

In an effort to make NMSA more accessible, we have focused on the removal of barriers. These barriers may be language, transportation, access to prior training, exposure to the arts, family dynamics, cumbersome application process, as well as countless others. Below are a few of the steps that have been taken thus far to begin removing barriers that may discourage students to apply to NMSA or possibly keep them from being successful in the audition process.

- All admissions documentation is now available in both English and Spanish
- Questions regarding issues with transportation to audition sites has been added to the online application
- A concentrated effort is being made to schedule NMSA student performances in areas where exposure to the arts isn't readily available. Along these same lines, every effort is being made to program accessible rep for an audience with limited or no exposure to the classical arts
- Admission section of the website has been reworked making the process of applying clear, easily accessible and more user friendly. With this reworking, information at a glance is available regarding NMSA's class sizes, teacher student ration and etc.
- Online application form has been simplified
- Numerous NMSA faculty workshops have been scheduled in schools and community centers that will give students with little to no prior training access to fundamentals. This is ongoing and will continue throughout the year.

Taking into consideration the target areas for NMSA outreach, the bulk of our attention has been focused on Artesia, Española, south Santa Fe, and Silver City. During this stage, actions fall primarily into one of the following categories:

- Face to face meetings (networking)
- Advertising (publications, community calendars and PSA)
- Advertising (posters)
- Advertising (open house yard signs)
- Student and or Faculty events

## Face-to-Face Meetings

Face to face meetings with potential students, families and other stakeholders is the most effective form of communication, but also the most time consuming and in some cases take years to develop. We have primarily focused our attention on:

- School guidance counselors
- School administrators
- Arts teachers
- Youth orientated community organizations
- Arts centered organizations
- Arts supply stores
- Community centers
- Community leaders
- Political leaders

While these meetings have taken place throughout the area and state we have made an effort to specifically target our primary areas. While, there is still a bit of resistance to allowing NMSA into the public schools, we feel the reception as a whole is much better than last year in fact a number of schools have contacted NMSA asking if someone from our arts departments could present to their students. Below is a partial list where face-to-face contact has been made:

Academy of Larragoite, Capshaw Middle School, Aspen Community School, El Dorado Community School, De Vargas Middle School, El Camino Real Academy, Gonzales Community School, Ortiz Middle School, Mandela, Nina Otera, Santa Fe School for Arts and Sciences, Meow Wolf, CHIMERA, Carlos F Vigil Middle School, Moving Arts, La Tierra, YMCA of Central New Mexico, Solice, Española Community Services Center, Española Area Businesses, NDI-Albuquerque, New Mexico Jazz Workshop, Robertson's Violin Shop, Georgia O'Keefe, SITE Santa Fe, Make It, Albuquerque Academy, School for Advanced Research/Indian Arts Research, Pojoaque Boys and Girls Club, South Santa Fe Boys and Girls Club, Big Brothers and Sisters Mountain Region, Santa Fe Opera, Santa Fe Chamber Music Festival, Santa Fe Pro Musica, Española Valley Fiber Arts Center, Partners in Education Foundation, Santa Fe Public Schools Fine Arts Director, Santa Fe Youth Symphony, Ralph T. Coe Foundation for the Arts, Community in School of New Mexico, Santa Fe Botanical Garden, National Hispanic Cultural Center, African American Center for, Performing Arts Center, Performance Santa Fe, Macey Center- New Mexico Tech Performing Arts Center , Girls Inc., Art Galleries - High Road, Railyard Art Market, Governor Arts Awards Organizer, Warehouse 21, Northern Youth Project, Española Public Library, Memorial Middle School, Bernalillo Middle School, Artisan Santa Fe Location, Museum of International Folk Art, Aldo Leopold MS

& HS Charter School (Silver City), St. Joseph's Mission School (San Fidel), Roswell Community Little Theater, El Castillo, Carinos Española Charter School, YDI Albuquerque, Barrelas Community Center, Jack Candelaria Community Center, South Broadway Cultural Center, Salvation Army Social Services, Marshall Middle School - Las Vegas, Warehouse 508, Make It - Santa Fe, Art Supply Store - Las Vegas, Hardware Store - Las Vegas, Warehouse 21, John Marshall Building-South Albuquerque - Social Services, Fechin Museum, Taos Arts Festival, Taos Recreation Center, Taos Community Gym

### Organized Outreach Events

Needless to say, actual events carry more impact than face-to-face meetings. Such events give NMSA faculty and or students the opportunity to interact with prospective families and students as well as share our art or teaching. While these are more effective, they require more resources (time, faculty and funds). We have mostly targeted our primary areas, especially the Española area for events (student performances and faculty workshops). Events have been scheduled and or executed at the following locations:

