

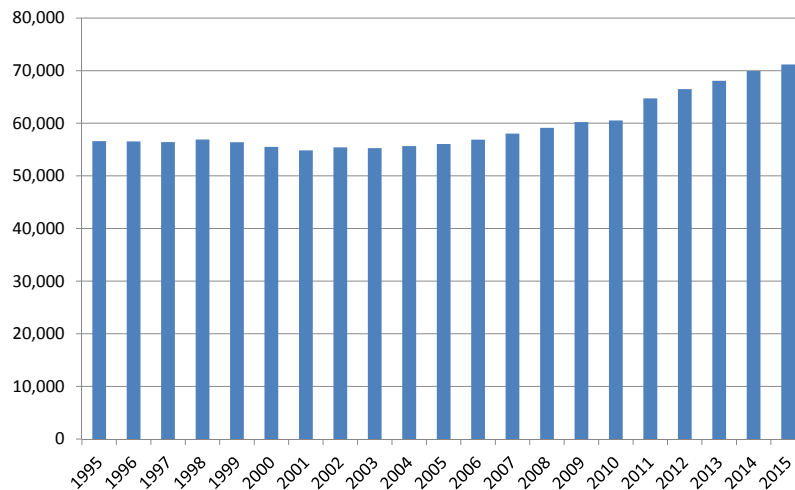
NMJC Planning Update

NMJC Board Meeting

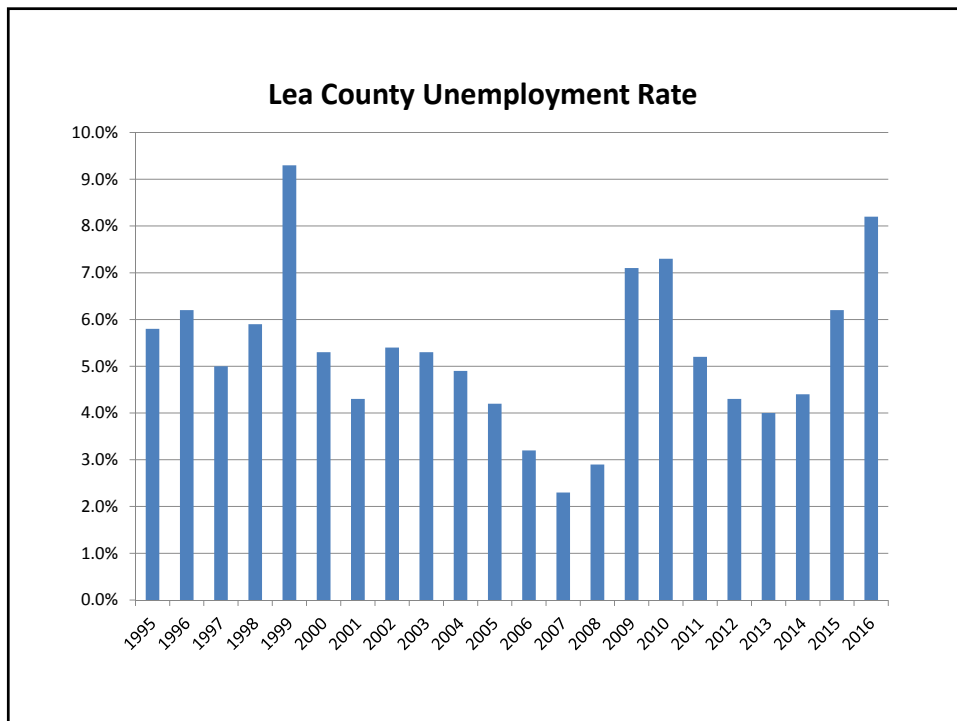
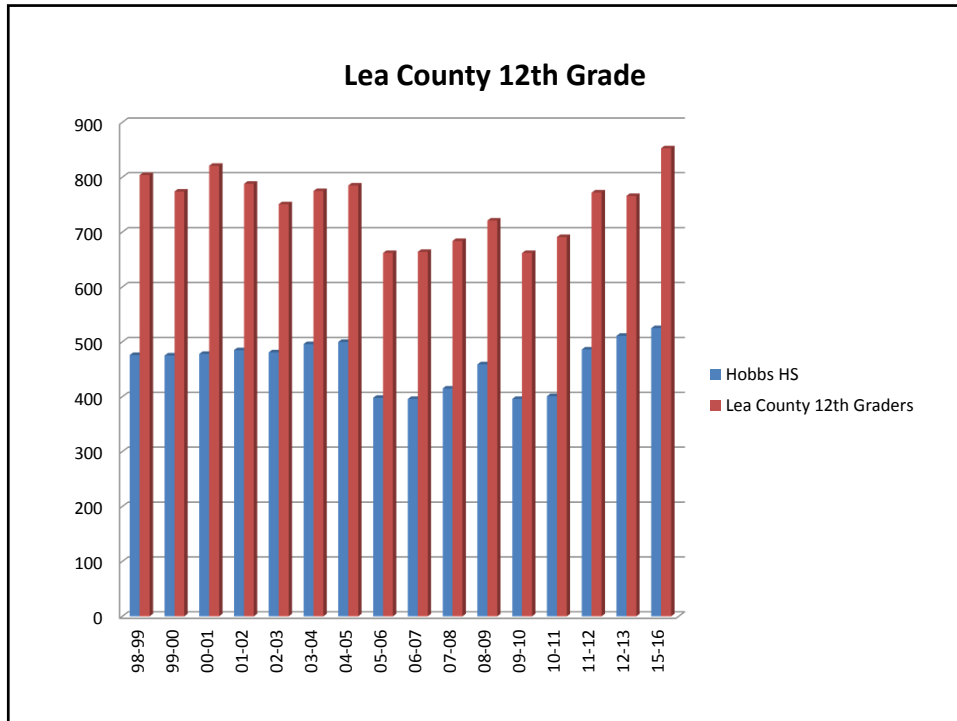
June 20, 2016



