

### **DACC Advisory Board Meeting**

<b>Call to Order</b> <b>Roll Call</b> <b>Approval of Agenda</b> <b>Approval of May 6, 2021 Minutes</b>	<b>Ms. Elva Garay</b>
<b>1. Appoint New Board Secretary (LCPS)</b>	<b>Ms. Elva Garay</b>
<b>2. Moody's Updated Rating Action</b>	<b>Ms. Katherine McKinney, Modrall Sperling</b> <b>Mr. Erik Harrigan, RBG</b> <b>Ms. Kelly Brooks</b>
<b>3. President's Update</b> <ul style="list-style-type: none"> <li>• Enrollment</li> <li>• Strategic Plan</li> </ul>	<b>Dr. Mónica Torres</b>
<b>4. Student Services Update</b> <ul style="list-style-type: none"> <li>• Thrive</li> <li>• Avanza</li> </ul>	<b>Mr. Ike Ledesma</b>
<b>5. Academic Affairs Update</b> <ul style="list-style-type: none"> <li>• Initiatives</li> </ul>	<b>Mr. Joe Butler</b>
<b>6. External Relations Activities</b> <ul style="list-style-type: none"> <li>• Vaccination Campaign</li> <li>• Marketing Campaigns</li> </ul>	<b>Ms. Kristi Martin</b>
<b>7. DACC Advisory Board &amp; NMSU Board of Regents Relationship</b> <ul style="list-style-type: none"> <li>• Operating Agreement</li> <li>• Luncheon on Thursday, September 16, 2021, 12:00-1:30 PM NMSU Corbett Center, Otero Room</li> </ul>	<b>Dr. Mónica Torres</b>
<b>8. Updates from School Districts</b>	
<b>9. Board Announcements and Comments</b> <b>Next DACC Advisory Board Meetings:</b> Thursday, November 4, 2021	
<b>Adjournment</b>	

### **Calendar of Events**

Thursday, September 16

12:00-1:30 PM – DACC Advisory Board & NMSU Board of Regents  
 Luncheon – NMSU Corbett Center – Otero Room

#### **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 academic interests, workforce development, and economic growth.

#### **VISION STATEMENT**

DACC will be a premier, inclusive 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 6, 2021, 6:00 PM  
via Zoom

#### DACC ADVISORY BOARD MEETING

##### Gadsden School Board Members Present:

Daniel Castillo  
Laura Salazar Flores

##### Las Cruces School Board Members Present:

Terrie Dallman  
Maria Flores

##### Guests Present:

Erik Harrigan, RBG  
Katherine McKinney, Modrall Sperling

##### Hatch School Board Members Present:

Lupe Castillo  
Elva Garay

##### DACC Faculty/Staff Present:

Kelly Brooks	Kristi Martin
Joe Butler	Chipper Moore
Josie Carmona	Fred Owensby
Rusty Fox	Rod Sanchez
Vicki Haggard	Mónica Torres
Ike Ledesma	

**Call to Order:** Ms. Elva Garay, President, called the DACC Advisory Board meeting to order at 6:02 PM on Thursday, May 6, 2021.

**Roll Call:** V. Haggard 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 Sra. Flores; seconded by L. Salazar Flores; no discussion, all in favor; motion carried.

**Approval of Minutes:** Motion to approve November 5, 2020 minutes as presented made by D. Castillo; seconded by L. Castillo; no discussion, all in favor; motion carried.  
**September 3, 2020**

#### 1. Appoint New Board Secretary (LCPS) – Elva Garay

**Key Discussion Points:** LCPS School Board made some changes to who will be representing LCPS on the DACC Advisory Board – Mr. Ray Jaramillo will no longer be serving on the DACC Advisory Board; he is being replaced by Ms. Terrie Dallman. With this change, DACC Board President, Ms. Elva Garay appointed Ms. Terrie Dallman from LCPS to serve as Secretary for the remainder of Mr. Jaramillo's term expiring March 2022.

**Decision/Action:** Motion to appoint Ms. Terrie Dallman, LCPS as DACC Advisory Board Secretary made by D. Castillo; seconded by Sra. Flores; no discussion, all in favor; motion carried.

#### 2. Bond Sale Update – Ms. Katherine McKinney, Mr. Erik Harrigan, Ms. Kelly Brooks

**Key Discussion Points:** E. Harrigan presented to the Board an update on the bond sale conducted in April 2021; which was approved at the November 2020 Board meeting. Six firms bid; Fidelity Capital Markets came in with the lowest bid; DACC achieved very strong interest rates due in part to our strong Moody's rating. An overview of refunding of series 2011 bonds was provided; sold with 12-year final maturity date of 2033; lowest interest rate ever at 1.219%. Current market information was also provided.

A copy of the bond sales certificate was provided in the meeting binder. K. McKinney was available to answer any questions.

Please refer to the May 6, 2021 Meeting Binder on the DACC Advisory Board's website for complete presentation (<https://dacc.nmsu.edu/advisoryboard/>).

**3. Operating Agreement – Dr. Mónica Torres**

- Key Discussion Points: M. Torres introduced the topic of reviewing and approving the DACC/NMSU Operating Agreement. The 2018-2020 operating agreement between the DACC Advisory Board and NMSU was provided. Discussion and further review of the agreement will take place at the next meeting.
- Decision/Action: DACC President will provide the Board with the 2018-2020 agreement prior to the next meeting and ask that they review and bring any comments/questions to the next meeting.

**4. FY 2021-22 Budget Approval – Ms. Kelly Brooks**

- Key Discussion Points: K. Brooks recognized the hard work of the COVID Safety Team and the DACC Vaccination PODs volunteers. She then went on to present the final 2021-22 Budget to the Board for approval. Items highlighted in the presentation included:
- Breakdown of new money available (base budget, special session revised base budget, mid-year cut, and 2021-22 estimate were discussed).
  - Salary and benefit increases (1.5% increase across the board).
  - Absorbing the decrease in enrollment (assuming the decrease remains static).
  - Unrestricted I&G funds; tuition and fees (no changes being proposed); online course fees will remain being waived for students (a proposal will be submitted to NMSU to change the online fee to a general technology fee which will be charged to all students).
  - Money available and budget allocation.
  - Breakdown of restricted and unrestricted funds, revenues and expenditures. unrestricted primarily funded by state (3 major elements tuition, state, mil levy).
  - Explanation of instruction and general budget changes.
  - Higher Ed Emergency Relief Funds HEERF Funding and expenditures, so far DACC has received almost \$3.5M so far. There may be a 3<sup>rd</sup> allocation of funds. The use of HEERF funds did seem to have a positive impact on student retention from Spring 2020 to Fall 2020.
  - State capital monies were used to purchase iPads to distribute to students impacted by the pandemic. Those students who received iPads were retained at 85% vs 77% (students who did not receive an iPad).
  - No existing positions were cut, some vacant positions were cut, but only a select few based on a priority process and impact to student success.
- Please refer to the May 6, 2021 Meeting Binder on the DACC Advisory Board's website for complete presentation (<https://dacc.nmsu.edu/advisoryboard/>).
- Decision/Action: Motion to approve 2021-22 Operating Budget as presented made by D. Castillo; seconded by E. Garay; no discussion, all in favor; motion carried.

