

NMSA is continuing to make an effort to reduce and remove barriers around the application and audition process. The barriers that we have recently identified include language, a confusing essay question, lack exposure to the arts, and lack of cultural understanding. We continue to remove barriers so that students are encouraged to apply and experience a less intimidating audition. Below are a few of the steps we continue to take to reduce barriers:

Admissions:

- A simplified essay question was researched, tested on newly accepted students, and replaced on our online application.
- Dance audition will now include a callback portion in the day to help panelists better understand the applicant's character.
- All admissions information and handouts continues to be available in Spanish and English.
- Welcome Wednesday dates have been chosen and advertised.

Outreach:

- Continuing to communicate with middle school counselors and teachers, beginning in Santa Fe, to create an open and friendly dialogue about NMSA's application deadline, audition requirements, and scheduling personalized shadow day experiences for interested students.
- NMSA faculty workshops have been scheduled in schools and arts centers that will give students with little or no prior training access to the arts.

Our target areas for NMSA outreach, where a good portion of our attention is focused, continue to be South Santa Fe, Espanola, and Artesia. Early into the school year, our Director of Outreach is focused on the following tasks:

- Advertising: October 2nd Open House poster and yard sign distribution, posting on community calendars and paying to boost social media advertisements.
- Fact-to-face meetings.
- Organizing student and faculty events.

Advertising:

We make every effort to increase NMSA name recognition during the open admissions cycle. We have found that social media has the widest reach within our targeted demographics for advertising and it is also the most cost effective. We have posted Open House ads on Facebook and Instagram which report an estimated audience reach of 4,400 people in the state of New

Mexico as of October 2nd. We continue to work with these types of promotions through differentiated targeting.

Our Fall Open House is on a weekday at 6:30 pm, so we consider families needing to travel and attend after school and work. Because of the timing of this Open House, we keep our yard sign distribution closer to the city of Santa Fe. 9 Open House yard signs have been placed within Santa Fe city limits with an emphasis on the South Side of Santa Fe – South West of St. Francis Drive and South of W. Alameda St. 1 Open House yard sign was placed in El Dorado. An additional 10 yard signs were placed outside of Santa Fe in the East Mountains, Taos, Espanola, Santa Domino Pueblo, Rio Rancho, and Bernalillo. Open House and Apply Now posters have been distributed in and around Santa Fe, Tesuque, El Dorado, East Mountains, Pecos, Espanola, Taos, Tijeras, Pojoaque, Albuquerque, Artesia, and Roswell.

Face-to-face Meetings and Student/Faculty Events:

COMPLETED

Aspen Community School, Santa Fe, NM

Meeting: School Counselor

Event: September 25, 2017

Informational meeting with all (about 55) 8th grade students. All departments presented, including academics, concluding with questions and answers and an admissions/audition presentation and shadow day sign-up.

El Camino Real Academy, Santa Fe, NM

Meeting: School Counselor and Art Teacher

Event: September 5, 2017

Visual Arts informational presentation and workshop with 8th grade art students (about 25) concluding with questions and answers and an admissions/audition presentation and shadow day sign-up.

El Dorado Community School, El Dorado at Santa Fe, NM

Meeting: Art Teacher

Event: September 11, 2017

Visual Arts informational presentation and workshop with 8th and 7th grade art students (about 55) about concluding with questions and answers and an admissions/audition presentation and shadow day sign-up.

Santa Fe School for the Arts and Sciences

Meeting: Middle School Director and Director of Admissions

Event: September 29, 2017

Informational meeting with all (about 18) 8th grade students. All departments presented, including academics, concluding with questions and answers and an admissions/audition presentation and shadow day sign-up.

UPCOMING

Girls Inc. (workshop held at NMSA), Santa Fe, NM

Meeting: Program Manager

Event: October 6th, 13th and 27th

Departments will provide arts instruction to students from Girls INC. This will allow NMSA to provide arts access to younger students and provide awareness of NMSA for potential future opportunity. Students will end the day with a tour of NMSA.

- Theatre: Students will be taken through a series of physical and vocal exercises helping them to release their creative energy.
- Visual Arts: Contour line will be used and explored to assist students in seeing more clearly. Line quality will be explored as a way to express texture, depth, mass, proximity, etc.
- Music: In this workshop, ideas from Alexander Technique and vocal technique to discover ease in bodies in order to sing with joy.
- Dance: Girls INC students will attend an open NMSA dance rehearsal of the NMSA Fall Dance Production.

Santa Fe Girls School, Santa Fe, NM

Meeting: 8th grade Teacher

Event: Informational table at the Santa Fe Girls School with 8th grade student and families.

They requested we attend and have information/table.

Carlos Vigil Middle School

Event: October 11, 2017

VA workshops at Carlos Vigil Middle School. Students will participate in an arts workshop. Teacher has requested a larger assignment at the end of class. NMSA will follow up with the art project during tour to Espanola in November.

Teacher's Night Out: Santa Fe Botanical Garden

Meeting: Curator of Education

Event: October 4th, 2017

Informational table at Teachers Night Out, a festive event that celebrates classroom teachers and informal educators. This gathering provides an opportunity for teachers to meet with local organizations that provide educational programs, field trips, professional development, or other resources to teachers and students.

Moving Arts Workshops

Event: October 7th and 21st 2017

Dance and Theater workshops at Moving Arts in Espanola. This will provide an opportunity for NMSA faculty to work with Moving Arts students who might be interested in NMSA.

Taos Ballet

Event: November 11th, 2017

Dance Workshop. Classical Ballet Technique and Partnering.