

## 2015 – 2016 Enrollment

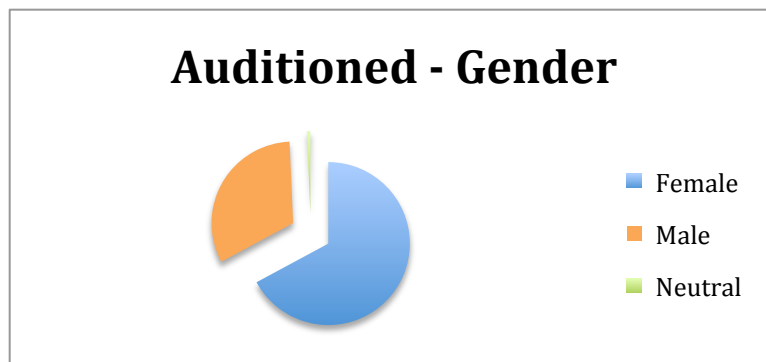
Spring and summer auditions resulted in 74 students accepting invitations to attend NMSA for school year 2015-2016. Of the 74 students, 6 students were accepted through the summer audition process.

NMSA currently has an enrollment of 214 students (August 23, 2015) and is at capacity in all grades except 11<sup>th</sup> where an enrollment of three additional students is technically possible. However, scheduling in academic classes has become increasingly difficult due to full grade levels.

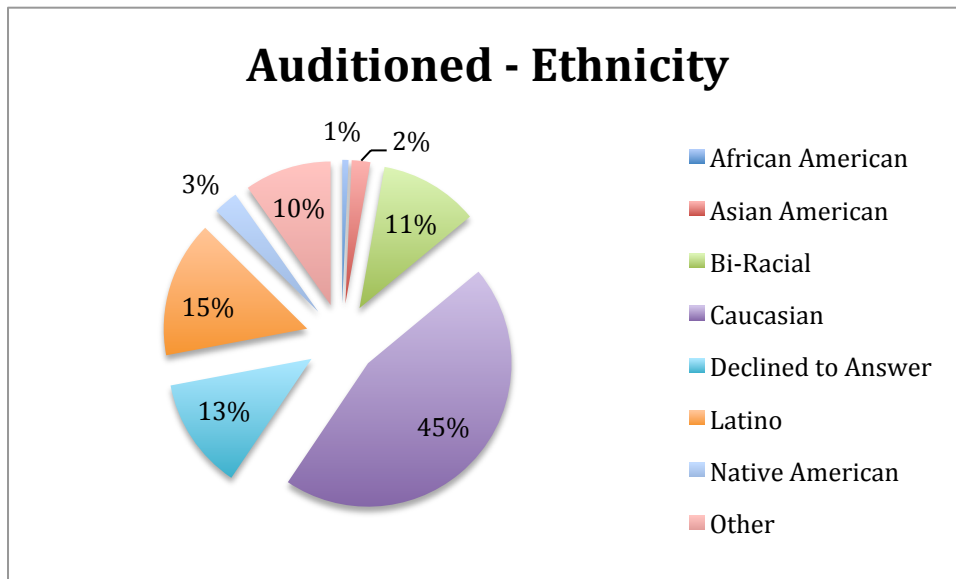
Grade	Enrollment
9 <sup>th</sup>	60
10 <sup>th</sup>	57
11 <sup>th</sup>	51
12 <sup>th</sup>	46

## Data – Students Auditioning

Gender	Auditions	Percentage
Female	96	67.81%
Male	46	32.19%
Neutral	1	00.00%
Total	143	100.00%