**5. College Update – Dr. Mónica Torres**

- Key Discussion Points: M. Torres provided the following college updates.
- Mr. Joe Butler, Acting VP for Academic Affairs was introduced.
  - Commencement activities – a drive through commencement celebration will be held at the East Mesa campus over 3 days – May 13-15.
  - College update – wrap up of 2020-21 academic year
    - DACC 2025 Strategic Plan that ties to NMSU LEADS 2025 – same goals, but DACC objectives and activities are adapted to our student population. Main goal is to make sure people can access and benefit from educational opportunities.

- The Numbers – enrollment (some loss due to the new NMSU rule that students must take classes at their home campus only), retention (degrees/certificates awarded in 2020, working on how we capture accomplishments of other students), transfers (from DACC to NMSU 10%).
- COVID-19 Operations – most classes and services online (approximately 80%), limited face-to-face interactions in essential areas only, safety protocols developed and implemented, DACC EMC testing site (Curative) and vaccination site with NMDOH.
- Challenges – loss of student enrollment, inability to fully deliver lab instruction, sudden shift to remote learning environment.
- Interventions and initiatives – Ben Archer Clinic, expansion of DHYG clinics, iPad initiative (for students and faculty learning how to use them to teach); Avanza; grant collaborations with NMSU departments, enhanced internal and external communications, modernized marketing campaign, WiFi in DACC parking lots, enhanced standards and support for online teaching, “Thrive at DACC” (community resources, social worker, counselor, enhanced communication with local non-profits), and diversity and equity working group.
- On the horizon – emerging from the COVID crisis – planning with optimism and caution, federal funding, incremental steps to new higher ed reality, opportunity to innovate, expanding non-credit workforce training, collaborations between Adult Education and other units, integrated services center, EON XR, likely expansion of iPad distribution, increase retention and graduation rates.
- Campaign to reach out to “stop-out” students, included flyer in water bills of our county, grassroots initiative recruiting non-traditional students (flyers in communities, etc.).
- On behalf of DACC, M. Torres offered condolences for the loss of LCPS Superintendent Karen Trujillo.

Please refer to the May 6, 2021 Meeting Binder on the DACC Advisory Board’s website for complete presentation (<https://dacc.nmsu.edu/advisoryboard/>).

Decision/Action: None.

## 6. Board Announcements and Comments

Key Discussion Points: Tentative Board Meeting Dates

- Thursday, September 2, 2021
- Thursday, November 4, 2021

Decision/Action: M. Torres closed by thanking board members for their attendance.

**Adjournment:** Motion to adjourn the DACC Advisory Board meeting made by T. Dallman; seconded by L. Castillo; no discussion, all in favor; motion carried. Meeting adjourned at 7:23 PM.

Respectfully submitted,

Terrie Dallman, Secretary  
DACC Advisory Board

# MOODY'S

## INVESTORS SERVICE

### **Rating Action: Moody's takes various rating actions in conjunction with the publication of the updated higher education methodology**

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04 Aug 2021

New York, August 04, 2021 -- Moody's Investors Service has assigned Issuer Ratings to 468 combined 4-year public and private higher education institutions and community colleges/districts in conjunction with the publication on August 4, 2021 of a new methodology for assessing credit risk for higher education institutions. Moody's has also affirmed the existing public Issuer Ratings on 31 institutions. Issuer Ratings are opinions of the ability of entities to honor senior unsecured debt and debt like obligations. Concurrently, Moody's has also affirmed the associated debt instrument ratings of these higher education institutions as well as those of related support organizations. The outlook for each issuer and its debt instruments are unchanged from the outlook currently assigned.

Moody's has also placed debt ratings for 23 four year public and private colleges and community colleges/districts under review for downgrade and 1 under review for upgrade. The rating actions affect 42 securities across these 24 unique issuers.

Further, Moody's has revised the outlooks to "no outlook" for organizations that serve as additional obligors for certain debt instruments. In these cases, the outlooks for these obligor's debt instruments will reflect that of the affiliated parent organization, which is the organization that houses the Issuer Rating.

Moody's has also downgraded Austin Community College District's (TX) lease revenue bonds to Aa3 from Aa2. The outlook is stable. The rating action affects about \$299 million of debt.

Please click on this link [http://www.moody's.com/viewresearchdoc.aspx?docid=PBM\\_PBM907291588](http://www.moody's.com/viewresearchdoc.aspx?docid=PBM_PBM907291588) for the List of Affected Credit Ratings. This list is an integral part of this Press Release and identifies each affected issuer.

#### RATINGS RATIONALE

The assignment or affirmation of Issuer Ratings reflects an evaluation of the key factors of the analysis for higher education institutions including scale, market profile, operating performance, financial resources and liquidity, leverage and coverage, financial policy and strategy, and other relevant considerations.

The affirmation of debt instrument ratings reflects the individual higher education institution's Issuer Rating and each debt instrument's security considerations.

The higher education ratings placed under review primarily reflect the instrument considerations of the institutions' debt relative to its Issuer Rating, as set forth in the updated higher education methodology. The reviews will focus on an evaluation of the key fundamental factors for higher education institutions combined with each debt instrument's security considerations. Placement of debt instrument ratings relative to issuer ratings will include evaluation of the security features, if the pledges are actively or passively managed, characteristics of the revenue base, debt service coverage, and other factors.

The outlooks for organizations that serve as additional obligors for certain debt instruments are being revised to "no outlook" to allow for outlook alignment with the affiliated parent organization. In these cases, the outlooks for these obligor's debt instruments will reflect that of the affiliated parent organization, which is the organization that houses the Issuer Rating.

The downgrade of Austin Community College District's lease revenue bonds reflects the debt instrument considerations and placement relative to the newly assigned Aa2 Issuer Rating under the updated higher education methodology.

Moody's has decided to withdraw 44 Issuer Ratings for community colleges/districts. Moody's has decided to withdraw the ratings for its own business reasons. Please refer to the Moody's Investors Service Policy for Withdrawal of Credit Ratings, available on its website, [www.moody's.com](http://www.moody's.com). At the same time, Moody's has assigned Pledge-Specific Ratings at the same rating level to 42 of those issuers. The withdrawn Issuer Ratings

aligned with the definition for Issuer Ratings as applied to US local governments (outlined in Moody's Rating Symbols and Definitions, updated and published June 29, 2021), reflecting an unlimited general obligation pledge. With the publication of the updated higher education methodology, that definition no longer applies to community colleges/districts. Instead Issuer Ratings for community colleges/districts will reflect our opinion of the ability of entities to honor senior unsecured debt and debt-like obligations. The newly assigned Pledge-Specific Ratings reflect an entity's unlimited general obligation pledge.

