



ADVISORY BOARD
MEETING AGENDA
Thursday, September 3, 2020
 6:00 PM
 via Zoom

DACC Advisory Board Meeting – State of the College

Call to Order Roll Call Approval of Agenda Approval of May 7, 2020 Minutes	Ms. Elva Garay
1. Looking Ahead	Dr. Mónica Torres
2. System Integration	Dr. Dan Arvizu, NMSU Chancellor
3. COVID-19 Updates and Prevention Planning	Amy Collins & Becky Corran
4. Academic Affairs	Dr. Charles Abasa-Nyarko
5. Business & Finance	Ms. Kelly Brooks
6. External Relations	Ms. Kristi Martin
7. Student Services	Mr. Ike Ledesma
8. Board Announcements and Comments Next DACC Advisory Board Meetings: Thursday, November 5, 2020	
Adjournment	Ms. Elva Garay

Calendar of Events

September 7 Labor Day Holiday

MISSION STATEMENT

DACC is a responsive and accessible learning-centered community college that provides educational opportunities to a diverse community of learners in support of workforce and economic development.

VISION STATEMENT

DACC will be a premier learning college that is grounded in academic excellence and committed to fostering lifelong learning and active, responsible citizenship within the community.



DACC ADVISORY BOARD
MEETING MINUTES
 Thursday, May 7, 2020, 6:00 PM
 via Zoom

DACC ADVISORY BOARD MEETING

Gadsden School Board Members Present:

None

Las Cruces School Board Members Present:

Maria Flores
 Ray Jaramillo

Guests Present:

Erik Harrigan, RBC Capital, LLC

Hatch School Board Members Present:

Lupe Castillo
 Elva Garay

DACC Staff Present:

Charles Abasa-Nyarko	Ike Ledesma
Lydia Bagwell	Diane Pierce
Kelly Brooks	Fred Owensby
Joe Butler	Mónica Torres
Josie Carmona	Susan Wood
Rusty Fox	Mary Beth Worley
Vicki Haggard	

Call to Order: Ms. Elva Garay, President, called the DACC Advisory Board meeting to order at 6:01 PM on Thursday, May 7, 2020.

Roll Call: R. Jaramillo called roll; participants noted above were present. A quorum of the Advisory Board was present.

Approval of Agenda: Motion to approve the agenda as presented made by M. Flores; seconded by R. Jaramillo; no discussion, all in favor, motion carried.

Approval of Minutes: November 12, 2019 Motion to approve March 5, 2020 minutes as presented made by M. Flores; seconded by R. Jaramillo; no discussion, all in favor, motion carried.

Welcome – Dr. Mónica Torres

Key Discussion Points: Dr. Torres welcomed everyone to the meeting. She noted all of the different things that have taken place since seeing the Board at the last meeting in March. She took a moment to remember Eddie Binder, DACC Vice President for External Relations who passed away on 4/26/20.

Decision/Action: None.

1. FY 2020-21 Budget Approval – Ms. Kelly Brooks

Key Discussion Points: Ms. Brooks presented the FY 2020-21 budget scenarios model based on what the legislature approved in March. The state of the economy has been hit hard with the COVID-19 pandemic and there has been a drastic drop in oil and gas revenues. Special legislative session to address state shortfall will be convened in June. The following items were highlighted:

- If must revert to 2019 levels, about 13% would have to be cut from the approved budget.
- DACC is not looking to increase tuition at this point, but that remains an option.
- DACC is looking at needing to absorb ~5% of lost revenue due to decreases in enrollment, and possibly 12.6% due to potential loss of local funding (looking at an overall cut of ~\$4.6M, or 10.8% of overall budget).
- Increasing tuition and fees scenarios were provided (3%, 5%, 10%).

- May need to cut this year's budget too (will use fund balance or reserves for one-time cuts). Looking at about 5% or \$330K. Salaries make up approximately 80% of budget.
- Presented FY 2020-21 budget as it will be submitted to Board of Regents and NMHED. Approved by legislature – 4% salary increase; Carl Perkins/Kellogg grant positions that we absorb into I&G budget; state appropriations of \$1.767M – total \$1.97M. Revenues & expenditures were reviewed. State funding makes up 60% of budget. Looked at restricted and unrestricted I&G funding. Bond election in November 2019, now need to sell bonds for additional funds.
- Addressing students who may not have access to take courses online. We are providing students with parking internet access (East Mesa, Espina, and south county), equipment to rent, iPad initiative – money set aside for capital outlay will instead be used to provide iPads to students (based on need, those impacted by pandemic). Looking to provide more face-to-face hands on classes to give students full college experience.
- Working on return to campus plan. What we can do online we will continue online, but looking at how to bring students back for labs, clinicals, etc. while following state and federal guidelines for social distancing and sanitizing protocols. Also looking at hybrid models (possibly renovating classrooms with cameras and microphones to allow for teaching face-to-face and distance).
- Progress on capital outlay projects – Gadsden Phase 3, roof repairs, Workforce Center parking lot. Put in request to name Gadsden phase 3 building Roadrunner Hall (survey to students, faculty, staff at Gadsden Center to gather input). Building ready for classes in the fall. New students registering for fall. Holding new student orientations, next one May 21 with 100 students signed up. Primary months for registration/orientation are June, July, & August. Calling and text messaging students daily. English and Math departments have helped students place in appropriate courses without use of Accuplacer placement testing.

Please refer to the May 7, 2020 Meeting Binder on the DACC Advisory Board's website for complete presentation (<https://dacc.nmsu.edu/advisoryboard/>).

Decision/Action:

Motion to approve FY 2020-21 budget as presented made by R. Jaramillo; seconded by M. Flores; no discussion, roll call vote, all in favor, motion carried.

2. Bond Finance Plan – Ms. Kelly Brooks & Mr. Erik Harrigan

Key Discussion Points:

Mr. Erik Harrigan presented the bond finance plan update to the Board. Voter authorized sale of bonds late summer/early fall. History of assessed valuation, looking at August to sell bonds, won't refinance at this time due to poor market conditions. A brief market update was provided – market very volatile (impacts from pandemic stimulus packages); approximately 30 million people have lost their jobs over the last 6 weeks.

Please refer to the May 7, 2020 Meeting Binder on the DACC Advisory Board's website for complete presentation (<https://dacc.nmsu.edu/advisoryboard/>).

Decision/Action:

None.

3. Updates in COVID-19 Times – Dr. Mónica Torres

Key Discussion Points:

Dr. Torres took a moment to recognize and remember Mr. Jose Lopez, DACC Nursing faculty member who passed away on April 6, 2020. Dr. Torres provided

the Board an update on the college during COVID-19 times. The following items were highlighted:

- COVID planning – very fluid due to constant changes. The college is trying to clearly communicate to employees the changes and decisions as soon as possible. The college will not be rushing back to campuses - it will be a slow phased approach.
- Fall – instruction and services that can be provided by remote technologies will continue to be provided remotely. Instruction and services that cannot be provided remotely will be offered on campus. Most likely in a hybrid framework (what can be provided online will be, with some face-to-face). Will closely follow social distancing and sanitizing best practices. Hoping to provide same type of hands-on instruction in second part of summer for students who could not complete in spring. Also examining other possibilities for next phases.
- Using the McKinsey model for decision making – nerve center (decision making body) and 6 teams; teams research and make recommendations to the DACC Executive Council for decision-making; then decisions will be communicated and implemented (implementation goal - June 1).