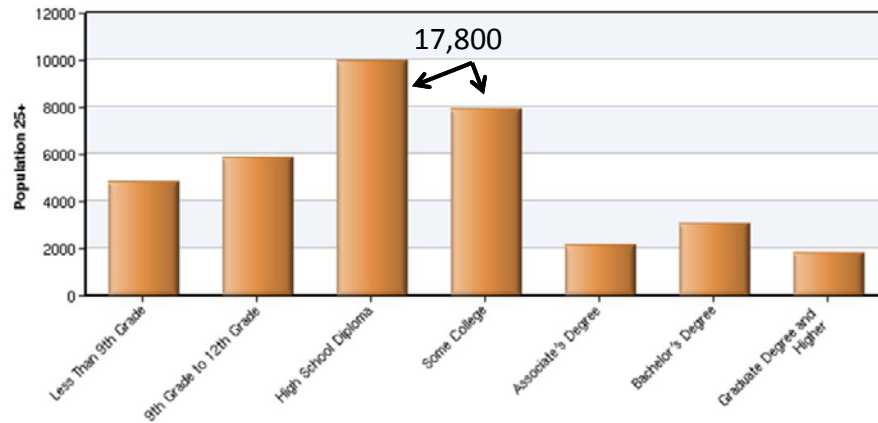
Lea County Census



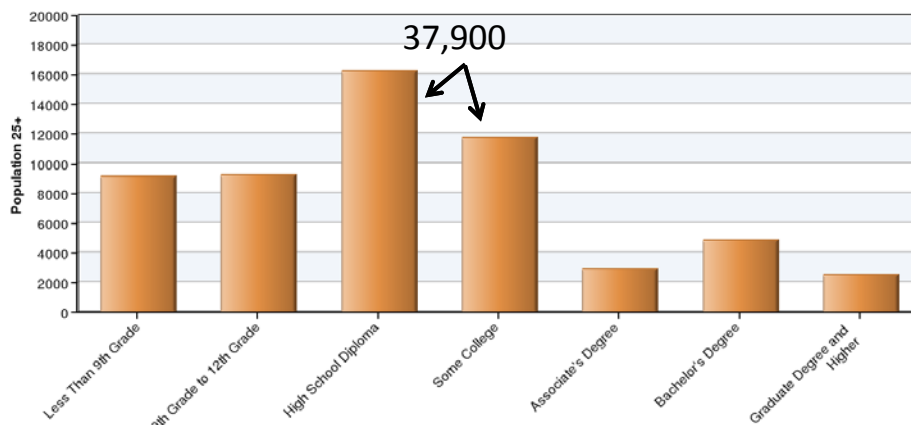
U.S. Census Bureau Estimates



Education Attainment of Adults over the age of 25 in Lea County



Education Attainment of Adults over the age of 25 In Lea, Yoakum, Gaines, and Andrews Counties