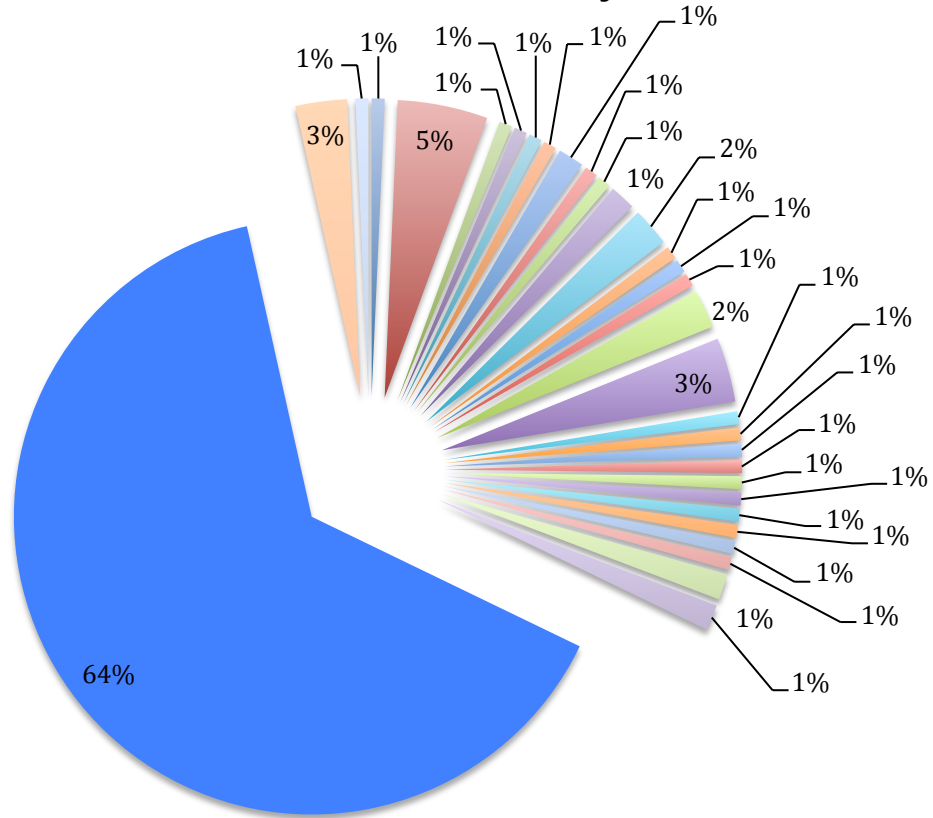


Ethnicity	Number	Percentage
African American	1	.70%
Asian American	3	2.10%
Bi-Racial	16	11.19%
Caucasian	65	45.45%
Declined to Answer	18	12.59%
Latino	22	15.38%
Native American	4	2.80%
Other	14	9.79%
Total	143	100%



City	Number	Percent
Alamogordo	1	0.70%
Albuquerque	7	4.90%
Alcalde	1	0.70%
Alto	1	0.70%
Antonio	1	0.70%
Bosque Farms	1	0.70%
Cerrillos	2	1.40%
Chimayo	1	0.70%
El Prado	1	0.70%
Embudo	2	1.40%
Espanola	3	2.10%
Glorieta	1	0.70%
Grants	1	0.70%
Lamy	1	0.70%
Las Vegas	3	2.10%
Los Alamos	5	3.50%
Nogal	1	0.70%
Ohkay Owingeh	1	0.70%
Ojo Caliente	1	0.70%
Pecos	1	0.70%
Pena Blanca	1	0.70%
Pojoaque	1	0.70%
Polvadera	1	0.70%
Questa	1	0.70%
Ramah	1	0.70%
Ribera	1	0.70%
Rio Rancho	2	1.40%
Roswell	2	1.40%
Santa Fe	92	64.34%
Taos	4	2.80%
Tijeras	1	0.70%
Total	143	100.00%