Decision/Action: Dr. Torres will send communication to the Board mid-June regarding plans.

4. Board Announcements and Comments

Key Discussion Points: Tentative Board Meeting Dates

- Thursday, September 3, 2020
- Thursday, November 5, 2020

Calendar of Events

- Virtual commencement – Mr. Ledesma Contracted with Grad Images to provide students graduating in May 2020 a virtual commencement. Students will register for pictures/upload pictures – video will include student’s picture, name, degree, and special recognitions (meritorious graduate, crimson scholar graduate, etc.). Virtual commencement is scheduled to be up on the DACC website the week after May 18th. In-person commencement at the Pan Am is postponed until December.

Decision/Action: None.

Adjournment: Motion to adjourn the meeting made by R. Jaramillo; seconded by M. Flores; no discussion, all in favor, motion carried. Meeting adjourned at 7:39 PM.

Respectfully submitted,

Ray Jaramillo, Secretary
DACC Advisory Board

DACC Advisory Board Meeting

September 3, 2020



DOÑA ANA COMMUNITY COLLEGE
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Agenda for the Evening

“State of the College”

Looking Ahead, Mónica F. Torres
System Integration, Chancellor Dan Arvizu
COVID-19 Updates and Prevention Planning, Amy Collins and Becky Corran
Academic Affairs, Charles Abasa-Nyarko
Business and Finance, Kelly Brooks
External Relations, Kristi Martin
Student Services, Ike Ledesma



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The Value Proposition

Education is positively correlated to higher wages, better health, more fully engaged communities, and more vibrant economies.

- Individual Impact: more job opportunity, better wages, healthier habits
- Community Impact: higher rates of civic participation, higher voter turnout, healthier habits
- Economic Impact: prepared workforce, \$ in local economy, job creation



<http://www.css.edu/the-sentinel-blog/community-benefits-of-a-college-degree.html>
<https://qswownews.com/importance-of-higher-education/>
<https://www.communitycollegereview.com/blog/community-colleges-are-more-important-than-ever>

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So what is the opportunity in Doña Ana County?

Median Household Income	Poverty Rates
\$57,652 in the US	12.3% in the US
\$46,718 in New Mexico	19.7% in New Mexico
\$39,114 in DAC	26.3% in DAC
\$40,924 in Las Cruces	24.4% in Las Cruces
\$29,583 in Hatch	34% in Hatch
\$28,231 in Sunland Park	38% in Sunland Park
\$24,917 in Chaparral	45.6% in Chaparral
\$24,398 in Anthony	48.6% in Anthony



U.S. Census Bureau (2019) QuickFacts <https://www.census.gov/quickfacts/fact/table/US/PST045218>

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Does an education pay off?

Average Earnings in Doña Ana County

Less than high school	\$18,000
High school	\$23,500
Certificate	\$27,100
Associate degree	\$31,300
Bachelor's degree	\$40,900

"Analysis of the Economic Impact and Return on Investment of Education:
The economic Value of NMSU-Doña Ana Community College," conducted by EMSI in 2018



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Does an education pay off?

For every dollar invested by

Students	\$5.20 in lifetime earnings
Taxpayers	\$4.70 in state revenue and social savings
Society	\$15.70 in added taxes and public sector savings

"Analysis of the Economic Impact and Return on Investment of Education:
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Does an education pay off?

Performance Benchmarks For Program Year 2019/2020 (Oct. 1, 2019 – Dec. 31, 2020)	Benchmarks	Benchmark Results to Date	Current Percent of Benchmarks Met
Number of business startups	12	18	164%
Capital Infusion	\$2,184,236	\$6,421,344	228%
Jobs Created/Saved	47	323	577%



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Looking Ahead: DACC's Strategic Direction

OPPORTUNITY AND IMPACT

Doing everything we can to ensure that citizens of Doña Ana County can **access** and **benefit** from the opportunities available at DACC.



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Enrollment

A Critical Development

Enrollment	Down 9.6%	Who's not here accessing opportunities? Why aren't they here? What's keeping them? How do we help our citizens learn about these opportunities, access them, and benefit from them?
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Looking Ahead: National Observations

Five Reasons Why Community Colleges Are Key to Our COVID-19 Recovery

https://fforg-prod-prime.s3.amazonaws.com/media/documents/BRIEF-PLT_5_reason_CC_matter_Final.pdf

- Train the workforce needed to treat the sick and keep the nation safe.
- Specialize in career-oriented programs to get people to work quickly.
- Offer a promising first step for students seeking bachelor's degree.
- Have deep roots in their local communities.
- Have a track record of adapting to changing circumstances.



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Looking Ahead: National Observations

Community Colleges Are in the Spotlight—Again
--themes from conversations with CC presidents--

<https://www.chronicle.com/newsletter/the-edge/2020-08-26>

- **Smoother transfer pathways will matter more than ever.**
- **Better relationships are needed with elementary and secondary schools.**
- **Connections with employers will be even more critical than before.**
- **Colleges that double-down on “community” can serve an important social purpose.**



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Looking Ahead: Our Strategic Tools

Strategic Plan		
Goal 1	Enhance Student Success and Social Mobility	5 objectives
Goal 2	Enhance Research and Creativity	3 objectives
Goal 3	Amplify Services to Our Communities	3 objectives
Goal 4	Build a Robust University	6 objectives

Strategic Plan/Data Points	
Enrollment	Student satisfaction
Retention	Partnerships
Graduation	Economic impact
Transfer	Engagement in the community
Placement	Engagement on campus



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Looking Ahead: DACC's Strategic Direction

OPPORTUNITY AND IMPACT

Doing everything we can to ensure that citizens of Doña Ana County can **access** and **benefit** from the opportunities available at DACC.



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Thank You!



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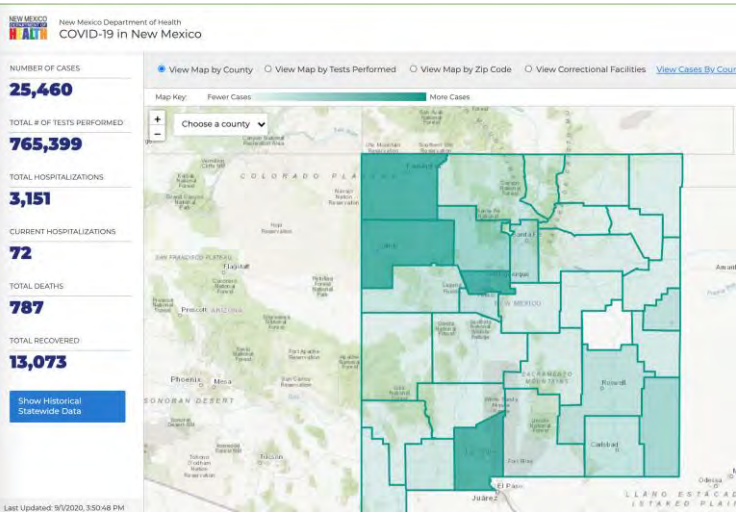