## RATING OUTLOOK

For the assigned and affirmed issuer and debt instrument ratings, the outlooks are unchanged from those currently assigned.

The stable outlook for Austin Community College District reflects its credit fundamentals and expectations around future performance.

## FACTORS THAT COULD LEAD TO AN UPGRADE OF THE RATINGS

- For issuer level ratings: Improvement in fundamental credit factors, including those related to scale, market profile, operating performance, financial resources and liquidity, leverage and coverage, financial policy and strategy, and other relevant considerations
- For debt instrument ratings: improvement in issuer level rating or strengthening of the structural and performance characteristics of individual debt securities

## FACTORS THAT COULD LEAD TO A DOWNGRADE OF THE RATINGS

- For issuer level ratings: deterioration of fundamental credit factors, including those related to scale, market profile, operating performance, financial resources and liquidity, leverage and coverage, financial policy and strategy, and other relevant considerations
- For debt instrument ratings: deterioration of the issuer level rating or weakening of the structural and performance characteristics of individual debt securities

## METHODOLOGY

The principal methodology used in the non-pledge specific ratings (PSR) was Higher Education Methodology published in August 2021 and available at [https://www.moody.com/researchdocumentcontentpage.aspx?docid=PBM\\_1257002](https://www.moody.com/researchdocumentcontentpage.aspx?docid=PBM_1257002). The principal methodology used in the pledge specific ratings was US Local Government General Obligation Debt published in January 2021 and available at [https://www.moody.com/researchdocumentcontentpage.aspx?docid=PBM\\_1260094](https://www.moody.com/researchdocumentcontentpage.aspx?docid=PBM_1260094). Alternatively, please see the Rating Methodologies page on [www.moody.com](http://www.moody.com) for a copy of these methodologies.

## REGULATORY DISCLOSURES

The List of Affected Credit Ratings announced here are all solicited credit ratings. Additionally, the List of Affected Credit Ratings includes additional disclosures that vary with regard to some of the ratings. Please click on this link [http://www.moody.com/viewresearchdoc.aspx?docid=PBM\\_PBM907291588](http://www.moody.com/viewresearchdoc.aspx?docid=PBM_PBM907291588) for the List of Affected Credit Ratings. This list is an integral part of this Press Release and provides, for each of the credit ratings covered, Moody's disclosures on the following items:

- Rating Solicitation
- Issuer Participation
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- Participation: Access to Internal Documents
- Disclosure to Rated Entity
- Endorsement
- State



For further specification of Moody's key rating assumptions and sensitivity analysis, see the sections Methodology Assumptions and Sensitivity to Assumptions in the disclosure form. Moody's Rating Symbols and Definitions can be found at: [https://www.moody's.com/researchdocumentcontentpage.aspx?docid=PBC\\_79004](https://www.moody's.com/researchdocumentcontentpage.aspx?docid=PBC_79004).

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## PRESIDENT'S UPDATE DACC ADVISORY BOARD

Mónica F. Torres  
Doña Ana Community College  
September 2, 2021

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## AGENDA

COVID-19 Operations

The Numbers

Things that Matter: Priorities for the Year

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## COVID OPERATIONS FALL 2021

- 65-70% of classes are online.
- Most staff working hybrid schedules.
- Safety protocols are in place: masking, vaccines/weekly testing, physical distancing where needed.
- East Mesa campus is still a Curative testing site.

3

## COVID OPERATIONS FALL 2021

Vaccination Campaign: August to October



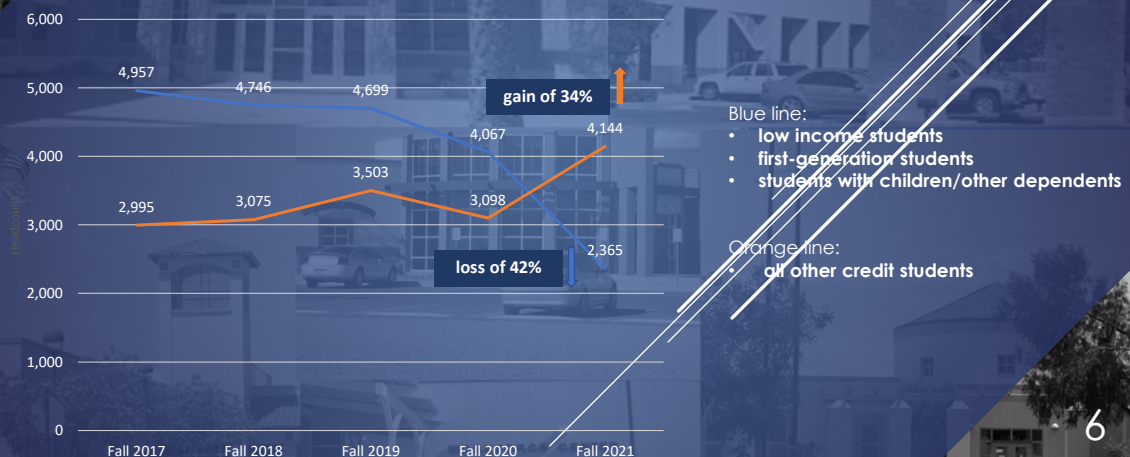


# ENROLLMENT

DONA ANA CC HEAD COUNT (as of September 1, 2021)			
STUDENT CAMPUS	FA2021	FA2020	Percent
	9/1/2021	9/2/2020	Change
ALAMOGORDO	38	57	-33.3%
CARLSBAD	23	26	-11.5%
<b>DONA ANA Community College</b>	<b>5717</b>	<b>6095</b>	<b>-6.2%</b>
GRANTS	23	14	64.3%
MAIN CAMPUS	722	886	-18.5%
UO STUDENT IN DA COURSE	3	0	NA
UO STUDENT IN UO COURSE	70	3	2233.3%
<b>TOTAL (UO NOT INCLUDED)</b>	<b>6523</b>	<b>7078</b>	<b>-7.8%</b>

# ENROLLMENT

STUDENTS IN CIRCUMSTANCES THAT MAKE COLLEGE ENROLLMENT CHALLENGING



## THINGS THAT MATTER: PRIORITIES FOR THE YEAR

### **ACCESS:**

**Increase the number of people in our communities who access our services and resources.**

#### MEASURES:

- Community engagement: events, services, MOU's, surveys
- Enrollment: low income, first generation, students with dependents, HSE, etc.