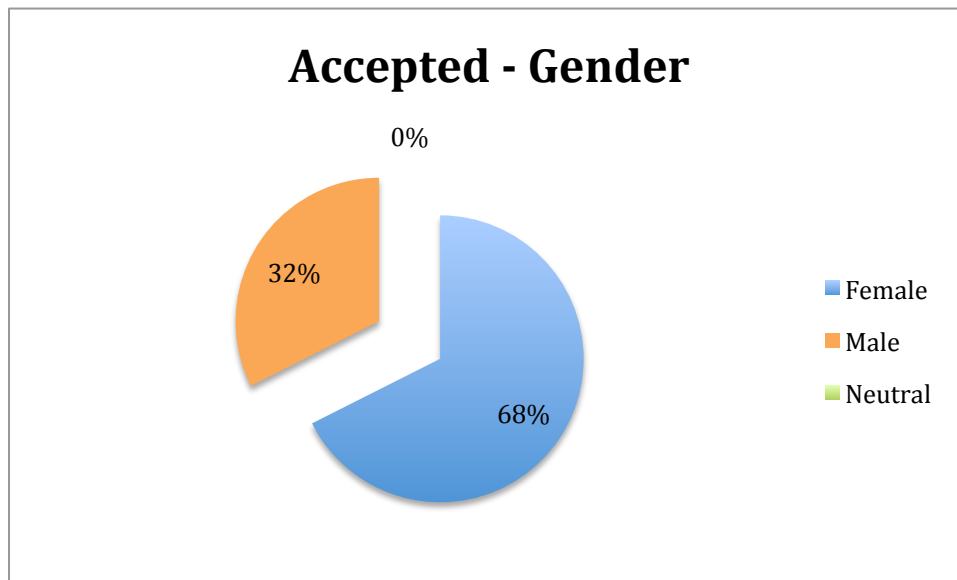
### Auditioned - Home City



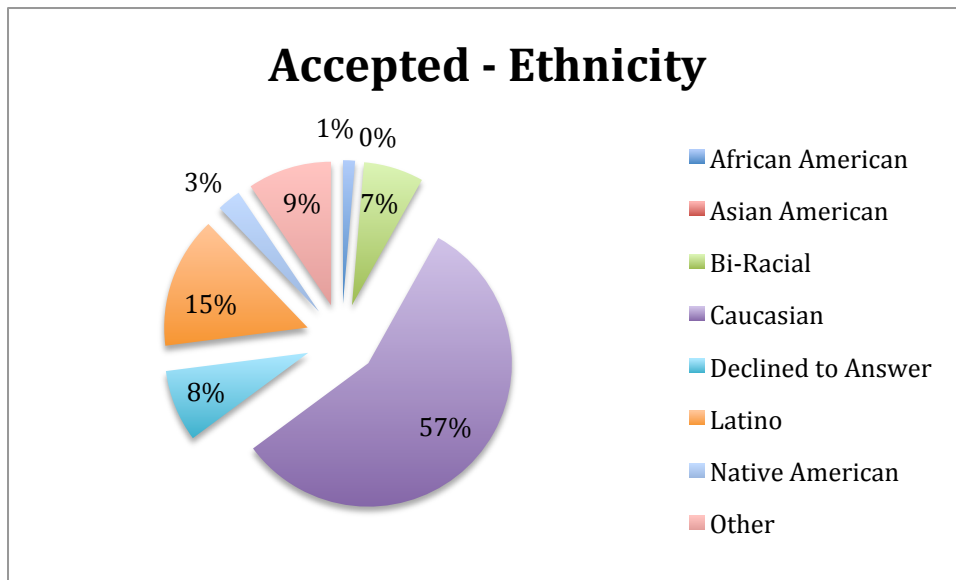
- |               |                 |                |              |
|---------------|-----------------|----------------|--------------|
| ■ Alamogordo  | ■ Albuquerque   | ■ Alcalde      | ■ Alto       |
| ■ Antonio     | ■ Bosque Farms  | ■ Cerrillos    | ■ Chimayo    |
| ■ El Prado    | ■ Embudo        | ■ Espanola     | ■ Glorieta   |
| ■ Grants      | ■ Lamy          | ■ Las Vegas    | ■ Los Alamos |
| ■ Nogal       | ■ Ohkay Owingeh | ■ Ojo Caliente | ■ Pecos      |
| ■ Pena Blanca | ■ Pojoaque      | ■ Polvadera    | ■ Questa     |
| ■ Ramah       | ■ Ribera        | ■ Rio Rancho   | ■ Roswell    |
| ■ Santa Fe    | ■ Taos          | ■ Tijeras      |              |

## Data – Students Accepted

Gender	Accepted	Percentage
Female	50	67.57%
Male	24	32.43%
Neutral	0	0.00%
Total	74	100.00%