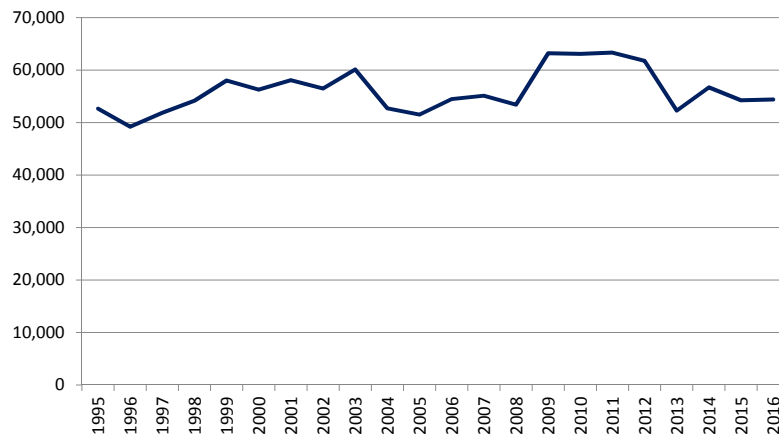


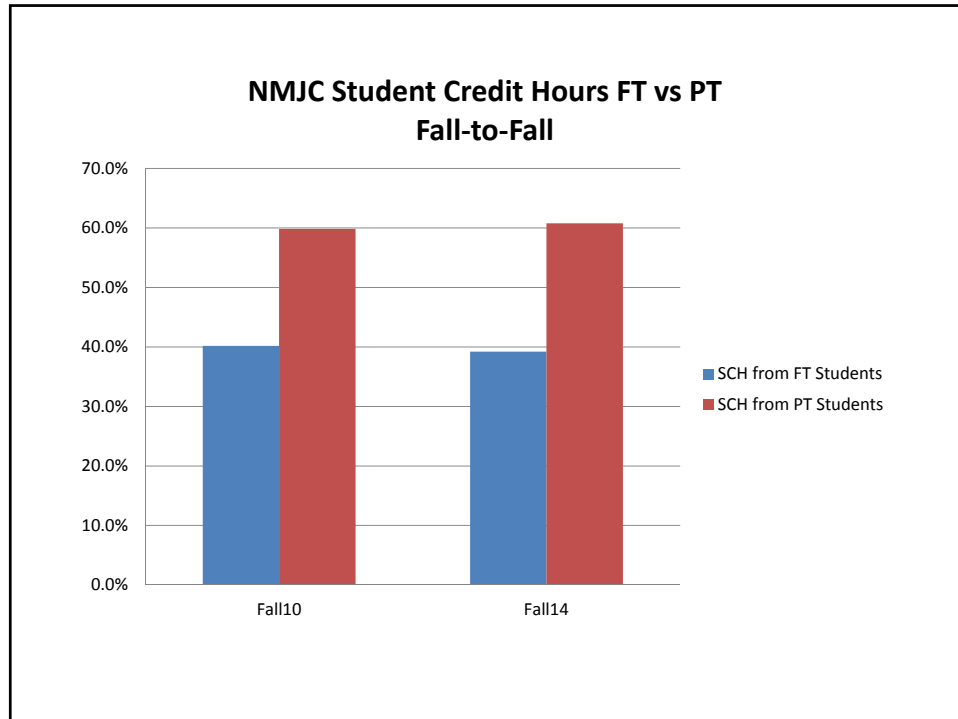
Who Are NMJC Students?