Doña Ana County COVID-19 updates and DACC Public Health Prevention Planning

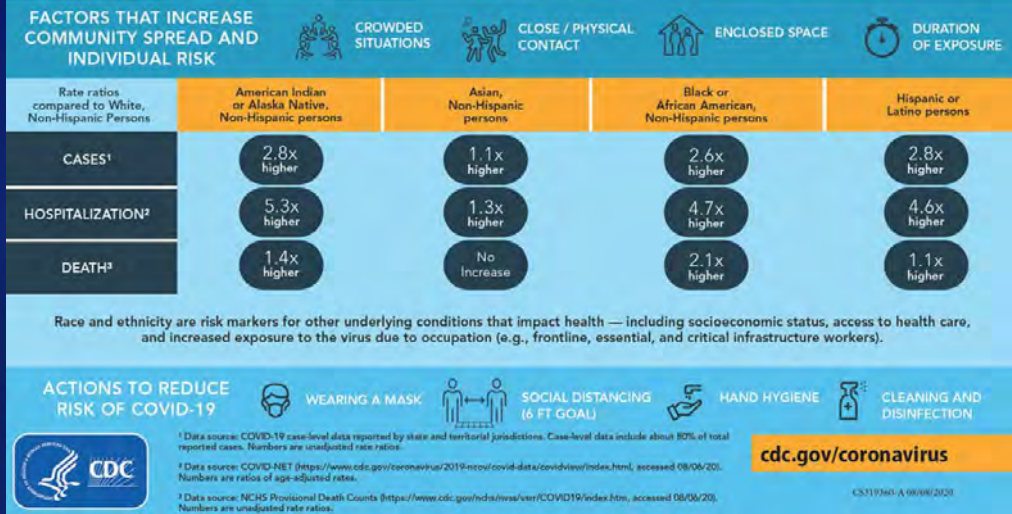
Advisory Board Meeting
Thursday, September 3rd

Amy Collins, MS, CHES; Professor, Public Health; COVID-19 Safety Coordinator
Becky Corran, MPH; Professor, Public Health



Broad to local:
the public
health
context,
COVID-19 and
DACC

COVID-19 CASES, HOSPITALIZATION, AND DEATH BY RACE/ETHNICITY



COVID-19's impacts vary by race & ethnicity, with people of color experiencing disparate incidence and mortality.

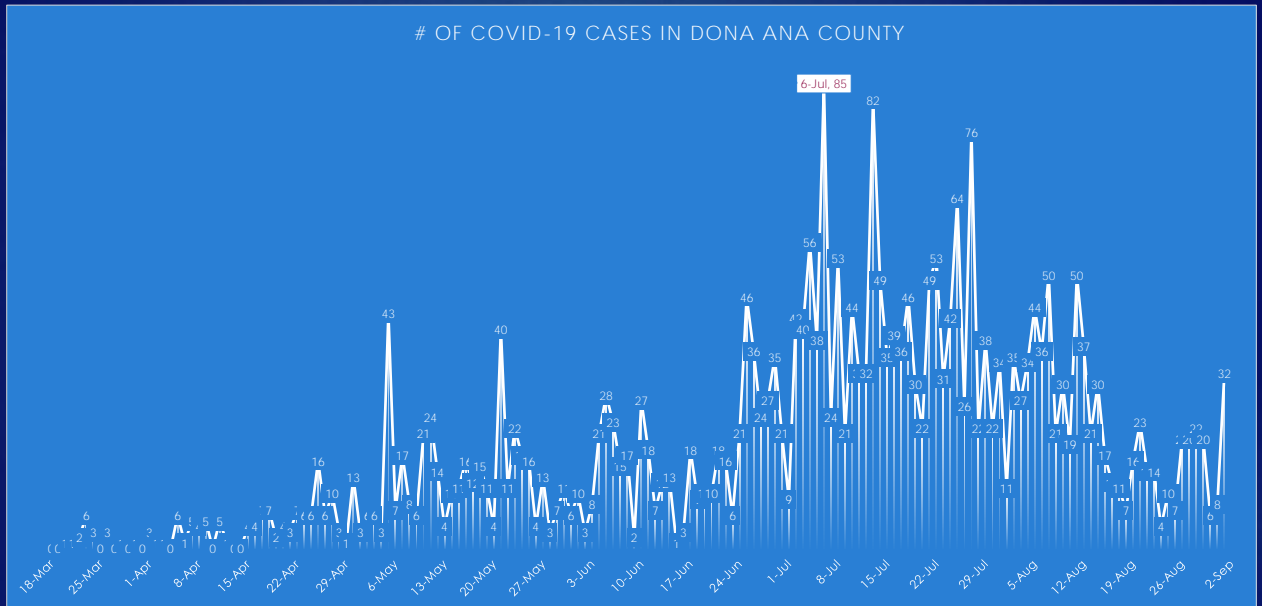
Source: <https://www.cdc.gov/coronavirus/2019-ncov/covid-data/investigations-discovery/hospitalization-death-by-race-ethnicity.html>

The public health context of our region

- ▶ Federal, State & Local decision-making and public health infrastructure continue to complicate response.
 - ▶ Ex: El Paso's COVID reporting has been challenged. (<https://www.ktm.com/el-paso-matters/el-pasos-covid-19-data-is-unreliable-that-is-dangerous/>)
- ▶ Doña Ana County is federally designated as a Medically Underserved Area for Primary Care and a Health Professional Shortage Area (for Primary Care, Mental Health and Dental Care) source: <https://data.hrsa.gov/>

14% of New Mexicans (18-64) are uninsured, while 47% had employer-based health insurance (2018, kff.org)

- An average of 14% of incoming freshman at DACC reported needing assistance for finding healthcare. (DACC Student Orientation Survey, 2016-18)



Source: <https://cv.nmhealth.org/newsroom/> through September 1, 2020.

COVID-19 Context: Doña Ana Week of August 31

- ▶ 16.9 avg. # of cases/day August 25-Sept. 1 (increase of 4.2 over last week)
- ▶ NM measures (spread, positive rate, etc.) are moving in a downward trend
- ▶ Statewide R_{eff} is currently 1.0 Southwest Region is 1.0—trending upward.
- ▶ Median contact tracing is at 1.4 days (trending upward.)