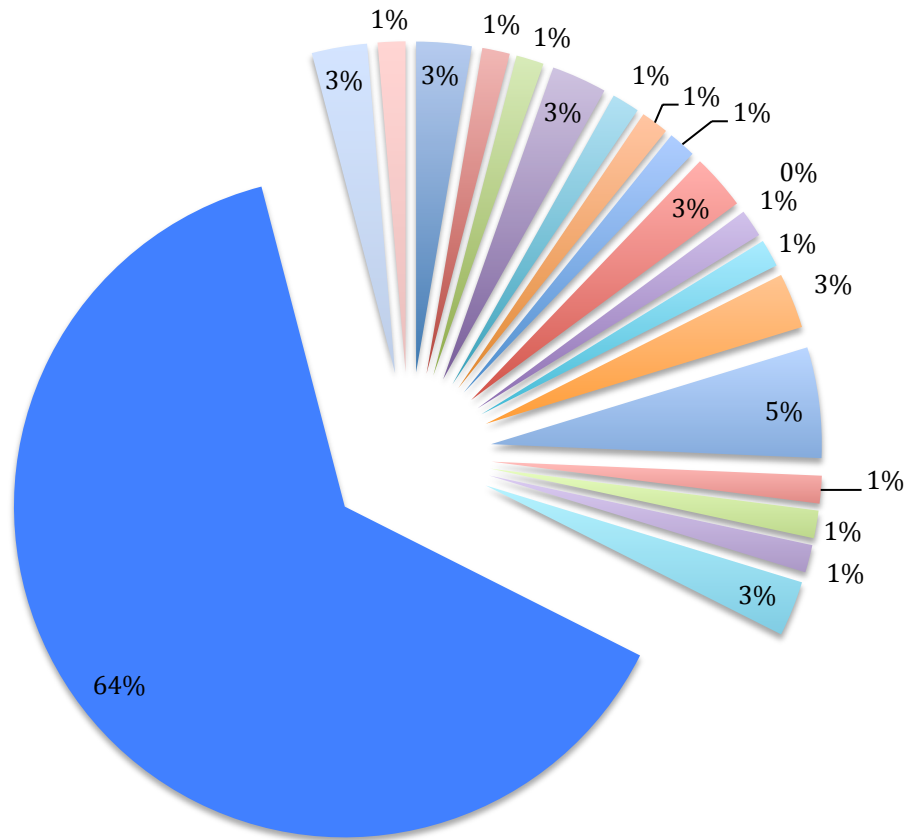


Ethnicity	Number	Percentage
African American	1	1.35%
Asian American	0	0.00%
Bi-Racial	5	6.76%
Caucasian	42	56.76%
Declined to Answer	6	8.11%
Latino	11	14.86%
Native American	2	2.70%
Other	7	9.46%
Total	74	100.00%



City	Dance	Music	Theatre	Visual Arts	Total
Albuquerque	1	0	0	1	2
Alcalde	0	0	0	1	1
Bosque Farms	0	0	0	1	1
Cerrillos	0	0	1	1	2
Embudo	0	0	0	1	1
Ohkay Owingeh	0	0	0	1	1
Chimayo	0	0	1	0	1
Espanola	0	0	0	2	2
Isleta Pueblo	0	0	0	0	0
Rio Rancho	0	1	0	0	1
Antonio	0	1	0	0	1
Lamy	0	1	0	1	2
Los Alamos	2	2	0	0	4
Nogal	0	0	1	0	1
Pena Blanca	0	0	0	1	1
Prado	0	0	1	0	1
Roswell	0	0	2	0	2
Santa Fe	8	15	12	12	47
Taos	1	0	1	0	2
Tijeras	0	0	0	1	1
Total	12	20	19	23	74

### Accepted - Home City



- |                 |                 |                |             |
|-----------------|-----------------|----------------|-------------|
| ■ Albuquerque   | ■ Alcalde       | ■ Bosque Farms | ■ Cerrillos |
| ■ Embudo        | ■ Ohkay Owingeh | ■ Chimayo      | ■ Espanola  |
| ■ Isleta Pueblo | ■ Rio Rancho    | ■ Antonio      | ■ Lamy      |
| ■ Los Alamos    | ■ Nogal         | ■ Pena Blanca  | ■ Prado     |
| ■ Roswell       | ■ Santa Fe      | ■ Taos         | ■ Tijeras   |