El Castillo, St. Joseph's Mission School, Desert Ridge MS, Los Alamos MS, MOIFA, Española Garden Open House, Los Alamos HS, Governor Arts Awards, Cimarron MS, El Dorado Community School, Women Writers of the West, Aldo Leopold Charter School, Santa Fe Girls School, Railyard Artisan Market, El Camino Real Academy, San Ildefonso Pueblo Meeting, St. Mike's HS, Picacho MS, La Tierra, Carlos F Vigil Middle School, Moving Arts, State Fair VA Exhibit, ExpoArtisan, Sue Cleveland High School, Santa Fe School for the Arts and Sciences, Meow Wolf, CHIMERA, and Cariños Charter School in Española.

### Poster Distribution

Although static in nature, posters continue to be one of the primary ways the community first learns about NMSA. Posters with both admission and open house information have been posted at the following locations:

Socorro Performing Arts Center - Macy Center at New Mexico Tech, Socorro Schools, The Aha Festival Railyard Santa Fe, Warehouse 21, Railyard Performance Center, Java Joes - South Santa Fe, Santa Fe Boys and Girls Club/Del Norte - South Santa Fe, YMCA South Santa Fe, South Side Public Library, Baca Street Coffee House, East Mountain Businesses, NDI - Albuquerque, African American Performing Arts Center, La Montañita

Food Co-op - Albuquerque, La Montañita Food Co-op - Santa Fe, Zuni Pueblo Businesses, Zuni Pueblo Schools, Black Rock - NM Restaurant, Area Businesses in Ramah, Truchas Post Office, Truchas Gallery, Chimayo Post Office, Chimayo Community Center, Española Riverside Post Office, Cordova Post Office, Española Moving Arts, Española La Tierra, Española Carlos F. Vigil Middle School, Española Public Library, Española Burger Restaurant, Española Northern NM College, Española Community Services Center, Española Community Center/Gym, Española Northern New Mexico Regional Arts Center, Academy of Larragoite, Capshaw Middle School, Aspen Community School, El Dorado Community School, De Vargas Middle School, El Camino Real Academy, Gonzales Middle School, Ortiz Middle School, Mandela, Nina Otera, Santa Fe School for the Arts and Sciences, Santa Fe Public Library - La Farge Branch, Santa Fe Community Center on Rodeo, Nob Hill Businesses in Albuquerque, Santa Fe, Railyard Newspaper Station, Gas Station South of Chimayo, Solice - South Santa Fe, Madrid- Holler, NHCC Buildings, Española Public Library, Española Northern Regional Arts Center, Cariños Charter School, Lamy Restaurant, Lamy Mail Boxes, Española Valley Fiber Arts, Bernalillo Middle School, Bernalillo Coffee House, Gallisteo Gallery, Pojaoque Middle School, Taos Middle School, Embudo Post Office, Gas Station North of Española, McCurdy Charter Middle School, Española Boys and Girls Club, Senior Center, Northern New Mexico CC and Education Center, East Mountain Thrift Store, East Mountain Hardware Store, East Mountain Restaurants-4, UNM Cont. Ed, Warehouse 508, YDI Albuquerque, Barelas Community Center-South Albuquerque, South Broadway Cultural Center-South Albuquerque, Salvation Army-South, Albuquerque-Social Services, South Broadway Cultural Center Public Library, Grocery Store- South Albuquerque, American Clay-South Albuquerque, Marshall Middle School Las Vegas, Rio Gallinas Middle School-Las Vegas, 3 Galleries-Las Vegas Old Town, Hardware and Feed Store-Las Vegas, Art Supply Store-Las Vegas, El Modelo Restaurant-South Albuquerque, Charlie's Bakery-Las Vegas, Two Historic Las Vegas Hotel, Las Vegas Arts Council, Las Vegas Coffee Shop, NDI-Santa Fe, Madrid Mine Shaft, Madrid Community Arts Board, Post Office-Las Vegas, Gas Station-San Juan-North of Santa Fe, Make It, Chimera, Meow Wolf, Valentines-Restaurant Santa Fe, John Marshall Building-South Albuquerque- Social Services, Taos Community and Recreation Center, Taos Kit Park Bulletin Board, Fechin Museum-Taos, Taos Community Center/Taos Arts Council-Theater and Music Performances Children's Theater Co, Taos Plaza Bulletin Board, Taos Library, Taos Community Gym and Rec Center, Taos Arts Festival, El Dorado Grocery Store, Pet Store-El Dorado, EL Dorado, Plaza Bulletin Boards, El Dorado Dr. Office, El Dorado Library, El Dorado Community Center, El Dorado Senior Center, El Dorado Hardware Store, El Fena-El Dorado, Mexican Restaurant- El Dorado, El Dorado Community School, El Dorado Gas Station, El Dorado Pizza Restaurant, Robertson's Violin Shop, Working Classroom, Girls Inc, Albuquerque