Things to watch:

- Public Health orders changed (8/28), increased indoor capacity at restaurants
- Changes related to the new infusion of NMSU-LC students onto campus and into DAC (next slide)

Source https://cvmodeling.nmhealth.org/wp-content/uploads/sites/4/2020/09/WebCOVID-19EpiUpdate2020_09_01.pdf

NMSU COVID Dashboard

(Updated weekly at <https://ready.nmsu.edu/dashboard/index.html>)

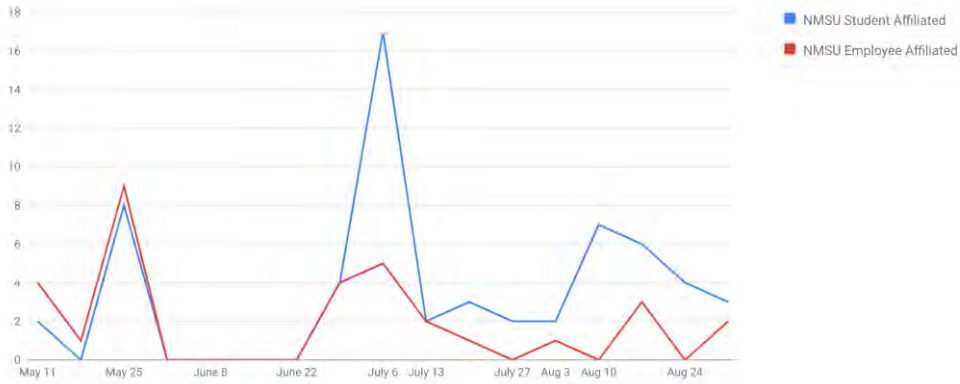
NMSU Student Affiliated Cases

- Total Number Reported: 64
- Total Active Cases: 7
- Total On Campus Residents: 13

NMSU Employee Affiliated Cases

- Total Number Reported: 29
- Total Active Cases: 2

NMSU Affiliated Cases Trend Week of 8/31/2020
(Updated September 1, 2020)



DACC COVID-19
Decision-Making

DACC COVID
Response Framework,
based on:

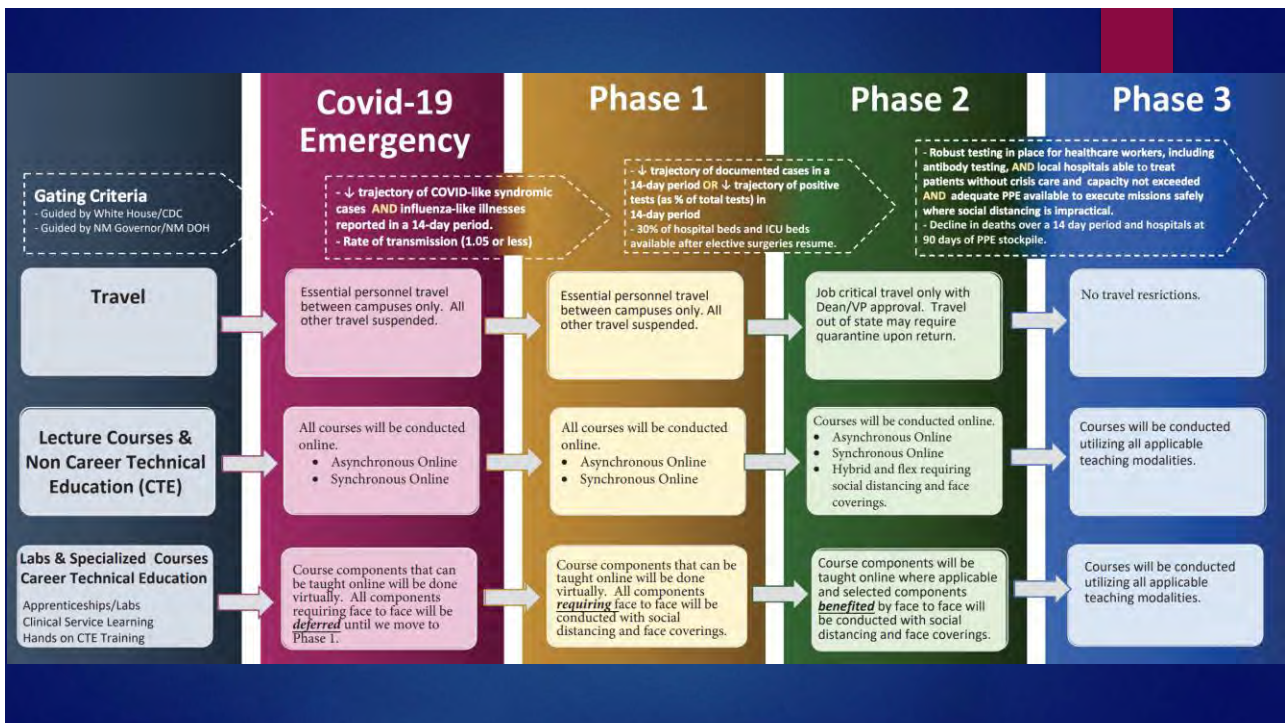
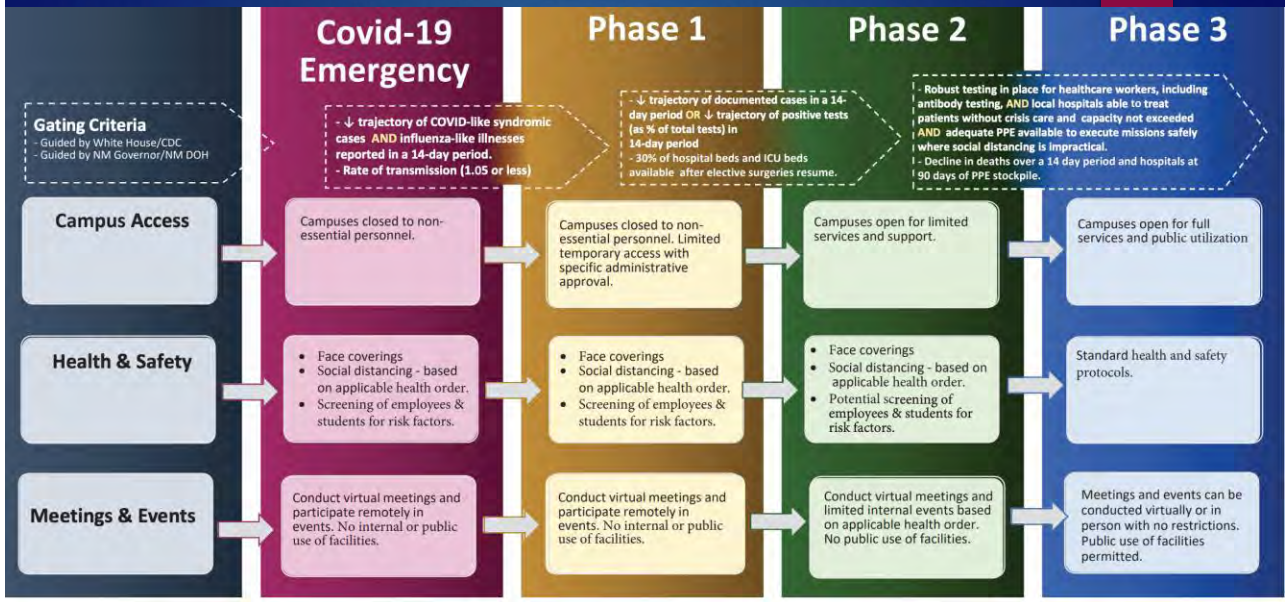
- NMSU Ready Plan
- NM HED and DOH Guidelines
- CDC Guidelines

