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Addendum to the Mesalands Community College Strategic Plan: 2015-2020

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INTRODUCTION

This Addendum is provided to clarify and add more specific detail to our strategic needs, goals and actions within the context of the current *Mesalands Community College Strategic Plan: 2015-2020*. The purpose of this is to inform all of our campus stakeholders regarding specific actions we are taking and the logic and thinking behind them.

OVERVIEW AND SCOPE

The activities listed below for both On-campus and Online student enrollment growth primarily support *Initiative #1: Enrollment and Student Success* on page 9 of the current plan, but also fit within the context of *Initiative #4: Maximize Resources* on page 13 as well.

On-Campus Enrollment Growth

To promote greater on-campus enrollment to better utilize the square footage we currently have on campus, we need the right facilities, equipment, clubs, and activities to support a rich collegiate experience for full-time, on-campus students. Increasing on-campus, full-time student enrollment will require us to offer services and supports for students who largely will come from outside Tucumcari. These additional services and supports will, at the same time, allow us to better convert our large pool of dual credit students from both Tucumcari and other regional schools into regular college students upon their graduation from high school.

At present, our existing square footage is heavily concentrated in large, industrial training spaces rather than classrooms or other needed auxiliary and activity space we need to support larger on-campus student enrollments. Specifically, the lack of food services, student athletics and other auxiliary activities have been an impediment to bringing students to Tucumcari to study. This Addendum to the strategic plan outlines actions we will take to 1) make Mesalands Community College more attractive to traditional student populations within our service region; and 2) increase our appeal and marketing efforts toward students wanting a more residential-like collegiate experience.

Actions (to be completed by December, 2020):

1. Acquire the currently vacant National Guard Armory and grounds that are nearly adjacent to campus (entirely as self-support/auxiliary) to provide the following:
 - Food service and cafeteria
 - Gymnasium for intermural and sports activities
 - Gallery for the display of student, faculty and community arts

- Student Government offices
 - Student health services
 - Outdoor recreation/Community Education programs
 - Student housing referral office
 - International learning program support
 - Student club and organizations spaces
 - Possible intercollegiate and club sports support office spaces
 - Club-based community and student band/choir programs
 - Etc.
2. Develop a partnering system with local landlords willing to offer semester or academic year based leases for students while adopting similar housing management provisions to those currently enforced in the Stampede Village housing unit that is operated by the college. In return, landlords may post room availability and rental cost information on the college website with the support of college staff.
 3. Identify and develop our unique academic programs, for focused marketing that will draw students from outside of our typical region. At present these programs include:
 - Wind/Integrated Renewable Energy and Energy Management
 - Life/environmental sciences and inland aquatics
 - Farrier Science
 - Arts including foundry, mold making, 3d additive and subtractive shaping, casting, silversmithing, engraving, and composites. Combine these subjects into focus area in Manufacturing Arts, using the existing competencies and equipment on campus.
 - Digital Business and Entrepreneurship (as a focus area supported by our CIS, CS and Business programs).
 4. Create a focused marketing campaign highlighting key programs and the student learning and living environment that is possible in Tucumcari.

Online Enrollment Growth

While the college has seen significant growth in online enrollments for courses, we have yet to be ready to offer a complete degree program online. This is due in part to limitations in implementation of our Enterprise Resource Planning software (Jenzabar) as well as creating the appropriate staffing and support structures to effectively ensure quality outcomes in terms of learning, retention and completion. In order to achieve significant increases in online enrollment, we recognize we must deliver a quality program, fully online, and support it well with both technical and academic advising support systems.

Actions (to be completed by December, 2020):

1. Ensure that our existing Panopto conferencing and recording system in our 5 studio classrooms is fully functional and capable of both lecture capture, and delivery of live streaming operations to remote locations

using Zoom or similar, to facilitate hybrid as well as fully online course and program efforts.

2. Incorporate all of the support systems within Jenzabar that are needed for students to apply for admission, apply for financial aid, review and approve their award, and pay their bill entirely online.
3. Retrain and deploy staff and more progressed student employees, to support online students as they are admitted and on-boarded, as well as during both registration cycles and planning for their academic progress.
4. Create/update and deliver a complete set of classes satisfying general education in online formats using the general guidelines of Quality Matters and note on student transcripts as a special information field that General Education Requirements are met when completed (for all students, not just online).
5. Staff up and prepare sets of high quality classes for three programs that will be fully online as well as on campus. These programs will include:
 - Transfer-oriented AA program.
 - Business, with a focus on Digital Business and Entrepreneurship (AA or AAS)
 - Certificate in WEBD: Wordpress Ecosystem Business Development (subset of Digital Business focus above)

SUMMARY AND CONCLUSION

By completing these actions and executing them well, we believe that the college will be better positioned to grow into the future, make better use of our existing square footage, and be a more significant contributor to the higher education portfolio in New Mexico as well as in the larger region, and nation. Our target is to increase on-campus students by 300 FTE within 10 years. We also hope to increase off-campus students (including online, dual and corrections student enrollments) by another 200 FTE per semester during the same time period. In combination then, this means we will increase total student enrollments by 500 FTE students each semester, which will essentially double enrollments at Mesalands.