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## THINGS THAT MATTER: PRIORITIES FOR THE YEAR

### **THRIVE:**

**Increase the number of students who use college and community resources that support student success.**

#### MEASURES:

- Use of services: advising, tutoring, mental health, student clubs, student accessibility, etc.
- Course completion
- Retention

8



## THINGS THAT MATTER: PRIORITIES FOR THE YEAR

### **BENEFIT:**

**Increase the number of students who complete their educational goals.**

### MEASURES:

- College certificates or degrees, and/or transfer
- Industry-recognized credentials
- Markers of social mobility—employment, wages, etc.

9

## THINGS THAT MATTER: PRIORITIES FOR THE YEAR

### **OPERATIONAL EXCELLENCE:**

**Implement practices that allow us to produce results efficiently.**

### MEASURES:

- Faculty/staff retention
- Time/credit to graduation
- Cost/award
- Satisfaction

10

## THINGS THAT MATTER: ALIGNING AROUND THE PRIORITIES



-11

## THINGS THAT MATTER: SOME OF THE CRITICAL ACTIVITIES

Vice President, Student Services, Ike Ledesma

Acting Vice President, Academic Affairs, Joe Butler

Acting Vice President, External Relations, Kristi Martin

-12







## DACC Advisory Board

### Student Services Update

September 2, 2021

• **Ike Ledesma**  
Vice President for Student Services



## Student Services Top 3 Priorities

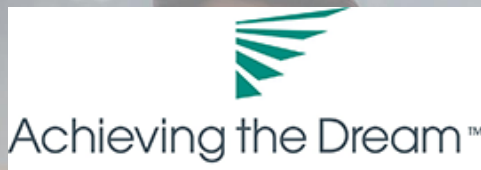
- Integrated Services
- Student Engagement
- Recruitment of Adult Learners



# Integrated Services



## HOLISTIC STUDENT SUPPORTS



WORKING STUDENT  
SUCCESS NETWORK  
(WSSN)





## The Need for Integrated Services



RAND > Published Research > External Publications >

## Unmet Mental Health Treatment Need and Attitudes Toward Online Mental Health Services Among Community College Students

Published in: *Psychiatric Services* [Epub March 2018].  
doi:10.1176/appi.ps.201700402