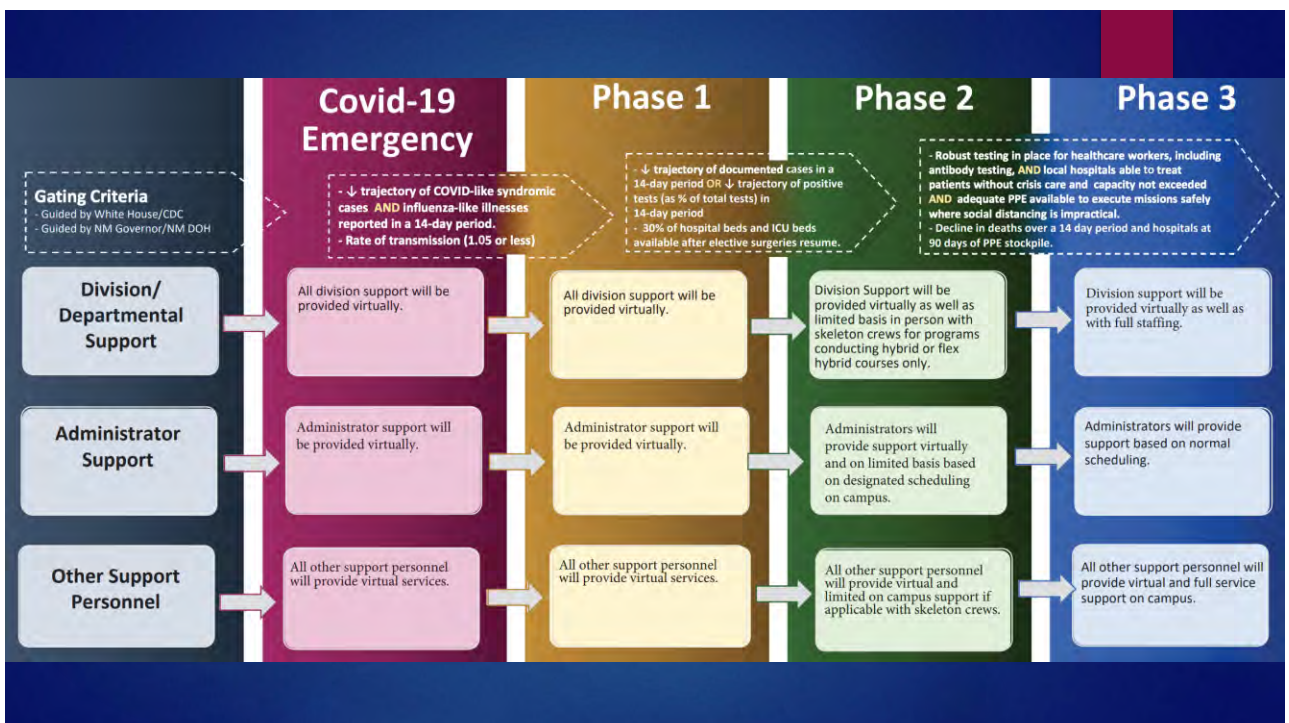
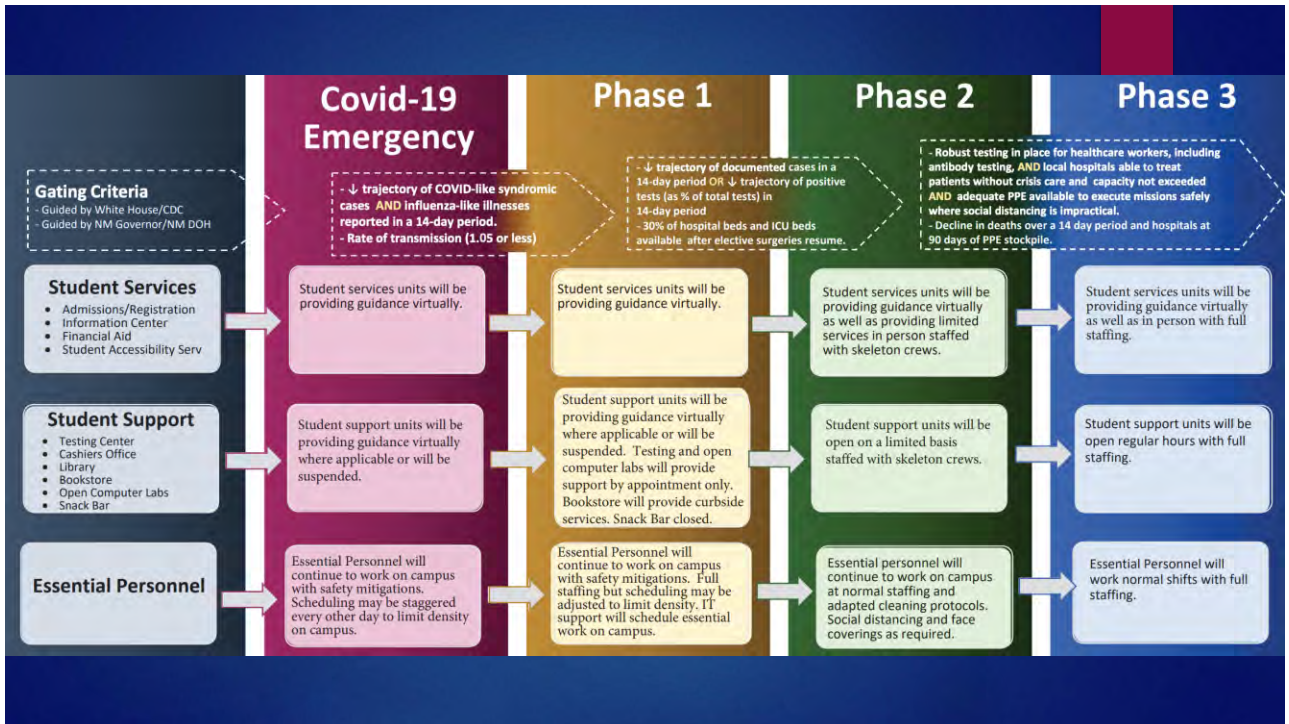


