brochure and Postcard are generic for the entire school, posters are specific to each department (main photo) but include photos from every department.
- Outreach video (for website, You Tube and Outreach presentations) is in production, and scheduled to be completed by October 7, 2014. Video is a detailed depiction of what is required for an audition or portfolio review as “general” information that anyone could learn from, with emphasis on specifics about what NMSA is looking for in a student. Running time: 10 – 15 minutes, with each department piece available as a separate link.
- Los Alamos Middle School visited on August 22, 2014. Met with Guidance Counselors, and left behind application packets. Will return, as requested to speak to students in drama, music, VA.
- Outreach to Christine Duncan Charter School (K-8) in ABQ.
- Planning trip to Silver City, Deming, and Las Cruces in October to visit schools, get NMSA name recognition in the community.
- *Music* Department – Outreach ongoing in Las Cruces and Grants.
- *Dance* Department – focusing on studio visits in Albuquerque, Espanola. Planning two outreach events in Artesia, in collaboration with NDI in the spring (master class).
- Pick Your Passion Day/Open House event at NMSA December 6, 2014 (big application push).
- Marketing strategy for Radio, select Newspaper, Social Media is being created and will be implemented by new Marketing/Events Coordinator.
- Tracking “How did you hear about NMSA” for new applicants in effort to determine efficacy of materials currently being used to attract students.