## The Need for Integrated Services





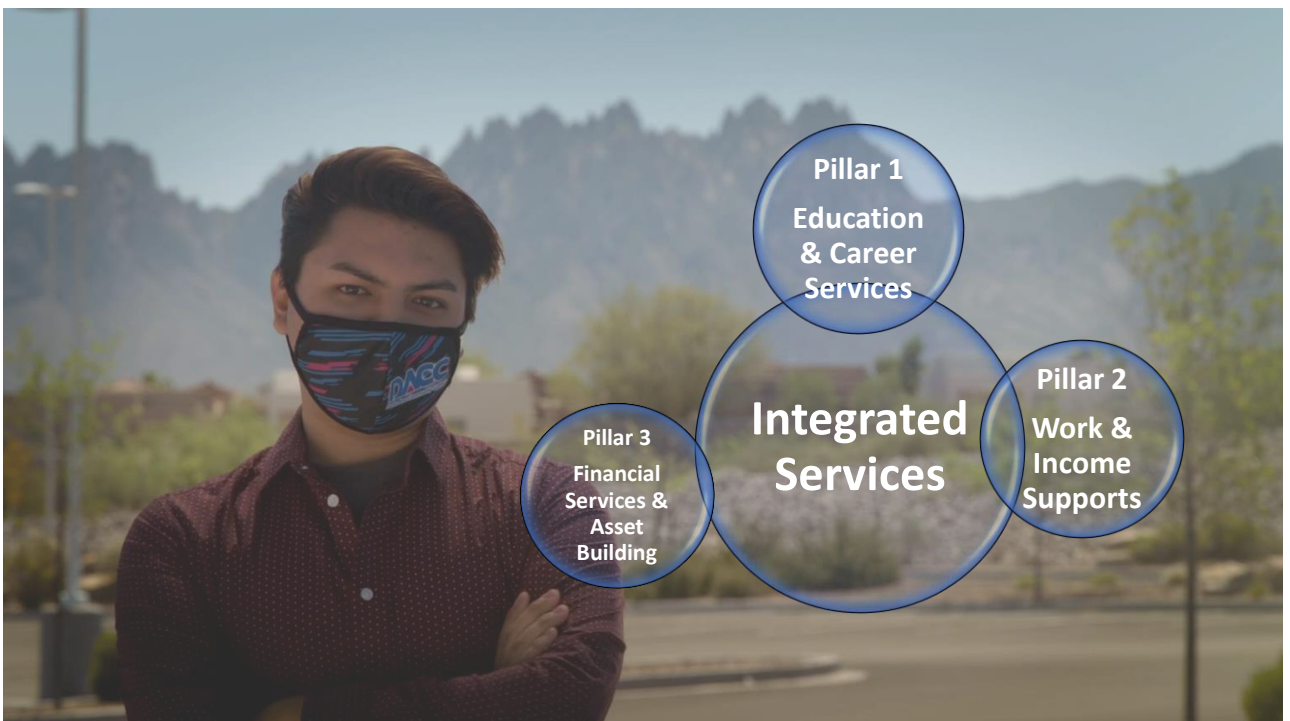


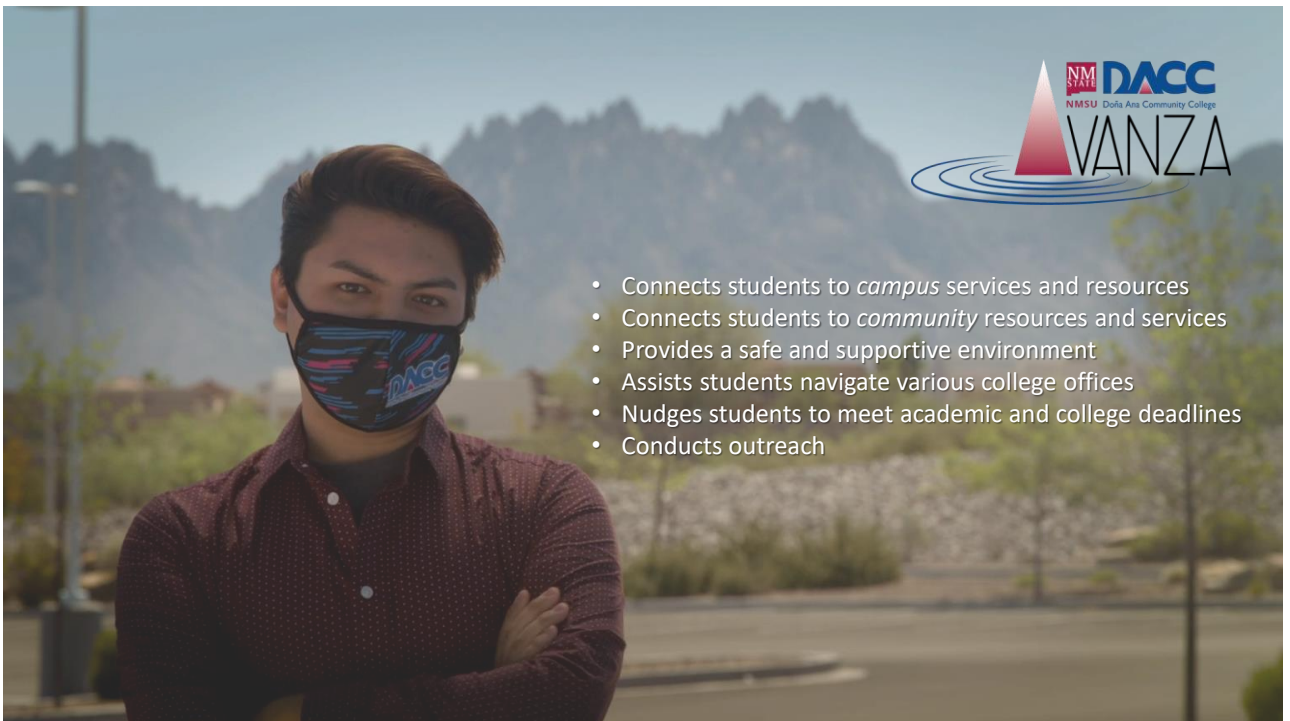
BRIEF

## Report shows wraparound services' impact on community college student success

Published May 3, 2019

## The Need for Integrated Services







**NM STATE DACC**  
NMSU Doña Ana Community College  
**VANZA**

- Currently funded through Kellogg Foundation and institutional funds.
- Three positions will be fully institutionally funded by the end of FY22
- In the process of seeking additional institutional funding for a Director of Integrated Services, DACC Connect Customer Services manager, and three additional student success advocates
- Go Live Date – January 2022



## DACC Advisory Board

Thank you Board Members!

**NM STATE DACC**  
NMSU Doña Ana Community College



# Doña Ana Community College

## SSALT COMPLETION INITIATIVES

Joe Butler, Acting VPAA



## Student Services and Academic Leadership Team (SSALT) Completion Initiatives

- Opt-in for automatic awards and waiving of graduation fee
- Degree Plan/Audit System cleanup
- Learning Communities
- New Certificates and AAS Degrees
- Integrated Services



## Opt-in for automatic awards and waiving of graduation fee

- Create mechanism for students to opt-in for automatic award of certificates and/or degrees within major
- Waive graduation fees to encourage more students to apply for awards
  - \$10 fee for Certificates of Completion
  - \$25 fee for Associate Degrees
- These are awards a student has earned and have value



## Degree Plan/Audit System cleanup

- Currently many degree do not run clean and we manually fix them
- Clean up some of the common problems/errors
- These are not curriculum changes



## New Certs and AAS Degrees

- Help programs create additional Certificates of Completion that are embedded in a degree and have value
- Explore the creation of an AAS degree that contains two or more certificates
  - Ex. Basic Solar Cert. (22 cr) and Energy Audit Cert. (23 cr) plus required 15 cr of Gen. Ed
  - Ex. Basic Manufacturing (18 cr) and Electronics (26 cr) plus 15 cr of Gen. Ed. plus 1 cr elective
  - Supports students seeking shorter term awards



## Learning Communities

- Curricular structures that link together two or more courses
- Builds mini cohort of students
- Promotes collaboration and community among students, faculty, and staff
- Currently isolated in Arts, Humanities, and Social Sciences Division
- Expanding to include more courses from other divisions/programs



# Integrated Services

- Ike already presented this



# Questions?







# WHITE HOUSE VACCINATION CHALLENGE

## 3 KEY COMMITMENTS

1. ENGAGE EVERY STUDENT, FACULTY, AND STAFF MEMBER
2. DELIVER VACCINE ACCESS FOR ALL
3. ORGANIZE YOUR COLLEGE COMMUNITY



## THE CHALLENGE

### ENGAGE EVERY STUDENT, FACULTY, AND STAFF MEMBER

Get the COVID-19 vaccine and win!

**Students** - August 16th to October 4th

Web page <https://dacc.nmsu.edu/sleeve-up/>

**For Faculty/Staff** - DACC cares t-shirt, plus more cool stuff like ballcaps, safari hats and beanies

Grand Prize drawings October 4





## DELIVER VACCINE ACCESS FOR ALL

WE HAVE BEEN DOING THIS SINCE JANUARY AT THE MONDAY VACCINATION PODS.  
THE FINAL DACC VACCINATION POD WAS AUGUST 26.

### AGGIE HEALTH & WELLNESS CENTER

[HTTPS://WELLNESS.NMSU.EDU/](https://wellness.nmsu.edu/)

### NM DOH PUBLIC EVENT CALENDAR

[HTTPS://VACCINENM.ORG/PU  
BLIC-CALENDAR.HTML](https://vaccinenm.org/public-calendar.html)

**SLEEVE UP,  
AGGIES!**

**J&J, Pfizer Vaccinations  
(FREE)**

Event Codes:  
 • Tuesday, Aug. 17th JIHBLNH  
 • Wednesday, Aug. 18th QULKLFE  
 • Thursday, Aug. 19th EQHILAQ

**10:00 AM - 3:00 PM**  
 Get Vaccinated, Get \$100  
 (all New Mexicans will be eligible)

Register and Book online:  
[vaccinenm.org](https://vaccinenm.org)  
 Location: Corbett Center (Aggie Lounge)

Event sponsored by FEMA, NMSU Bookstore, Housing  
 & Residence Life, and Aggie Health & Wellness

Aggie Health & Wellness Center  
 575-646-1512



## ORGANIZE YOUR COLLEGE COMMUNITY

**AND WE HAVE** - THANKS TO THE INCREDIBLE EFFORTS OF THE MANY COVID TEAMS, THE LEADERS OF THE VACCINATION PODS, SAFETY TEAM, DACC FACILITIES, NOT TO MENTION ALL THE VOLUNTEERS, FROM THE HEALTH PROGRAMS AND ALL OF DACC

DACC Vaccination website traffic - There have been 1024 visits to the sleeve-up landing page of that about 600 students registered and 100 faculty staff



A special shout out to the Nursing Program and the Medical Assisting Program Volunteers as well as our Burrell Partners

#### Vaccination Coordination Team

- Jodie Carmona
- Mark Nunley
- Shannon Bradley
- Delma Talaya
- Rebecca Sanchez
- Cynthia Olivas
- Tara Roof
- Mike Luchau
- Kelly Brooks

