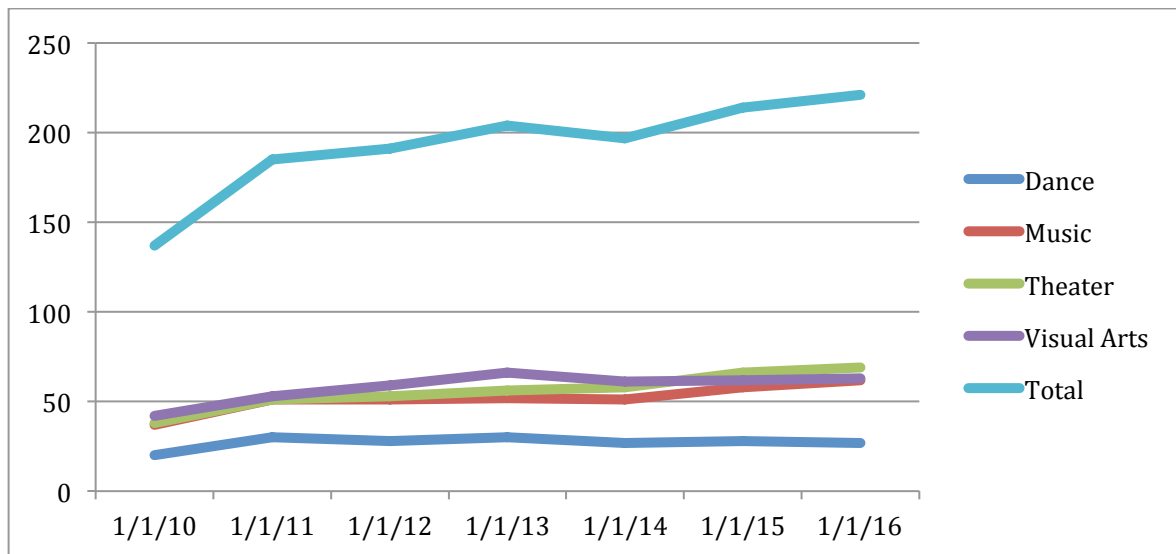


With the beginning of the 2017-2018 admissions cycle an Admissions & Outreach task force was formed to review outreach, recruitment and admissions processes to ensure that all is being done to reach students from across the state given NMSA's restraints regarding residential program capacity. The task force also reviewed processes to ensure that NMSA was working toward meeting the mission of access.

Enrollment over time

Enrollment by department

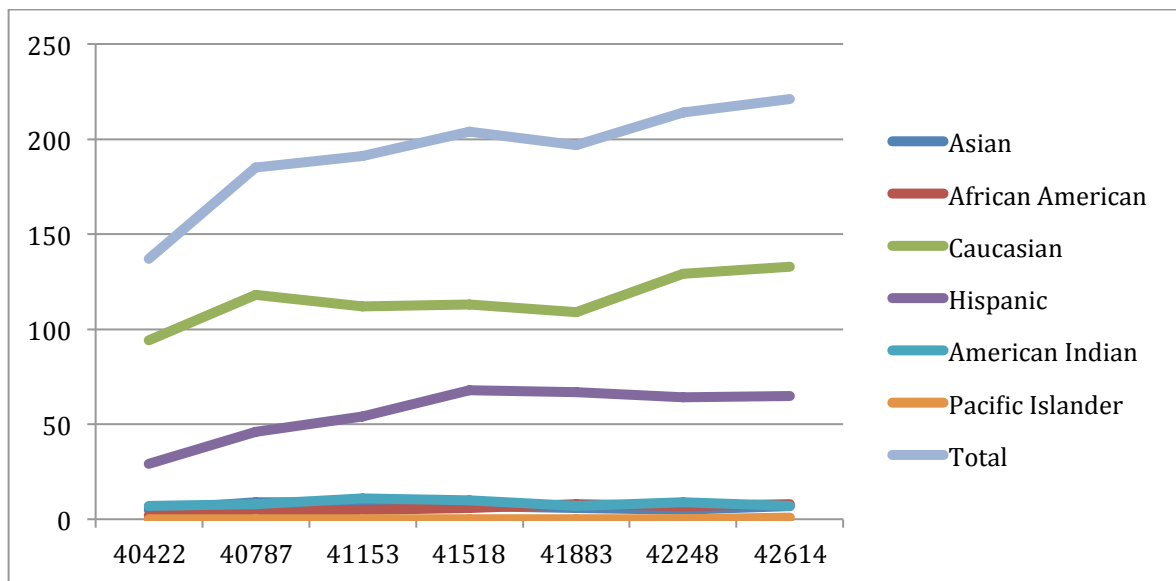
Dept.	9/1/10	9/1/11	9/1/12	9/1/13	9/1/14	9/1/15	9/1/16
Dance	20	30	28	30	27	28	27
Music	37	51	51	52	51	58	62
Theater	38	51	53	56	58	66	69
Visual Arts	42	53	59	66	61	62	63
<b>Total</b>	<b>137</b>	<b>185</b>	<b>191</b>	<b>204</b>	<b>197</b>	<b>214</b>	<b>221</b>



