

With the upcoming start of the 2017-18 school year there were a few adjustments to enrollment with our 60th incoming freshman identified (music). We did not hold summer auditions this year as we had a lengthy waitlist to draw from as a result of our auditions in February of 2017. After discussing with the school registrar, it has been decided that in order to provide an accurate enrollment breakdown, Admissions will provide a comprehensive 2017-18 SY enrollment report in September once registration has concluded.

The application for school year 2018-19 is expected to go live on our NMSA website on August 15th which is 15 days earlier than last year. Our first open house is scheduled for October 2nd for primarily local families. A follow up open house for out of town families is scheduled for December 2nd. Additionally, it has been decided to work on our promotional material in early June with the goal of beginning outreach and recruitment as early as the end of July/Early August.

Completed projects:

- Application posters updated and produced (English and Spanish)
- Open house fliers updated and produced (English and Spanish)
- Open house yard signs created and produced
- NMSA brochure updated and produced (English and Spanish)
 - A 5th fold for Academics was added as well as a paragraph about Creative Writing and additional information about our residential program.
- Apply now posters have been distributed in the Albuquerque/East Mountain area as well as Espanola
- Apply now posters and NMSA application packet information was sent to 9 organizations:
 - Taos Youth Ballet, Ballet Taos, Jillana School of Ballet, Moving Arts, Hardwood Art Center-ABQ, Hardwood Art Museum-Taos, Taos Center for the Arts, Inspire Rock Academy-ABQ, Taos Tool Box
- Postcard containing information about NMSA's future campus at 500 Montezuma produced (English and Spanish)
- Successful meeting with all Art Chairs and two incoming 9th graders from El Camino Real in which we read and examined audition rubric and application essay questions. Admissions identified the most effective questions to be used that present minimal barriers and will write them into our 18-19 SY application.

In Progress:

- Revision of the 18-19 SY application and audition rubrics to go live August 15th on our NMSA website
- Scheduling Welcome Wednesdays which will conclude with an audition preparation workshop
- Collaboration with Moving Arts of Espanola
 - Meeting with Moving Arts Director, Superintendent of Espanola School District, and Chair of the Fine Arts Department in Northern New Mexico
 - Workshops with Moving Arts students
 - Regular Faculty masterclasses offered in Dance and possibly Theater

2018-19 Admissions Cycle Admission goals:

- Increase number of applicants and auditions by 10%
- Increase Welcome Wednesday's by adding 3 more tours for a total of 8 with the intent to increase name recognition, access, excitement, and exposure.
- Incorporate Audition "classes" after the Welcome Wednesday tours to better prepare students interested in applying.
- Facilitate two Open Houses before application deadline.
- Increase Admissions presentations at school sites by 6 for a total of 8 per school year.
- Assist in providing art specific professional development for teachers in New Mexico as well as classes and workshops for students (In-house or targeted areas).
- Obtain revised rubrics, update Admissions website, communicate new rubrics to schools such as ECRA, SFSAS, etc. who actively use our rubrics to prepare students.

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2018-19 Admissions Cycle Outreach goals:

- Maximize Art Department's programming; align current programming with outreach content. Ensure programming is age appropriate and is accessible to the specific communities being served.
- Continue to establish and maintain strong relationships with school counselors, teachers, students, community leaders, etc.
- Continue to build connections and partnerships with organizations throughout New Mexico.

- Artesia: Develop and coordinate an action plan that meets the requirements of the Artesia grant.
- Continue to organize Outreach performances and exhibitions for all ages, including seniors.
- Increase Dance department exposure by offering NMSA dance faculty masterclasses and develop a recurrent NMSA dance class in Espanola.
- Identify additional feeder schools to NMSA.