#### DACC Computer Support

- Enrique Perez
- Steven Casas
- Charles Aragon
- Jack Miller
- Oscar Quintanilla

#### Culinary Arts

- Chief Drake
- Fefe Bellows
- Alex Mejias
- Arcel Lopez
- Magdalena Campos
- Maria Duran
- Sergio Orasco
- Joie Lubian
- Michelle Bustillos

#### Custodial Staff

- Timothy Brooks
- Test Brooks
- Cynthia Brown
- Laura Burciaga
- Aimee Burkhardtmeier
- Joe Butler
- Samantha Cabanas
- James Cadena
- Jasie Camano
- Edie Castro
- Bryanna Guillermo

#### Facilities Staff

- Arturo Ferales
- Arturo Lara
- Matthew Torres
- Anthony Reyer
- Raymond Rodriguez
- Carlos Guillen

#### Security Staff

- Edward Chavez
- Susana Espino
- Arcel Ardejo
- Briana Camacho
- Gilbert Perez
- Nick Cabrera
- Gabe Cabrera
- Maria Cornea

#### Supervision and Administration staff

- Lorena Venegas
- Alberfina Lujan
- Li Gabriela Graham

#### Community Partners

- NMDOH Staff
- Los Cruces Fire Department
- NM Army Reserve

#### VOLUNTEER LIST 262

First Name Last Name

Kathy Achen

Alejandro Acosta

Brigdet Acquah-Baldoo

James Alvarez

Joseph Aranda

Alisa Arroyas

Hosala Barbar

Adriana Barera

Christopher Bare

Alisa Becchiava

Michaela Benite-Brooks

Ann Bellows

Pete Bellows

Angela Benavidez

Margaret Bencomo

Shack Beverly

Emily Bliss

Daniel Bolding

Josephine Bouvel

Karen Boyer

Kenneth Boykin

Shannon Bradley

Michaela Bradley

Timothy Bronn

Kelly Brooks

Test Brooks

Cynthia Brown

Laura Burciaga

Aimee Burkhardtmeier

Joe Butler

Samantha Cabanas

James Cadena

Jasie Camano

Edie Castro

Bryanna Guillermo

Carley Chabryla Mzamba

Annie Chaudier

Jeffery Chase

Ariel Chavez

Drake Chief

Peggy Cheng

Leila Cherrick

Brad Chuchian

Laurie J. Collins

Barb Collins-Cox

Don Compton

Phil Compton

Linda Conkera

Caillin Cooley

Nancy Gonzalez

Ermer Gonzalez

Gose Gose

Guadalupe Gracia

Guadalupe Lopez (Gonzalez)

Tanya Lopez-Pence

Josephine Loranzo Alvidrez

Walter Low

Nan Lu

Mike Luchau

Ashley Corwin

Rachel Culver

Ashleigh Curry

Katrina Dastly

Olga Davalos

Liselle Davis

Jade Davis

Tabitha Day

Laura De La Cruz

Jo Ann Garay

Amelia Garcia

Jenny Gerads

Kayla Gerhart

Guadalupe Gilcrease

David Gonlakakis

Jeleana Gallegos

Jesse Casile

Hockey Vicki

Kevin Kall

Katherine Hansen

James Hanson

Sara Ann Harper

Kevin Harris

Brooklyn Hartley

Victoria Hoffman

Duncan Hernandez

Victoria Hernandez

Malinda Hickman

Mary Hoffman

Adelina Holguin

Kelly Hostlager

Tiffany Howarth

Tony Hu

Kaylee Huston

Faith Hudson

John Hyndman

Eligh Isom

Veronica Jara

Olivia Jimenez

Laura Jony

Christopher Johnson

Oscar Juarez

Valerie Juarez

Kenneth Kenner

Lisa Kirby

Kaylee Kozarsky

Nicholas Larson

Daniela Lilly

Frederick Lillbridge

Kamela Lillbridge

Constance (Corvus) Lloyd

Haylee Lopez

Wassila Lopez

Guadalupe Lopez (Gonzalez)

Tanya Lopez-Pence

Josephine Loranzo Alvidrez

Walter Low

Nan Lu

Mike Luchau

Ashley Corwin

Rachel Culver

Ashleigh Curry

Katrina Dastly

Olga Davalos

Liselle Davis

Jade Davis

Tabitha Day

Laura De La Cruz

Jo Ann Garay

Amelia Garcia

Jenny Gerads

Kayla Gerhart

Guadalupe Gilcrease

David Gonlakakis

Jeleana Gallegos

Alberfina Lujan

Jessica Luna

Nicole Marick

Maricela Marick

Alberfina Marick

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Sergio Rodriguez

Emmanuel Romero

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## GOOGLE ADS CORE STATS

### Google Ads Comparison Summer/Fall 2020 - 2021

	2020	2021	Δ
<b>Clicks</b>	2,992	4,882	<b>+61.29%</b>
<b>Impressions</b>	10,072	13,950	<b>+35.50%</b>
<b>Interaction Rate/CTR</b>	29.71%	35.00%	<b>+5.29%</b>
<b>Conversion Rate</b>	13.00%	15.24%	<b>+2.24%</b>
<b>Phone Calls</b>	677	1454	<b>+214.77%</b>
<b>Cost Per Click</b>	\$1.24	\$1.04	<b>-\$0.20</b>

### Google Ads: Cities Reached in Doña Ana County: 9

	City	Clicks	Imps.	Click Through Rate (CTR)	Conv. Rate
1	Las Cruces	4,514	12,315	36.65%	15.35%
2	Anthony	77	343	22.45%	22.08%
3	Sunland Park	46	141	32.62%	15.22%
4	Hatch	17	73	23.29%	0.00%
5	Mesilla Park	11	32	34.38%	27.27%
6	La Mesa	4	6	66.67%	25.00%
7	Mesquite	3	10	30.00%	33.33%
8	Garfield	0	1	0.00%	0.00%
9	Rincon	0	1	0.00%	0.00%



## FACEBOOK BOOSTED POSTS CORE STATS

### Facebook Boosted Posts

	Boost 1	Boost 2	Boost 3
<b>Audience</b>	Stop outs	Non-trad	General
<b>Age Brackets</b>	20-40	30-55	20-55
<b>Link Clicks</b>	87	55	74
<b>Impressions</b>	3,259	5,442	8,234
<b>Reach</b>	2,137	2,744	4,611
<b>Engagement</b>	1,151	873	1,056
<b>Frequency</b>	1.53	1.98	1.79
<b>Cost Per Click</b>	\$0.46	\$0.73	\$0.83
<b>Cost</b>	\$40.00	\$40.00	\$60.00





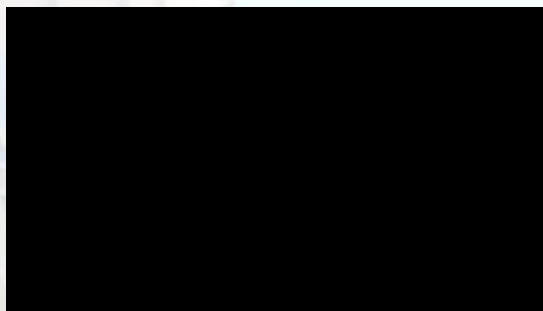
## OTT TEST ON KFOX/KDBC

### ▶ OTT – Over The Top (streaming)

15 sec OTT ad: Whatever Your Dreams...