Enrollment by Ethnicity

Ethnicity	9/1/10	9/1/11	9/1/12	9/1/13	9/1/14	9/1/15	9/1/16
Asian	5	9	9	7	6	5	7
African American	2	4	5	6	8	7	8
Caucasian	94	118	112	113	109	129	133
Hispanic	29	46	54	68	67	64	65
American Indian	7	8	11	10	7	9	7
Pacific Islander	0	0	0	0	0	0	1
<b>Total</b>	<b>137</b>	<b>185</b>	<b>191</b>	<b>204</b>	<b>197</b>	<b>214</b>	<b>221</b>

Ethnicity	9/1/10	9/1/11	9/1/12	9/1/13	9/1/14	9/1/15	9/1/16
Asian	3.6%	4.9%	4.7%	3.4%	3.0%	2.3%	3.2%
African American	1.5%	2.2%	2.6%	2.9%	4.1%	3.3%	3.6%
Caucasian	68.6%	63.8%	58.6%	55.4%	55.3%	60.3%	60.2%
Hispanic	21.2%	24.9%	28.3%	33.3%	34.0%	29.9%	29.4%
American Indian	5.1%	4.3%	5.8%	4.9%	3.6%	4.2%	3.2%
Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



## Forward Focus

Admissions and Outreach has taken a proactive approach to this admissions cycle by focusing on the removal of barriers.

*“Access is the removal of barriers in the application and admission process”*

Barriers may be language, transportation, access to prior training, exposure to the arts, family dynamics, cumbersome application process, as well as countless others.

### Opportunity for Improvement

- Redefine Access
- Develop measurement of progress toward goal
- Which, if any, demographic data is a valid measure

### 360 Community Engagement Program

- Organized, strategic approach to reach all aspects of a community through a comprehensive outreach plan
  - Increase exposure to the arts in identified areas
  - Increase diversity of students who apply for NMSA

### Strategy

- Identify Locations (Artesia, Española, S. Santa Fe)
- Multi-layered outreach
  - School Guidance Counselors, School Administrators, Arts Teachers, Youth Groups, Arts Groups, Community Leaders, Community Centers, Political Leaders

## Actions taken to date

### Community and Student Contact

- Over 150 community organizations contacted via face to face meetings
- Over 1,500 students contacted via student NMSA presentations
- Over 1000 students contacted via NMSA faculty workshops

- Over 2500 miles driven for outreach events
- Over 120 face-to-face meetings with community organizations and schools
- Over 35 organized events in schools and community centers
- Posters have been hung at over 250 locations throughout the state
- Advertising has been placed in over 85 different media sources
- Community and political leaders have been contacted in areas where events have been held

#### Target Area Actions

- Española (Moving Arts, Carlos Vigil, La Tierra)
  - Student performances
  - Workshops by NMSA faculty
- Las Cruces (Picacho MS, Sierra MS, Academia Dolores Huerta Charter School)
  - Faculty presentations
  - Faculty workshops
- Artesia / Roswell (January)
  - Faculty workshops (Music, Theater, Dance, VA & Creative Writing)
  - Student performances
- South Santa Fe
  - Faculty workshops
  - After school Dance program (El Camino Real Academy)
  - Student Performances
  - Admissions workshops (El Camino Real, Ortiz MS, Aspen)

#### October Open House

- Over 170 people in attendance
- 66 student names and contacts captured

#### October Face Book Ad Campaign

- Reached over 5,000 people
- Received 85 event responses
- Generated approximately 20 new "likes" for the NMSA Facebook page
- Add ran for 27 days
- Cost - \$50.00

#### Political Leader Contacts

- Political leaders in Española, Silver City and Las Cruces have been notified of major NMSA outreach events.

- Tribal communities
  - Attended College Fair at Santa Clara
  - Attended St. Joseph's Mission School fundraiser
  - Upcoming presentation to San Ildefonso Tribal Council

#### Admissions Process

- All admissions material is now in both English and Spanish
- Online application has been shortened and streamlined
- Inquiry regarding the barrier of transportation to the audition has been added to application

#### Remote audition location

- Addition of a dance audition site in Albuquerque

### MS Counselor Initiative

Targeted approach to provide area (specifically S. Santa Fe) counselors with information and resources to MS encourage students apply to NMSA

- Provide training to middle school counselors as to what the audition / portfolio consists of
- Work with counselors to resolve barriers
- Work with counselors to set up "audition sessions" where NMSA faculty would discuss prepping for the audition / portfolio review

#### Multilevel approach

- Director of Outreach will work directly with school counselors where a relationship with counselors already exists
- NMSA counselor to network with counselors at the SFPS Counselors monthly meetings

#### Target Schools

- El Camino Real
- Ortiz
- Aspen Community School