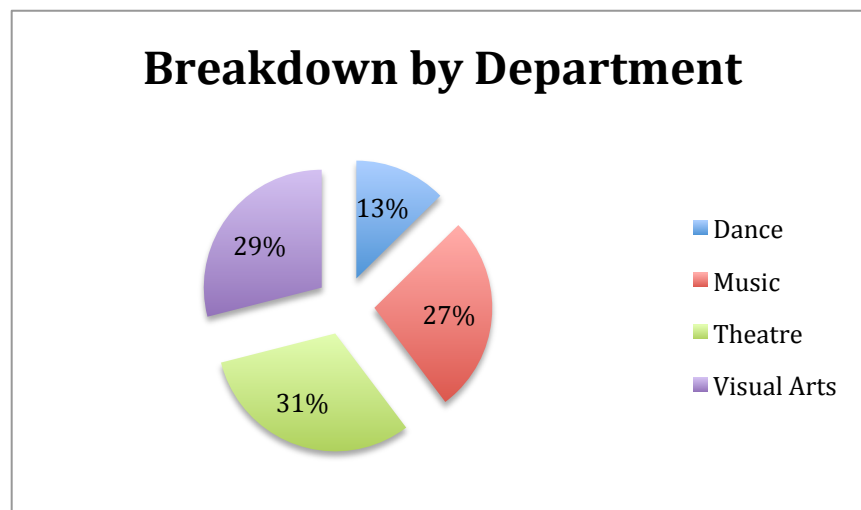
## Data – Total Population Distribution

Gender	Auditioned	Accepted	Percent
Female	96	50	52.08%
Male	46	24	52.17%
Neutral	1	0	0.00%
Total	143	74	51.75%

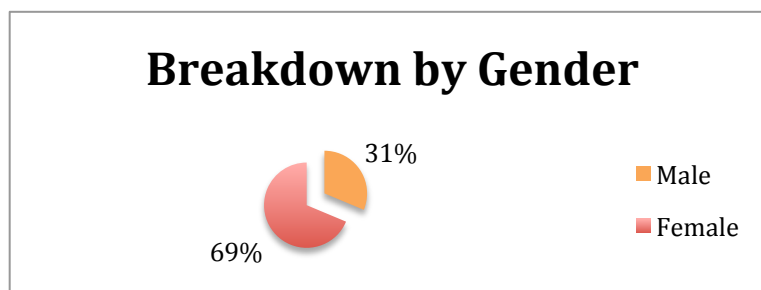
Group	Auditioned	Accepted	Percent
African American	1	1	100.00%
Asian American	3	0	0.00%
Bi-Racial	16	5	31.25%
Caucasian	65	42	64.62%
Declined to Answer	18	6	33.33%
Latino	22	11	50.00%
Native American	4	2	50.00%
Other	14	7	50.00%
Total	143	74	51.75%

## Data – School Demographics

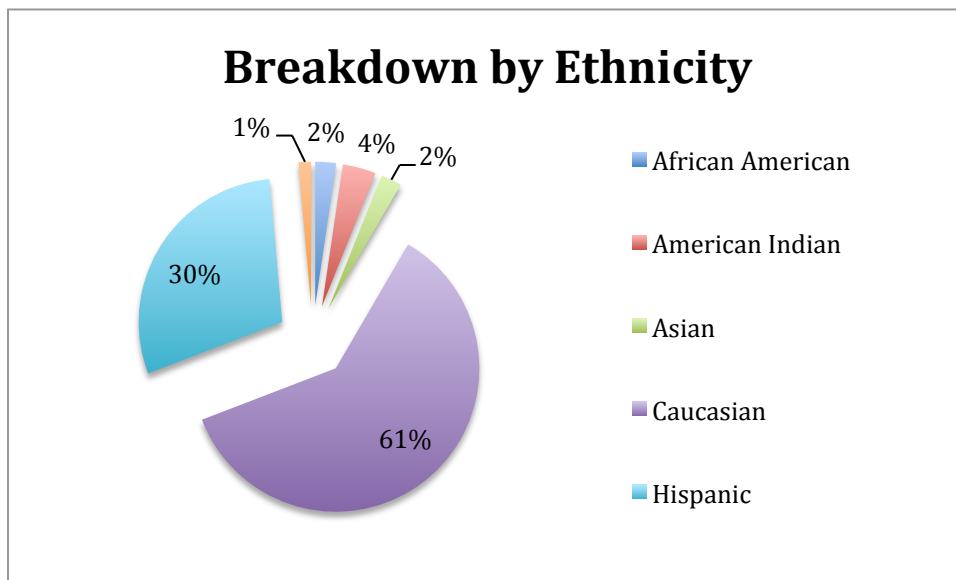
Department	Number	Percentage
Dance	27	12.62%
Music	58	27.10%
Theatre	67	31.31%
Visual Arts	62	28.97%
Total	214	100.00%



Gender	Number	Percentage
Male	67	31.31%
Female	147	68.69%
Total	214	100.00%



Ethnicity	Number	Percentage
African American	5	2.34%
American Indian	8	3.74%
Asian	5	2.34%
Caucasian	130	60.75%
Hispanic	63	29.44%
Native Hawaiian or Other Pacific Highlander	3	1.40%
Total	214	100.00%



## Admissions and Outreach Priorities

Four major areas have been chosen to focus on during the 2015-2016 Admissions cycle:

- Increase NMSA name Recognition
- Increase audition numbers by 10%
- Increase counties represented in auditions by 2 counties
- NMSA become an Arts Education Leader in the state of New Mexico

### Media Campaign

1. Currently working on articles in 6 different communities informing community of local students accepted at NMSA. East Mountain Telegraph committed to publishing.