Little Theater, Placitas Grocery Store, Placitas Restaurant, Placitas Galleries, Music Mart, Artisan Art Supplies Albuquerque, Artisan Art Supplies Santa Fe, Vortex Theater, Tannex Theater, Frontier Restaurant, Alwin School of Dance, Cervantes Institute, Open Art Studio on 1st Street, Working Classroom, Dance Clothing Co. (ABQ)

Flyers also went home in school backpacks at Carlos Vigil MS and Cariños Charter School in Española.

### Advertising

Every effort has been made to increase name recognition via public media focusing especially on Public Service Announcements and Community Calendars, although several advertisements have been placed especially in the Española and Artesia areas. Additionally every effort has been made to increase NMSA's social media presence with a paid Facebook ad program. Paid or free advertising has been completed in the following radio, print & digital media sources:

Facebook, Golf Life Santa Fe, The Corridor, NM Kids, Alibi, Pasa, Artesia News, Valley Daily Post, Los Alamos Daily Post, SantaFean, New Mexico Kids, Sign Post, Local Flavor SF Tumbleweeds, Culture-SF Reporter, Calendar - SF Reporter, QClaps, SF New Mexican, KOB, THE Magazine, The Southsider, ABQ Journal, ABQ Arts, Desert Exposure, Taos news, Tempo Taos News, Rio Grande Sun, Rio Grande Sun Arts Guy, Las Cruces Sun, Hobbs News, Las Cruces Bulletin, Cibola Beacon, The Ink, Portales Tribune, New Mexico PBS, KNME, Gallup Independent, Cuba News, Deming Headlight, Ruidoso News, Alamogordo News, Mountain Telegraph, KOAT, Farmington Daily Times, Aztec News, The Herald-T or C, Carlsbad Current Argus, Madrid Arts Quarterly, Santa Fe Property Magazine, Northern Brief/Rio Grande Sun, Thepeak.com, KSFR, KUNM, Radio Café, Living Juicy, Ira Gordon, Hutton Broadcasting, KANW, Deming Radio, KBAC, Native Voice 1, KENW, 88.1FM, KGLP, KSJE, NMSU, KSUT, KSJEI KRWG, KCDE Española, 101 Gold (LC), Zia Country (LC), Music 105 (LC), KOBE (LC).

### Open house Yard Signs

October 11<sup>th</sup> Open house yard signs have been placed in the following locations:

Alameda at La Montanita, Alto & Camino Alire (near NDI), Squeaky Clean: 3600 Cerrillos, Jaquar Dr & Meadows (near SFSAS & Ortiz), Herrera & Hernandez (near Walmart & Nina Otera), Camino Carlos Rey & Governor Miles Rd (near Monte del Sol), Llano St at La Farge Library, Old Pecos Trail & Barcelona (near Children's Museum), San

Filipe-exit near freeway, Santo Domingo Pueblo-exit near freeway, Las Vegas-Main Turn off to Marshall Middle School, Bernalillo-Main Road off of I-25, Rio Rancho-Santa Ana/Health Complex, Española-Intersection by Middle School, Española-Intersection by the Arts Center, Española-Main Road, Española-Main Road, East Mountain-Highway 66 by Jefferson Middle School, Taos-In front of Smiths/One Street light north of Middle School

### Community Leader Involvement

Every effort has been made to communicate with political and community leaders regarding NMSA events throughout the state. This has primarily been done with the help of the development office. The following community leaders have been notified of NMSA outreach events in their communities:

Española: Jeff Carr, Representative Debbie Rodella, Senator Richard C. Martinez, Representative Nick L. Salazar, Representative James Roger Madalena, Representative Stephanie Garcia Richard, Derrick Lente. Silver City: Joseph Shepard, Susie Trujillo, Faye McCalmont.

### Live interviews and Articles

Several area radio stations have invited NMSA representatives to participate in live interviews as well as several newspapers running articles. Below is a list of media sources that has featured NMSA:

Los Alamos Daily Post, Española Valley Daily Post, KDCE Radio Española, KSFR