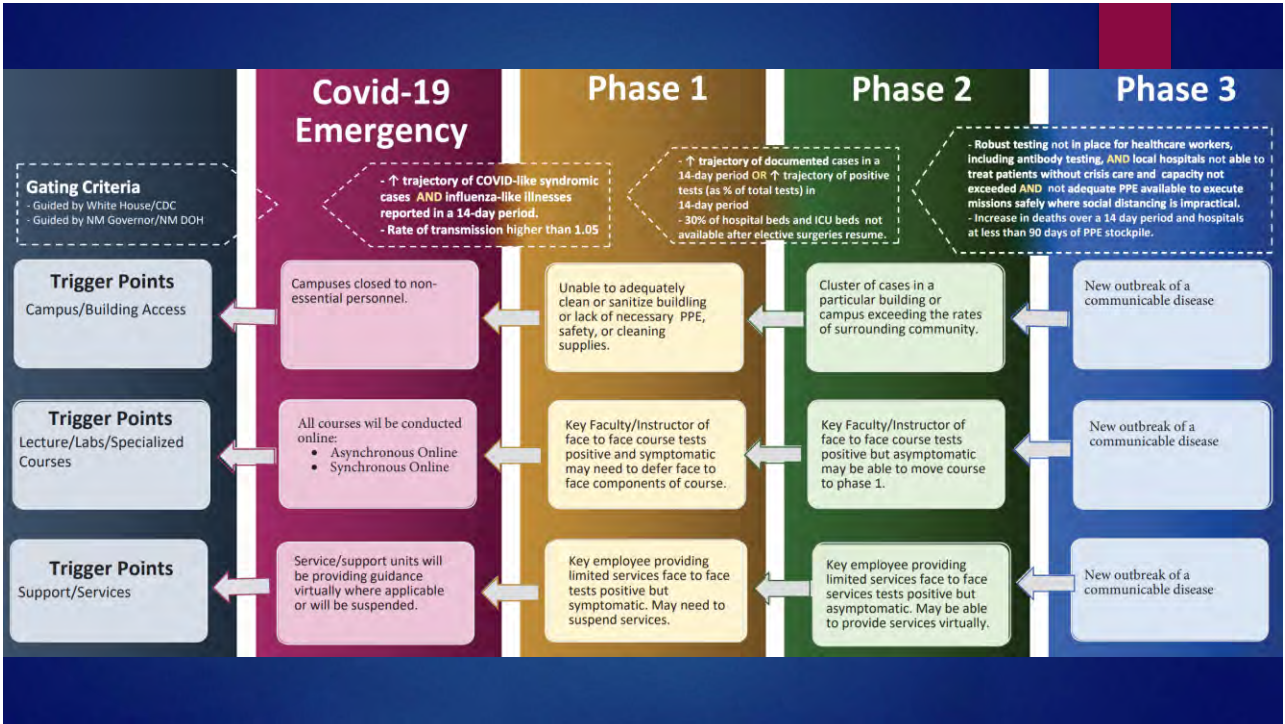
DACC COVID-19 Emergency Decision- Making Values

- ▶ Health and safety
- ▶ Attitude toward people: respect, kindness, compassion for students, employees, community
- ▶ Academic success/progress of our students
- ▶ Academic opportunities for our community
- ▶ Nimble, innovative response to community needs
- ▶ Effective use of all resources including budget
- ▶ Attitude toward work: problem-solving for students, employees, community
- ▶ Transparent decision-making
 - ▶ Inclusive--of faculty, staff, and students
 - ▶ Responsive--to student, employee, and community needs
 - ▶ Decisive, timely
 - ▶ Communicative--to all relevant constituents
- ▶ Alignment with strategic plan

DACC Response Framework (Currently Phase 1)







Implications for DACC

Minimize contact, control spread

- ▶ Demographic factors of students suggest they are likely to:
 - ▶ Be exposed and become infected
 - ▶ Potentially be asymptomatic—so possibly spreading before knowing they are infected
 - ▶ If they do experience symptoms, they are more likely to experience disparate morbidity and mortality
- ▶ Demographic factors of staff and faculty suggest they are likely to:
 - ▶ Be in contact with someone who has been exposed/infected
 - ▶ Experience disparate morbidity and mortality

Interventions:

- Maximize online/distance education and services to reduce contact to the barest minimum
- Emphasize face coverings, barriers and distancing with every in-person interaction.

DACC COVID-19 Safety and Contact Tracing Updates

Key Activities:

- ▶ Building Check-In (Trainings and Tracking)
- ▶ Contact Tracing
- ▶ Interfacing with NMSU and NM-DOH

Documents that DACC is using as guidance:

- ▶ [DACC Response Framework](#)
- ▶ [NMSU Ready Plan](#)
- ▶ [NM HED Frameworks](#)
- ▶ [CDC Frameworks](#)

Amy Collins, COVID Safety
Coordinator

Lori Ochoa, Contact Tracer

Contact email:
covidsafety@dacc.nmsu.edu

DACC COVID-19 Safety and Contact Tracing Updates

What we're doing...



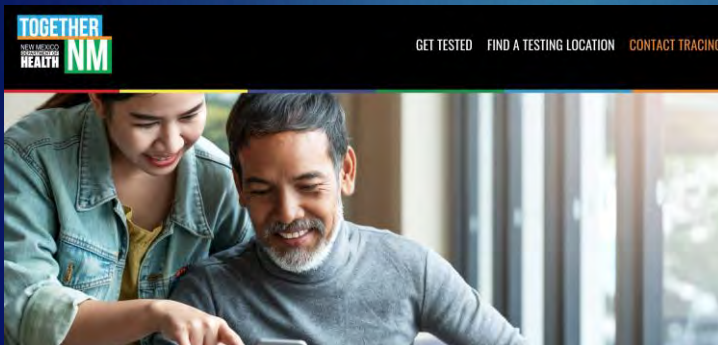
- ▶ Ensuring social distancing and limit density of individuals for approved lab/hybrid classes.
- ▶ Building check in procedures for all individuals.

DACC COVID-19 Safety and Contact Tracing Updates

How we are following up...

- ▶ Identifying high risk individuals.
- ▶ Contact tracing

[\(NM DOH Contact Tracing FAQs\)](#)



Thank you!

Questions?

Academic Affairs Report to Advisory Board Fall 2020

CHARLES ABASA-NYARKO, VPAA



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INSTRUCTION

All instruction – online and hybrids

- Total number of classes = 1191
- Web-Asynchronous classes = 777
- ONL-Synchronous classes = 185
- HY-Hybrid classes = 107
- CL-regular classes = 43
- LB-Lab classes = 45
- PC-Practicum/Clinical Classes = 34



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INSTRUCTION PREPARATION OF FACULTY & STAFF FOR FALL SEMESTER

Building check in training:

- 125 faculty and staff were trained during the month of August

Strategies for online teaching:

- 397 Faculty both credit and non-credit trained over the summer
- 48 of which were full time faculty



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NEW FACULTY

Automotive Tech	James Collier
Drafting & Design	Adrian Manriquez
Fire Science	Robert Perez
Hospitality Program	Cecilia Castro
Nursing	Benjamin Cecava
Nursing	Rosa Meraz
Nursing (Director)	Cynthia Olivas
Sciences Program	Bethuel Khamala



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NEW STAFF

Academic Affairs Office

Josie Carmona – Interim AVPAA

Shannon Bradley – AHSS Division Dean

Elmer Gonzales – Interim HS Dean

Mary Ulrich – Interim Director South County Campuses.

Advanced Technologies

Jailee Baeza – Associate Administrative Assistant

Arts Humanities & Social Sciences

Veronica Jara – Intermediate Administrative Assistant



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ACCOMPLISHMENTS/AWARDS



DOÑA ANA COMMUNITY COLLEGE
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New Degrees & Certificates

Certificates of Completion:

- Basic Residential Wiring
- Commercial Photography
- Computer Information Systems
- Culinary Arts – Baking and Pastry
- Culinary Arts – Savory
- Oracle Programming
- Pre-Architecture
- Programming



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New Degrees & Certificates

Certificate of Achievement:

- Public Safety First Line Supervisor

Transfer Degrees:

- Surveying Technology AAS (transfer to NMSU)
- Computer Information Systems AAS (transfer to NMSU)

New Scholarship:

- Automotive scholarship sponsored by Vescovo Toyota



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Additional Accomplishments:

- SEM Division awarded 9 DACC Students STAR Program Scholarships (NSF S-STEM Collaborative Grant). A total of almost \$30,000 for Fall 2020 was awarded.
- Dr. Ali Ahmad, Professor of Mathematics will be presenting at the International Conference on Technology in Computing & Math (ICTCM) 2020 Virtual Conference.
- Dr. Deepak Subedi, Assistant Professor of Chemistry, recently published as first author an article “Mixed Silane Monolayers Reveal the Disparity of Biotin and Folate in Targeting Cancer Cells” to the Applied Nano Materials of the American Chemical Society.
- Dr. Hiranya Roychowdhury, Professor of Biology, submitted an article, “Benefits and Challenges of Assigned Out-of-Class Group Work in the Community College Setting”, to the Human Anatomy and Physiology Society Educator journal.