### ▶ Stats

- ▶ Run: June 01 – Aug 20
- ▶ Geo Target: El Paso/Las Cruces Metro Area
- ▶ Audience Profile: High School Grads
- ▶ Ads: 15 sec, 30 sec
- ▶ Total Imps: 69,836 (100.10%)
- ▶ Video Comp. Rate: 96.1%
- ▶ Unique Reach: 19,622
- ▶ Frequency: 3.56



## WHAT WILL THE UPCOMING CAMPAIGN LOOK LIKE

### Messaging

- Use inclusive and positive messaging to increase reach and engagement
  - Asset Based Messaging
  - Tag lines
    - #wearedacc
    - Local, Affordable, Accredited

### New TV Ads

- General ad for inter-campaign and promotions
- Campaign specific with call to action
  - English & Spanish
  - 15 and 30 seconds, expanded use of OTT, and go back into the Cinemas

### Expand Voice Talent

Add a female voice artist

### Social Media

Improve use to increase reach and engagement and build audiences



## ASSET BASED MESSAGING

DEFINING PEOPLE BY  
THEIR ASPIRATIONS NOT  
THEIR CHALLENGES

ALLOWS A COMMUNITY  
TO LEAD CHANGE WITH  
THEIR STRENGTHS AND IT  
AMPLIFIES THEIR VOICES.

### You Are The Future

It is never too late or too early  
to learn something new.

No matter where you are,  
let us be a part of your  
educational journey.



212-233-3370 dacc.nmsu.edu  
Local | Affordable | Accredited | Online  
575-527-7710 dacc.nmsu.edu



# Thanks!

Kristi Martin  
Interim VP External Relations  
[kmartin@dacc.nmsu.edu](mailto:kmartin@dacc.nmsu.edu)  
575.528.7059

# DACC Advisory Board and NMSU Board of Regents

DACC Advisory Board  
September 2, 2021



## Agenda

- **Luncheon** with NMSU Board of Regents
- **Operating Agreement** between the DACC Advisory Board and the NMSU Board of Regents



## Luncheon

- **Introductions**
- What **expectations or concerns** in support of the mission of the college would Advisory Board members like to share with members of the Board of Regents?
- **Good news** to share about DACC



# Operating Agreement

DUE FOR REVIEW, REVISION, APPROVAL



## Operating Agreement

- Article 1: Advisory Board
- Article 2: The Regents
- Article 3: Academic Matters
- Article 4: Financial Matters
- Article 5: Facilities
- Article 6: Additional Terms





# Operating Agreement

## Article 1: Advisory Board

- **Constitutes** the Advisory Board
- **Outlines duties:**
  - ❖ advisory to Board of Regents
  - ❖ operating agreement with Board of Regents
  - ❖ annual operating budget
  - ❖ tax levies—both certifying the tax levy (County Commission) and conducting the election for tax levies
- **Sets meetings:** annual meeting with Regents, operating budget, tax levies, and other business as needed.



# Operating Agreement

## Article 2: The Regents

- Establishes that the Regents have **full authority and responsibility** over all aspects of the college.





## Operating Agreement

### Article 3: Academic Matters

- Outlines—in broad terms—the **academic programs** that the community college will offer.



## Operating Agreement

### Article 4: Financial Matters

- Establishes that the Advisory Board will review **annual budget** for the community college for recommendation to the Regents.
- Describes **funding sources**: state, tuition/fees, tax levies, and other funding such as grants and gifts.
- Authorizes the college to borrow money through **general obligation bonds**.
- Describes that it is the Regents who set **tuition and fees**.



# Operating Agreement

## Article 5: Facilities

- Establishes that all college property is taken in the name of the Regents.



# Operating Agreement

## Article 6: Additional Terms

- Establishes biennial review of operating agreement.
- We are beginning that process.
  - ❖ Preliminary Review, September 2, 2021
  - ❖ Discussion with Regents, September 16, 2021
  - ❖ Revisions, if necessary, September/October 2021
  - ❖ Advisory Board approval, November 2021
  - ❖ Board of Regents agenda, December 2021



## Operating Agreement

At the luncheon on September 16

- What **expectations or concerns** would Advisory Board members like to share with members of the Board of Regents in support of the mission of the college?
- Any questions or discussion?

A photograph of a large, modern campus building with a stone and brick facade, palm trees, and a clear sky. The image is overlaid with a semi-transparent blue filter.

# Thank you!



AGREEMENT  
PERTAINING TO THE OPERATION OF THE  
DOÑA ANA COMMUNITY COLLEGE  
  
BETWEEN  
  
THE REGENTS OF NEW MEXICO STATE UNIVERSITY  
  
AND  
  
THE ADVISORY BOARD OF  
  
DOÑA ANA COMMUNITY COLLEGE

## AGREEMENT PERTAINING TO THE OPERATION OF THE DOÑA ANA COMMUNITY COLLEGE

The Regents of New Mexico State University (Regents), the parent university of Doña Ana Community College (the Community College), and the branch community college board (Advisory Board) hereby enter into the following agreement concerning the operation of the Community College (the Operating Agreement).

This Operating Agreement is adopted in accordance with the requirements of state law and founded on the desire of the parties to provide quality educational services must be provided in accordance with the needs of the Community College service area.

### ARTICLE 1 ADVISORY BOARD

#### **A. Advisory Board Defined**

The Advisory Board consists of the local school board, or the combined local school boards, acting as a single board, situated within the local taxing district which supports the Community College. [N.M. Stat § 21-14-2(A) (1978)]

#### **B. Multiple School District Boards**

For Community Colleges located in counties with more than one local school district, the Advisory Board may designate a committee to act on its behalf (Advisory Committee). The Advisory Committee will consist of two representative board members from each local school board. The Advisory Board may delegate to the Advisory Committee all functions and responsibilities of the Advisory Board, except that the Advisory Board may not delegate its duty to certify tax levies or elections for tax levies.

#### **C. Duties of the Advisory Board**

Pursuant to state law, the duties of the Advisory Board are as follows:

1. Enter into a written agreement with the Regents, subject to biennial review by the parties and to the review and commentary of the commission on higher education;
2. Act in an advisory capacity to the Regents in all matters relating to the conduct of the Community College;
3. Approve the annual operating budget of Community College for recommendation to the Regents;
4. Certify to the board of county commissioners the tax levy; and
5. Conduct the election for tax levies for the Community College.