	Fall 09	Fall 10	Fall 11	Fall 12	Fall 15
Headcount	3,534	3,377	3,390	2,961	2,889
Women	59.6%	61.8%	59.7%	61.5%	63.2%
In-district	80.7%	77.4%	78.8%	77%	76.6%
Fulltime	35%	37%	30.3%	26.8%	29%
Dual Enrollment	20.9%	16.5%	14.8%	16.6%	18.3%
Hispanic	37.1%	41.2%	42.2%	42.9%	43.4%
White	48.4%	46%	44.6%	43.9%	38.5%
1 st Time Fresh.	17.1%	16.2%	22.4%	20.7%	21.1%

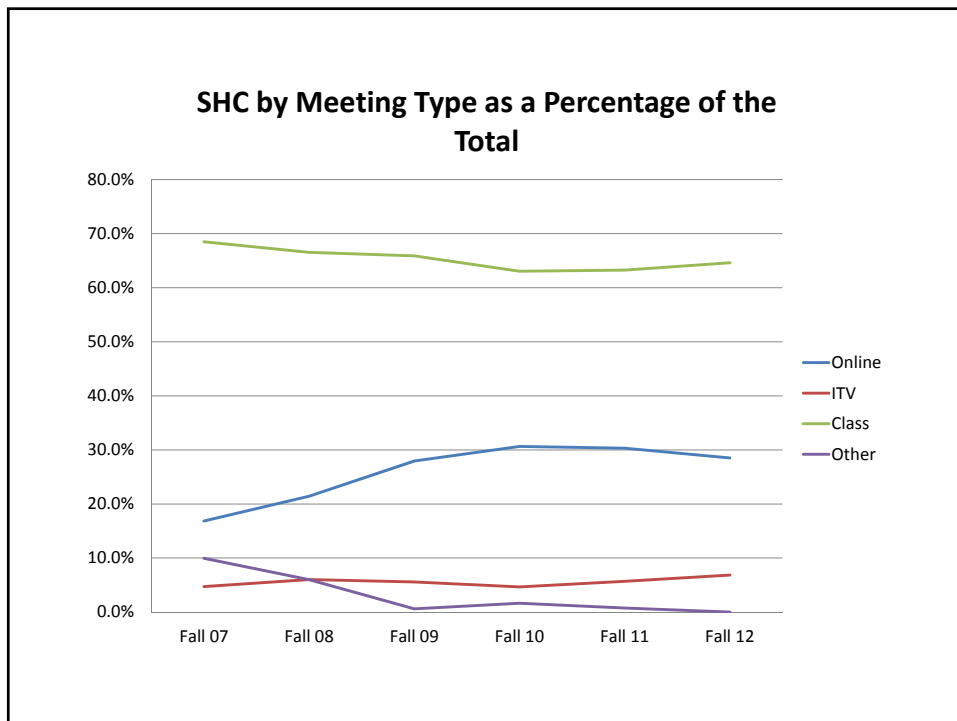
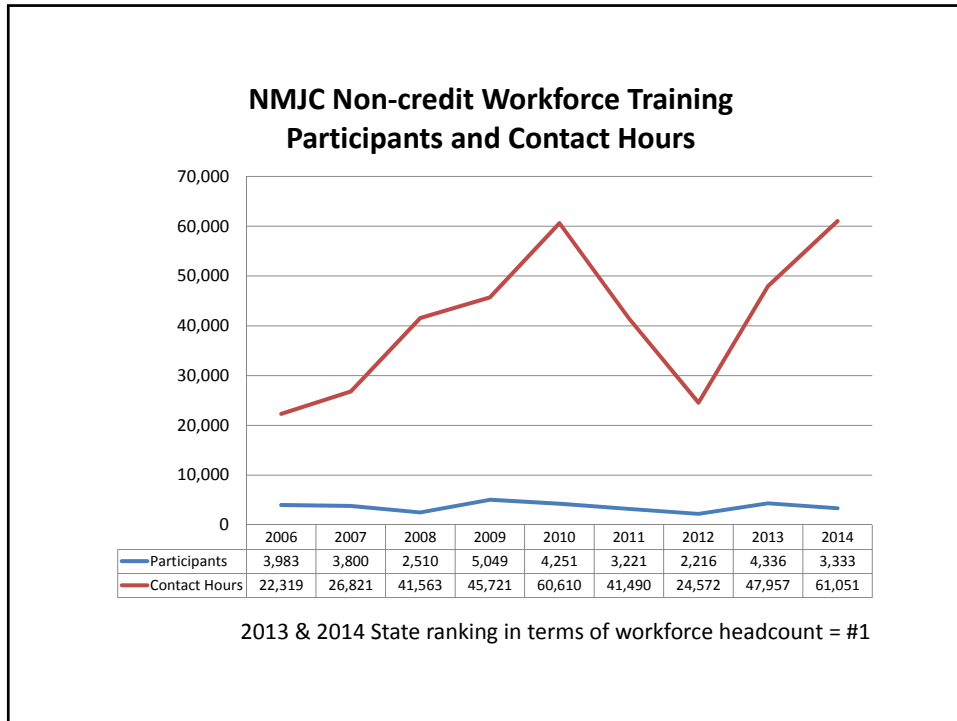
NMJC Student Credit Hours 1995-2015/16