Purpose: Article will provide information about the school through new student announcement.

Target communities: East Mountains of Albuquerque, Espanola, Lamy, Los Alamos, Glorietta, Rancho de Taos.

2. Currently working to schedule an extended interview on KHFM to publicize 15-16 audition cycle
3. Have identified the following radio stations for fall media campaign:

KGLP Gallup	KRWG Las Cruces
KANW-FM Albuquerque	KRRT Arroyo Seco
KABR-AM Magdalena	KSJE Farmington
KCIE-FM Dulce	KSUT Northern NM
KENM Tucumcari	KTDB Ramah
KOOT Hurley	KUUT Farmington
KOTS Deming	KRXG Silver City
KENW-FM Portales	KRWG Southwest NM
KMTH-FM Maljamar	KYGR Alamo
KPZE-FM Carlsbad	KRAR Espanola
	KRRE Las Vegas

## Advertising

Possible cost effective advertising opportunities:

- Mitchel Movie Theatres – Española, Taos, Los Lunas
- Rail Runner
- Outdoor Mall of Santa Fe
- McGehee Competition Book
- NMMEA Concert Book or Concert Sponsorship
- MTNA – Young Artist Competition Program
- NMAA One Act Competition Program
- NM Arts Education Association Conference Book

## Audition Process

- Admissions Open House
  - Currently polling chairs – 1 or 2 dates?
  - Reformat (informational meeting / student art demonstrations)
- Currently revisiting application deadline – propose a later closing date
- Currently revisiting audition dates with chairs
  - Feel that no more than one week is needed from close of auditions until acceptance / rejection letters are mailed
- Revise acceptance / rejection letters:
  - Acceptance – with a deadline to accept or decline invitation
  - Rejection – with encouragement to audition following year
  - 3<sup>rd</sup> Letter – Your student is still being considered and a definitive answer will be given by a specified date. The specified date would be one week after accepted students must accept their invitation.
- Google survey to chairs regarding exactly what is needed on audition day

## Community Workshops

- Series of free workshops (4-8 hours in multiple sessions) targeting middle school students offered at NMSA and taught by NMSA faculty
  - Example: Free drawing workshop (Mon – Thu) two hours each day.
    - Access to free training by qualified staff
    - Middle school students become familiar with NMSA and faculty
    - Schedule during fall (October – November) during the height of application cycle

## Community Contacts

### Santa Fe

- School Contacts – MS String program contact for visit
- SF Chamber Music Festival – 50 students attended open rehearsal, student feedback sent to festival
  - Follow up – Meeting scheduled with outreach and education director
- Santa Fe Opera – 20 students will be attending Cold Mountain performance on August 24. Composer to speak to NMSA students
  - Follow up – Meeting scheduled with Education Director

### Las Vegas

- August 24<sup>th</sup> - Visit to public and charter schools scheduled

### Albuquerque

- Meeting with Private School Instructor – Possible combined string performance
- Globalquerque – Contact has been made, although nothing has been solidified
- Other contacts and networking – Broadway Cultural Center, Working Classroom, Robertson Violin Shop, Baum's Music, Warehouse 508

### Rio Rancho

- RRPS - Executive Director of Human Resources
- RRPS - Native American Multicultural Specialist

## Recruiting Research

- Toledo School for the Arts - Visit
- San Francisco Ballet School Education Director - Phone
- South Carolina Governor's School for the Arts and Humanities – Phone

## Advertising / Recruiting Material

- Review of past material – Chairs, Head of School, Director of Art Institute
- Website review
- Social media campaign

### Review of Student Recruitment process

- Student ambassadors from each department identified
- Maximize student shadow day

### Outreach Tour

- Identifying dates
- Format review
- Identified Cities (Artesia, Silver City)

### PR Messaging

- Track alumni accomplishments
- Review website

### Moving forward

- Meet with each department
  - Theatre – Complete (August 19, 2020)
  - Dance – Scheduled (August 20, 2015)
  - VA – Scheduled (August 25, 2015)
- Finalize Strategic Plan
- Hire additional staffing