[N.M. Stat § 21-14-2(B) (1978)]



#### **D. Advisory Board Meetings**

The Advisory Board will meet as necessary to: (2) certify to the board of county commissioners the tax levy; and (3) conduct the election for tax levies for the Community College.

In addition, the Advisory Board, or the Advisory Committee if one has been formed, will review the annual operating budget of Community College for recommendation to the Regents, and, upon request of either party, will meet, at least once a year, with the Regents. The purpose of the joint meeting is to allow each of the parties to report to the other and make inquiry of the other on all matters relating to the conduct of the Community College.

The Regents, the Advisory Board, the Community College President, or the Chancellor of the NMSU System may request additional meetings as needed.

All meetings which include either the Regents or a quorum of any local school board will be conducted in accordance with the New Mexico Open Meetings Act. [N.M. Stat § 10-15-1 *et seq.* (1978)]

#### **E. Selection of Community College President**

In the event of a vacancy, the Regents and the Advisory Board will jointly conduct a search for qualified candidates for President of the Community College. The Regents, after consultation with the Advisory Board, will select a president for the Community College. [N.M. Stat § 21-14-2(C) (1978)]

## **ARTICLE 2 THE REGENTS**

Except as otherwise provided in this Operating Agreement, the Regents have full authority and responsibility over all aspects of the Community College, including but not limited to academic matters. [N.M. Stat § 21-14-2(D)(1) (1978)] The full authority of the Regents, under this Agreement may be delegated at the discretion of the Regents, to the Chancellor of the NMSU System.

## **ARTICLE 3 ACADEMIC MATTERS**

#### **A. Programs of Study**

As provided by state statute, the Community College will offer programs of study which have been approved by NMSU. [N.M. Stat § 21-14-2(D)(3) (1978)] Such programs will provide:

1. The first two years of college education; or
2. Vocational and technical curricula of not more than two years' duration designed to fit individuals for employment in recognized occupations. [N.M. Stat § 21-14-1(A)(1978)]

**B. Employment of Faculty**

The Regents agree to consider application of qualified local applicants before employing teachers from the local school system(s). [N.M. Stat § 21-14-2(D)(5) (1978)]

## **ARTICLE 4 FINANCIAL MATTERS**

**C. Financial Management**

The Regents will be responsible for the financial management of the Community College. The Advisory Board may review all procedures, reports and all other matters related to the financial management of the Community College.

**D. Budget Recommendation**

The President of the Community College will prepare and present to the Advisory Board a proposed annual budget including the long range plan of the college and the status of all capital outlay projects. The Advisory Board will review an annual budget for the Community College for recommendation to the Regents. [N.M. Stat § 21-14-2(B)(3) (1978)]

**E. Funding Sources**

The Community College will be financed by state appropriations, tuition and fees charged to students, grants, and gifts, and such other funds as may be made available through additional tax levies pursuant to the College District Tax Act. [N.M. Stat § 21-2A-1 (1978) *et seq.*]

The New Mexico Higher Education Department will recommend an appropriation for the Community College based on its financial requirements. [N.M. Stat § 21-14-9 (1978)]

The Community College may borrow money, through college district general obligation bonds, for the purpose of constructing and equipping buildings and to make other real property improvements. [N.M. Stat § 21-2A-6(A) (1978)] All taxes levied to pay for principal and interest on the general obligation bonds of the Community College shall be in addition to the taxes levied for operating, maintaining and providing facilities for the Community College pursuant to the College District Tax Act. [N.M. Stat § 21-2A-1 (1978) *et seq.*] The repayment of district general obligation bonds will be made in accordance with the College District Tax Act and is the general obligation of the college district. [N.M. Stat § 21-2A-7 (1978) *et seq.*] The Regents will not have any obligation to repay the bonds.

The Community College's tuition and fees will be set by the Regents. [N.M. Stat § 21-14-5 (1978)] New Mexico residents, residing outside of the Community College service area, will be assessed an out-of-district fee each semester. Non-residents of New Mexico will be assessed tuition and fees at a higher rate than residents.

## **ARTICLE 5 FACILITIES**

### **A. Acquisition of Property in Name of Regents**

All property acquired by the Community College, including all property acquired from the proceeds of a bond issue shall be taken in the name of the Regents. [N.M. Stat § 21-14-14 (1978)]

### **B. Cooperative Use of Physical Facilities**

Subject to space and other resource constraints, the Community College will share facilities in support of NMSU's bachelors and appropriate graduate programs, and the NMSU University will share facilities on the Las Cruces campus in support of the Community College's programs. [N.M. Stat § 21-14-2(D)(4) (1978)]

## **ARTICLE 6 ADDITIONAL TERMS**

### **A. Entire Agreement**

This Agreement is made pursuant to fulfill the requirements of state law and is subject to biennial review by all parties and the review and comment of the New Mexico Department of Higher Education. [N.M. Stat § 21-14-2(B)(1) (1978)] This Agreement constitutes the entire agreement between the Advisory Board and the Regents and supersedes any prior agreements, contracts or understandings, expressed or implied, oral or written.

### **B. Termination**

This Agreement may be terminated by mutual consent or by either the Advisory Board or the Regents, upon six months' notice, provided there are no outstanding general obligations or revenue bonds. If the Community College has outstanding general obligation or revenue bonds, then neither the Advisory Board nor the Regents may terminate this Agreement until the outstanding bonds are retired, except as otherwise provided by law. [N.M. Stat § 21-14-2(E) (1978); referencing N.M. Stat § 21-13-24.1 (1978)]

### **C. No Third Party Beneficiaries**

This Agreement is for the benefit of the Parties only. No rights or benefits are conferred to any third-party by or through this Agreement.

**D. Effective Date**

This Agreement will be effective and binding upon the Advisory Board and the Regents of NMSU from the date on which both of these entities have approved the Agreement as indicated by the attestation and signatures of the duly authorized representatives below.

**APPROVAL AND ATTESTATION****Regents of New Mexico State University**

The **Regents of New Mexico State University** duly approved this Agreement at an official meeting on \_\_\_\_\_ (date).

As the duly authorized representative, I hereby attest to the truth of the foregoing statement.

Date: \_\_\_\_\_

\_\_\_\_\_  
Debra Hicks, Chair

**Branch Community College Board**

The branch community college board (Advisory Board) of Doña Ana Community College duly approved this agreement at an official meeting on \_\_\_\_\_(date).

As the duly authorized representative, I hereby attest to the truth of the foregoing statement.

Date: \_\_\_\_\_

\_\_\_\_\_  
Name

Title: \_\_\_\_\_