

NMSA's 2019 – 2020 SY Admissions cycle has been open and live on our website for 2 months. Our Admissions & Outreach team continues to grow (recent Admissions Assistant hire: Boderra Joe) and regularly reviews outreach, recruitment and admissions processes to ensure that all is being done to reach students from across the state. The mission of access continues to be a goal of NMSA's and within admissions and outreach. We are also continuing to review how to refine our selection process to also meet the goals of access.

We have successfully held two out of three scheduled Admissions Study Group meetings with attendees across the state with the goal of identifying together the unique challenges and opportunities for diversity and inclusion in the admission process in order to ensure that NMSA fulfills its missions of access to the arts mastery training and rigorous academic education.

Attendees included me, Francesca (Director of Admissions), Boderra Joe (Assistant to Francesca who relocated to Santa Fe from the Navajo area to join NMSA), Rose B. Simpson (artist and AI board member), Elmer Torres (former San Ildefonso Governor), Marisa Jimenez (Exec Director of Stagecoach Foundation, which is GRRM's nonprofit dedicated to bringing education around film industry to all young people in NM), Elizabeth Stahmer (Marisa's assistant), Simon Miera (Eric Crite's husband, educator, administrator, NM born and raised in Cubero and Penasco, Roger Montoya (Espanola's #1 everything to do with arts and education person), Rita Fabrizio, Joey Chavez and Eric Crites.

Points discussed included:

- Travel with iPad with application online
- Get involved in civic service
- Carry and distribute collateral with us everywhere
- Teach elementary art lessons - Younger audience. 5/6th graders
- Collaborate with Stagecoach to conduct outreach - Comic Con November 4th
- Audition Bootcamp over breaks

Remote Open Houses

- Moving Arts Espanola
- Celebrity Performances

Distribute collateral:

- Holiday Bazzars
- Walmart
- Family Dollar/ Dollar Stores
- Northern NM Basketball
- Pueblos
- Educational Conferences

Promote:

- Facebook
- Instagram
- Parent/Grandparent Support
- Commercials (utilize election)

Cultural Consciousness:

- Desire the best
- Be more culturally sensitive

- What can communities outside of Santa Fe offer us/Reciprocal
- Stay humble
- Change perception of success
- Rebrand/create accessible language
- Preserve our voice/language
- Keep things local/New Mexico

This series of meetings (funded by LANL Foundation) allow us to collaborate and set Outreach dates which (in the 2<sup>nd</sup> meeting) included GRRM's Non-profit Stagecoach Foundation offering to allow NMSA Outreach to attend their scheduled outreach events and cover NMSA's travel expenses, introductions to 8 Northern Pueblos which resulted with our first Admissions table at the San Ildefonso Halloween Table on October 30<sup>th</sup>, and planning a Regional Youth Fine Arts Showcase that will be hosted by Rick Bailey, President at Northern NM College and Roger Montoya, Moving Arts Espanola which will include a gallery exhibition and free dinner (funded by United Way). For all events and dates see NMSA – AI Outreach Event Dates page.

As of November 1<sup>st</sup>, we have received 79 online and in-person inquiries, we have conducted or scheduled 25 shadow days, we have conducted two Welcome Wednesdays with 15 – 25 attendees in each group and another scheduled for November 7<sup>th</sup> with 15 RSVP's to-date.

2018/19 Applications To-Date: (keeping in mind the application trend shows we receive a bulk of our applications during and after Christmas break):

Total number of applications: 10

Dance: 1

Music/Instrumental: 2

Theatre: 3

Visual Arts: 4

Albuquerque: 2

Espanola: 1

Santa Fe: 6

Taos: 1

Asian: 1

Caucasian: 3

Hispanic: 6