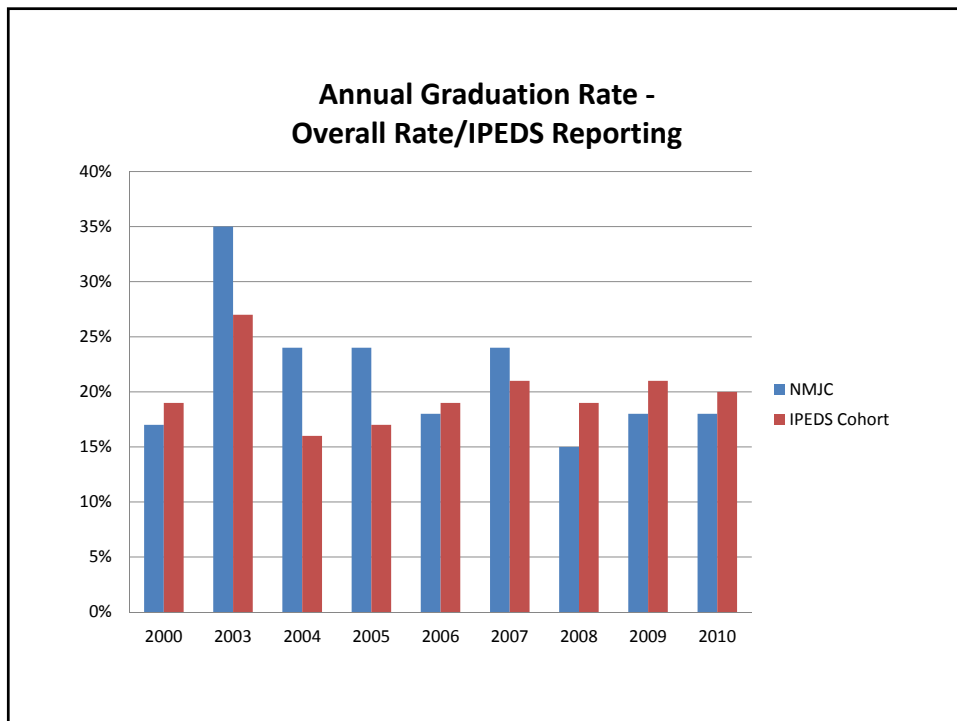
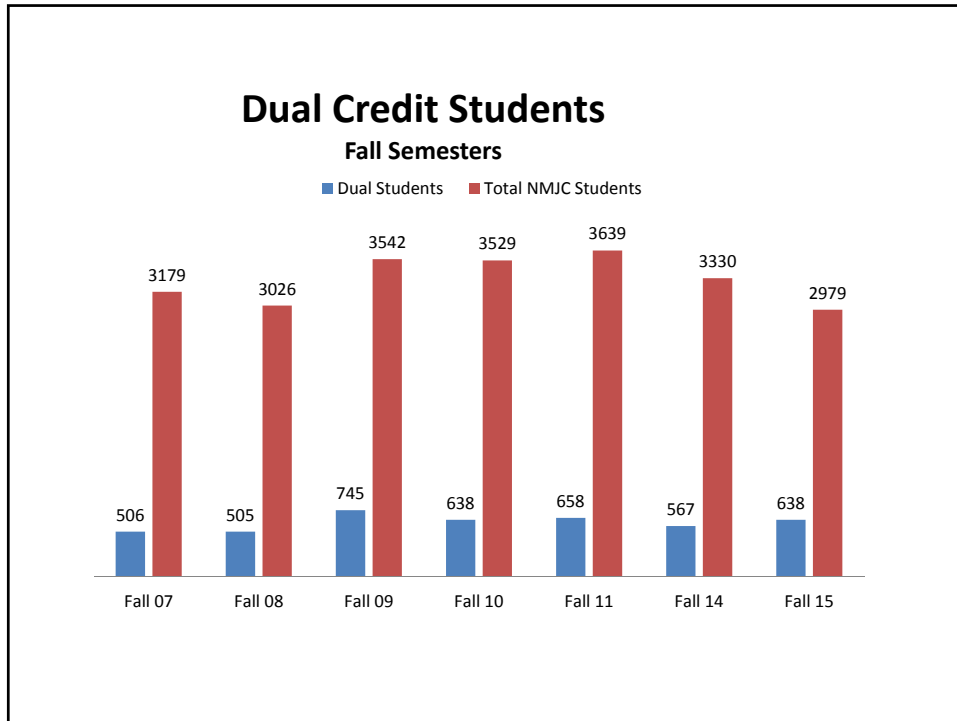


