New Mexico Tech
2001
Strategic Plan Update
GOAL 1: New Mexico Tech will be noted for excellent and productive instruction and research

Research

Five Year Comparison of ACT Scores

Academic

- Data for the May 2001 graduates are not complete. To-date 16% of the 273 graduated have indicated going on to Graduate School. Data is normally collected in October.
Goal 2: New Mexico Tech will grow to 1,800 students (headcount) in five-years

TOTAL ENROLLMENT FIGURES FALL 2000

INCREASE FIRST YEAR RETENTION FALL TO FALL
Goal 3: New Mexico Tech will Substantially improve student quality of life

PROJECTED OCCUPANCY CAPACITY

Annual Tech Student Satisfaction Survey
June 8, 2001

I. Quality of Instruction (1-5)

<table>
<thead>
<tr>
<th>Within Student Major</th>
<th>2.8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>2.8</td>
</tr>
<tr>
<td>Sophomore</td>
<td>3.3</td>
</tr>
<tr>
<td>Junior</td>
<td>3.4</td>
</tr>
<tr>
<td>Senior</td>
<td>2.9</td>
</tr>
<tr>
<td>Graduate</td>
<td>2.8</td>
</tr>
</tbody>
</table>

II. Academic Advising

- All students met with advisors 1-2 times academic/year
- Average meeting time – 15 minutes

III. Quality of Student Services

- Advising Resource Center B-
- Career Services C+
- Counseling C+
- Financial Aid C+
- International Programs B-
- Registrar’s Office B-
- Student Accounts C+
- Auxiliary Services C
- Chartwells D+
- Residential Life B-
- Cashiers B-
- Library B+

IV. Study Time

It varies between classes the amount of time students spend studying. The breakdown is as follows:

<table>
<thead>
<tr>
<th>Class</th>
<th>Time per week</th>
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<tbody>
<tr>
<td>Freshman</td>
<td>10</td>
</tr>
<tr>
<td>Sophomore</td>
<td>18</td>
</tr>
<tr>
<td>Junior</td>
<td>16</td>
</tr>
<tr>
<td>Senior</td>
<td>20</td>
</tr>
<tr>
<td>Graduate</td>
<td>21</td>
</tr>
</tbody>
</table>
Goal 4:
New Mexico Tech will give back to the community

**Trained:**
7000+ Domestic Responders
450 Foreign Delegates
1000 projected Law Enforcement

**Training Programs Account For:**
12,000 Hotel Nights in Socorro
28,000 Hotel Nights in Roswell

**Swim Center Use:**
389 Alumni
5065 Community
1944 Senior Citizens
175 Party Rental

**Golf Course:**
80 Tournaments (2586 Golfers)
621 Memberships (526 from community)

**Mineral Museum Attendance:**
15,000+

**Macey Center:**
PAS: 12 Shows
24 Youth Concerts
27 Community Events
30 Tech Club Events

**Mineral Museum:**
1 Wedding

**Dorms:**
Hosted 26 Conferences - 1840 Guests
Goal 5:
New Mexico Tech will Allocate Resources Strategically

• Cost per student recruited
  – $2,400 per student
• Funding generated from contributions vs. cost of fund raising:
  – $1.00/$10.55
• Administration costs as a percent of total budget
• Two FTE’s transferred from Flagged Program (proposed $120K)

<table>
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<tbody>
<tr>
<td>Budgeted Expenditures</td>
<td>$87,081,924</td>
<td>$95,961,229</td>
</tr>
<tr>
<td>Less Capital Outlay</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative Budget</td>
<td>$3,864,028</td>
<td>$4,133,863</td>
</tr>
<tr>
<td>Percent Administration</td>
<td>4.4%</td>
<td>4.3%</td>
</tr>
</tbody>
</table>
Goal 6:
New Mexico Tech will actively promote itself

• Contacts with Alumni
  • Alumni as a whole
    (Goldpan-4 issues, 49ers, Capital Campaign Survey) 28,05
  • Receptions, Reunions, Admission Receptions 869
  • Misc. – Alumni voting ballots, Christmas Cards 1350
• Total Mailings 30,278

• The above number does not include electronic correspondence through the Goldpan Egroup, which has approximately 650 alumni/subscribers.

• Newspaper Clippings concerning New Mexico Tech
    • Regents 20 32
    • Students & Scholarships 71 94
    • Faculty & Staff 28 47
    • Golf Course & Student Sports 11 6
    • Research 82 105
    • Alumni 11 11
    • Misc. 55 43
    • P.A.S. 15 72
    • VLA 40 56
    • Events 29 72
  • Totals 362 533

• Marketing – Number of Times Advertisement Appeared
  • TV – Public Television 360 spots
  • KOB – Weathernet – Tech Logo 5-6 times/day
  • Radio (KKOB-FM, K Kob-AM, KMGA, KHFM) 832 spots
  • Billboards 5 boards – 6 mths
  • Print Media (High Schools, Local, etc) 38 different ads
  • Internet - Weatherbug 300,000 hits/month
  • College Bound Network 100,000 impressions