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- AHSS Division had four of the six Strategies for Online Teaching Facilitators that helped in the training for the conversion to online teaching for fall 2020:
 - Krista Kozel
 - Amy Collins
 - Maria Torres
 - Shannon Bradley
- AHSS faculty Corey Purcell is running the Learning Resources Network which has allowed the Strategies for Teaching Online opened to full time and part time faculty, and was opened for the first time in summer 2020.
- AHSS Public Health Professor, Amy Collins is the new DACC COVID-19 Safety Coordinator for the college.
- AHSS faculty member, Corey Purcell was asked to lead Strike Force Team 6 for Communications.



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- 597 Adult Education students are currently enrolled in the Fall 2020 semester.
- Inaugural Public Safety First Line Supervisor course held in Summer 2020 with 10 students from three local law enforcement agencies.
- Emergency Medical Services developed a pathway for Deming High School dual credit students to receive First Responder Prehospital Certificate of Achievement.
- Sixty-four International Fire Service Accreditation Congress (IFSAC) certificates were awarded to DACC Fire Science students through the NM Firefighter's Training Academy.
- Culinary Arts sponsored the Family Career and Community Leaders of America (FCCLA) regional competition.
- Health Information Technology expanded dual credit offerings in Hatch and Gadsden.
- Office Administration Technologies has been added as a dual credit program.



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THANKS!



DOÑA ANA COMMUNITY COLLEGE
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DOÑA ANA COMMUNITY COLLEGE ADVISORY BOARD MEETING

Business & Finance Update
Kelly Brooks, VP Business & Finance

1
September 3, 2020



FY2020-21 BUDGET UPDATE

2
September 3, 2020

	FY21 Approved	PROPOSED FY21 Revised
Projected Revenue Impacts:		
General Fund I&G Appropriation (CARES ACT SWAP Dona Ana = \$927,900)	\$ 448,100	\$ (1,444,100)
General Fund I&G Appropriation (Dual Credit Adjustment 2m)	202,200	190,100
General Fund I&G Appropriation for Compensation, including 30% Fringes	916,700	-
RPSP Increases for Dental & Nursing	200,000	164,000
Indirect Cost Recovery		81,774
Reduction of Non Mandatory Cap Outlay/R&R Tsf \$200k/Other Tsf (UO Tsf \$150k)	150,000	350,000
<i>FY20-21 Impact for Enrollment Tuition/Fees Decline (est 9%) 1% equates to \$110,478</i>		<i>(995,093)</i>
Savings from reduction in Fringe Rate (decrease from 37.5% to 37.1% and contingency)	157,791	157,791
Change in Tax Mil Levy	200,000	200,000
Permanent Budget Reduction/Reallocation (Legal Assistant, Library Science, Elec Appren	208,216	236,506
Use of DACC Fund Balance		927,900
Budget Reduction and/or Reallocation		822,580
Total Revenue Impacts	<u>\$2,483,007</u>	<u>\$ 691,458</u>

3

September 3, 2020

	FY21 Approved	PROPOSED FY21 Revised
Projected Expenditure Impacts:		
Faculty and Staff Compensation Increase, including fringes	\$ 1,686,799	\$ -
Minimum Wage Increase (\$10.50/hour), including fringes (Students)	34,019	34,019
Faculty Promotion and Tenure Fund, including fringes	110,291	110,291
RPSP Dental & Nursing Increases	200,000	164,000
Institutional Overhead	187,300	187,300
Increase in Internal Services	24,600	24,600
Other Expenditures (Committed Positions Perkins/Avanza with fringes)	171,248	171,248
Total Expenditure Impacts	<u>\$2,414,257</u>	<u>\$ 691,458</u>
		\$ (0)

4

September 3, 2020

Budget Adjustment/Reduction Process

- College wide budget reduction targets at 5% and 10%
- Review and priority recommendations from college wide budget committee
- Evaluation of overall unit and institutional impacts to strategically offer solutions
- Planning for current and future potential impacts
- Use of Budget Principles

5

September 3, 2020

Budget Principles

- Identify and support those positions and initiatives that drive student success—more people accessing our services (enrollment), more people persisting in their studies (retention), and more people completing their studies (awards and/or transfer).
- Identify and support those opportunities that promise new sources of revenue.
- Eliminate operational duplication where possible. Do we already have the capacity to meet a particular need. . . even if for a limited period of time?
- Seek budgetary solutions that prioritize keeping existing personnel where possible.
- Alignment with strategic plan

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September 3, 2020

DOÑA ANA COMMUNITY COLLEGE STATEWIDE GO BOND PROJECTS

Creative Campus Media Building
(DACC Local Fund Commitment \$3.9m)

\$1,500,000

Safe Campus Improvements
(DACC Local Fund Commitment \$2m)

\$360,000

Vote November 3, 2020

7
September 3, 2020

CREATIVE MEDIA BUILDING

LCL GOB \$3,900,000 – Proposed State Match \$1,500,000 – Total \$5,400,000

15,300 square feet for construction of a Creative Media building at NMSU Arrowhead to support the DACC Creative Media Programs.

Certificates of Completion

- Creative Media
- Digital Audio
- Digital Graphics
- Digital Video
- Film Crew Training
- Game Design
- Graphics & Animation
- Web Design
- Commercial Photography

Associates of Applied Science Degrees

- Creative Media Technology
- Digital Graphics Technology
- Game Design

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September 3, 2020

CREATIVE CAMPUS: A DRAFT FRAMEWORK

The Creative Campus is a collaborative effort to build a state of the art center of digital media complex at Arrowhead Park in Las Cruces, New Mexico.

The Creative Campus will increase capacity for production, instruction, and research that will support current and emerging digital media needs in a wide range of industries: aerospace, agriculture, education, entertainment, healthcare, tourism, etc.

The Creative Campus will be a centralized, interdisciplinary structure that will drive innovation in the production and delivery of digital media content.