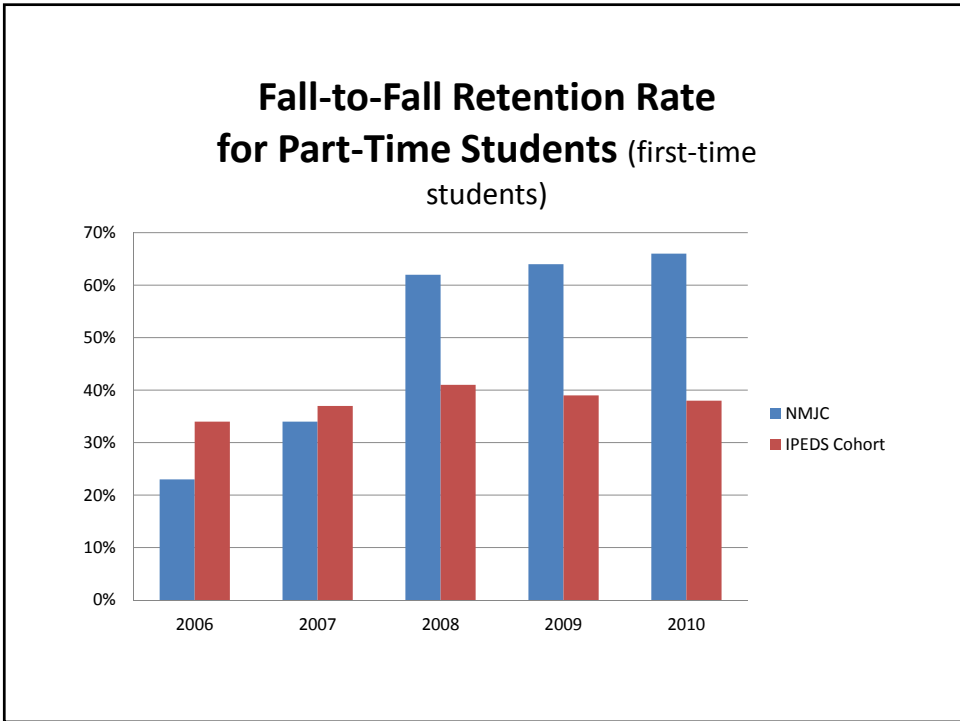
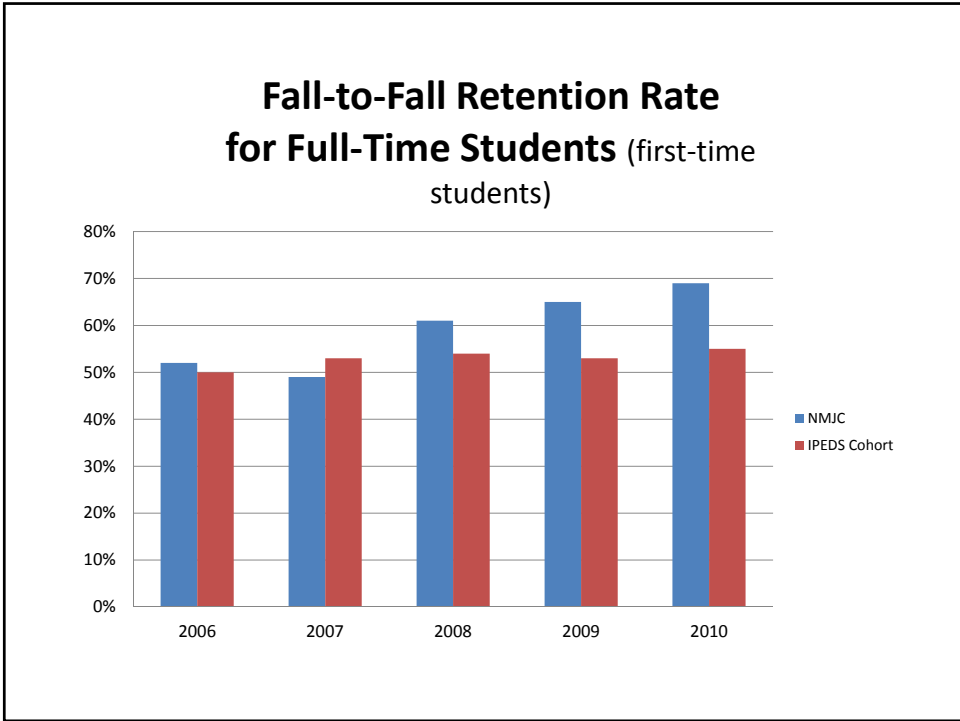


How the economy affects enrollment:

- As the economy gets better, fewer students enroll as full time students (a number of these shift to be part-time students).
- Part-time students take fewer credit hours (note: the number of part time students actually increases as the economy gets better).







Peer Benchmark Groups

- **HED Peer Group**
 - Carl Sandburg College
 - Lower Columbia College
 - Darton College
 - Grayson County College
 - Hutchinson Community College
 - Louisiana State Univ. – Eunice
 - Iowa Lakes Community College
 - Sheridan College
 - Temple College
 - Reading Area Community College
 - Midland College
 - Paris Junior College
- **NMJC Regional Peers**
 - Cisco College
 - Clarendon College
 - Grayson County College
 - Hill College
 - Howard College
 - Odessa College
 - Ranger College
 - Temple College
 - Weatherford College

National Measurement Tools:

- **Tracking**
 - Measures changes in our performance over time.
- **Benchmarking**
 - Measures our performance against peers.
 - Measures our performance against external outcomes.



National Measurement Tools:

- Noel Levitz Student Satisfaction Inventory
 - 2005 – 2009 – 2012 – 2016
- Noel Levitz Survey of Online Learners
 - 2010 first time deployment
- Community College Survey of Student Engagement (CCSSE)
 - 2007 – 2010 – 2013
- Noel Levitz Survey of Employee Satisfaction

Key messages: 2016 Notes

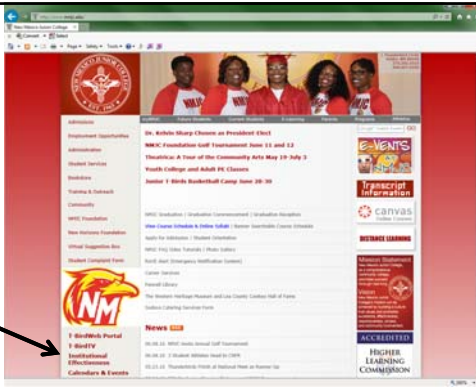
- Plans take time to become reality (particularly when capital funding involved)
 - Equine Center, Oil & Gas Training & Entertainment
 - Due to impact of employment on enrollment – new programs must focus on sizeable, stable markets
- **The local economy is in decline**
 - 5% unemployment level seems to be key* **(8.2%)**
 - Good times push enrollment down quickly
 - Bad times affect enrollment 2-3 years later
 - **Two factors: headcount and credit hour load**

Key messages – con't: 2016 Notes

- New modes of delivery (iTV, Online and Dual credit) are examples of prior decisions paying current dividends - **Rate of growth is flat**
- Future growth will rely on targeted programs
- NMJC has a sizeable, available market
 - 37,000 adults with HS and some college
 - Hispanic population versus student enrollment
 - NMJC student body is continuing to diversify
- NMJC compares favorably to peers

Key messages – con't: 2016 Notes

- **Workforce training continues at a high level although the economy will have a negative impact on training expenditures by companies**
- **Need to focus on student success (retention and completion).**



Institutional Data Available:
www.nmjc.edu
Click on "Institutional Effectiveness"

Thank you.