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September 3, 2020

CREATIVE CAMPUS: A DRAFT FRAMEWORK

CONCEPTUAL FRAMEWORK

ARROYO CONNECTION – CONNECTS ARROYO PARK TO NMSU MAIN CAMPUS THROUGH THE NATURAL ENVIRONMENT

INNOVATION & EDUCATION – BCOM, EDUCATION, HEALTH SCIENCES

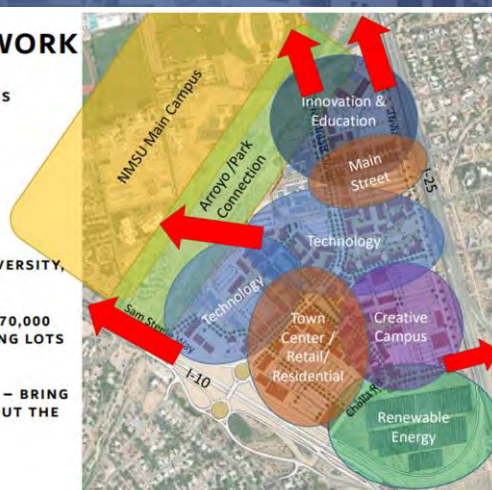
MAIN STREET – EARLY COMMERCIAL CONNECTING SECTORS

TECHNOLOGY – COULD BE PRIVATE, UNIVERSITY, RESEARCH, TESTING, STARTUPS, ETC.

CREATIVE CAMPUS AREA – INCLUDES 270,000 SF FOR FILM STUDIOS; PLUS LARGE PARKING LOTS THAT CAN BE USED FOR FILMING

TOWN CENTER/ RETAIL/ RESIDENTIAL – BRING PEOPLE TO ARROYO PARK THROUGHOUT THE DAY

RENEWABLE ENERGY PRODUCTION



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September 3, 2020

<https://www.nmsucampusupdate.com/arrowheadpark>

SAFE CAMPUS IMPROVEMENTS

LCL GOB \$2,000,000 – Proposed State Match \$360,000 – Total \$2,360,000

Area Security/Safety Upgrades – all campuses

DACC has undertaken a project to complete a comprehensive review of safety and security concerns at all campus. This project utilizes a team of subject matter experts that includes representatives from police, fire, security, environmental health & safety, facilities, IT support, and the safety committee.

Examples include sidewalk repairs, electrical hazards, ADA door repairs and replacements, signage, fencing repairs, etc.

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September 3, 2020

DOÑA ANA COMMUNITY COLLEGE LOCAL GO BOND UPDATE

November 5th Meeting

- Finance Plan Update
- Adopt Notice of Bond Sale Resolution for February 2021
- Possible Refunding of Series 2011 Bonds

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September 3, 2020



Thank You!

DOÑA ANA COMMUNITY COLLEGE
ADVISORY BOARD MEETING

Business & Finance Update

Kelly Brooks, VP Business & Finance

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September 3, 2020

Office of External Relations



What we do to support student success

Scholarships

DACC Web Site

Advertising, Marketing & Design

Events

Grants

Social Media



Scholarships

NM Film Industry
Early Childhood Education Planned Giving
Las Cruces Mesilla Valley Rotary
Joyce Ortego Memorial
Antha Wilhite Memorial
Goal Line Scholarship
Memorial Donations in support of Eddie Binder
Donor Request

Grants

NSF S-STEM
COVID-19 iPad Initiative Union Pacific
Sunland Park Dental Clinic
CFSNM Jardin Dental Hygiene

On the Horizon
DOE Title V
Kellogg Grant
NSF I-USE (January Submission)



Marketing & Advertising & Design

TV

(TV Ads: KTSM (Ch. 9), KFOX (Ch. 14)/KDBC (Ch.4), KINT-TV (Univision)
 6 Commercials - Reopening the Doors to Education

Radio (Adams Radio, BravoMic, UniMas)

Print (The Bulletin, fliers to perspective students)

Station	Total Spots
NBC	138
FOX/CBS	130
Univision	109
	377

Radio Spots			
	June	August	Total
Adams Hot 103.1 KGRT 103.9	97	124	221
BravoMic 101.1 Gold Magic 104.9	54	116	170
Entravision	80	68	148
		Total Spots	593



Social Media

Marketing Campaign

Facebook <https://www.facebook.com/DonaAnaCC>

Twitter <https://twitter.com/DACCNMSU>

YouTube <https://www.youtube.com/donaanacc>

Instagram https://www.instagram.com/dona_ana_community_college/

LinkedIn <https://www.linkedin.com/school/dona-ana-community-college/>



DACC Web

- Website visits, and top 10 pages
- Number of register users on WordPress
- Number of pages
- Security



Events During COVID

iPad Initiative

Distinguished Alumni Ambassador

DACC Community Engagement



Thanks!

Kristi Martin
Interim VP External Relations
kmartin@dacc.nmsu.edu
575.528.7059



DACC Advisory Board Student Services Update September 3, 2020

**Ike Ledesma
Vice President for Student Services**

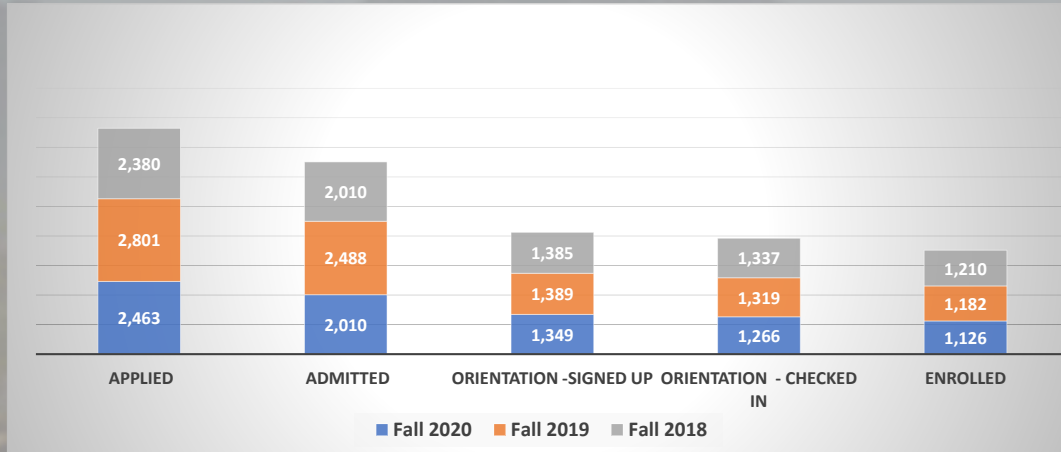


- **Freshman Enrollment Funnel**
- **Student Engagement**
- **iPad Initiative**

DACC Advisory Board



Freshman Enrollment Funnel



DACC Advisory Board



Student Engagement

DACC Advisory Board



Student Engagement



DACC Advisory Board



Student Engagement

- Student Elections
- Student Pláticas
- Student Club Expo
- Student Resource Expo
- Open Mic
- Halloween Drive Thru – Trunk or Treat
- Chess Tournaments
- Computer Workshops – “Student Helping Students”
- Virtual Talent Show- Karaoke Night
- Skills USA – Virtual Conference
- Certified Student Leader Course
- Financial Planning Workshop
- SGA General Meetings
- SGA Senator Meetings
- Workshops on Virtual Fundraising
- American Student Government Association
- FAFSA Workshops
- Degree Audit Day

DACC Advisory Board





DACC Advisory Board



iPad Initiative

DACC Advisory Board



iPad Initiative



- 3,000 iPads Ordered
- More than 800 distributed
- Qualification
- Takes a Team

DACC Advisory Board



DACC Advisory Board

Thank you Board Members!

