

State of the Campus Address

August 22, 2008

Good Afternoon!

Thank you for attending the State of the Campus Address. This has been an exciting year, and we expect the coming academic year to be the same.

First, let me introduce some new faces to the crowd:

- Kerry Bolin, Instructor of Nursing
- Stan Carlson, Division Head MSBT
- Sandra Fleischmann, Assistant Professor of Nursing
- Kelly Ramey, Interim Director of Nursing
- Ann French, College Assistant Professor of Education
- Berinda Jones, College Instructor of Reading
- Mary Ellen Keith, College Assistant Professor of Criminal Justice/Paralegal
- Janet Massad, College Assistant Professor of Art
- Marcus McKay, Program Specialist (SBDC)
- Betheny Maldonado, Custodial Worker (Physical Plant)
- Patricia Moheit, Records Tech (Admissions)

Welcome, everyone, to New Mexico State University Alamogordo!

Next, I would like to recognize the faculty who received tenure and promotion this year:

Tenure

- Carrie Baldwin
- Glenda Elser
- Wayne McGowan

Promotions

- Catherine Aguilar-Morgan – Assistant Professor
- Sonja DeVargas – College Associate Professor
- Loretta Diehl – College Professor
- Joyce Hill – Assistant Professor
- Steve Holmes – College Professor
- Rosa Rico-Fernandez – College Associate Professor
- Christine Trapp – College Assistant Professor

I will start this State of the Campus Address by reiterating our mission:

The Mission of New Mexico State University Alamogordo is to provide quality learning opportunities for individuals in the diverse community we serve.

Using input, collaboration and shared governance, we always attempt to move the institution in its embrace of the mission. This past year, we served over 4,000 students, and we continue to grow. If you have any doubt about our enrollment growth, ask Kathy Fuller, Bobi McDonald, Darlene Ellinger, Sharon Fischer, Manuela Heberle and the rest of the student services staff about the number of students who have registered, asked for assistance and attended student orientation. If you would like to put our enrollment growth in perspective, consider this statistic: our unduplicated headcount for this semester (fall 2008) is close to the enrollment we had for the entire 2006-07 school year.

We are an institution of higher education; we provide educational opportunity. We believe higher education breaks the circle of poverty. We not only believe this concept, we smell this concept; we eat this concept; and we promote this concept at every opportunity. If we do not believe higher education breaks the circle of poverty, why do we exist?

The all-too-familiar refrain I hear in public discourse is that New Mexico is a poor state. Certainly, part of this concept comes from the state's annual ranking as one of the poorest states in the nation. In fact, the 2000 census shows that almost 19% of New Mexico's population lives below the poverty line. But let's also keep in mind that the areas we serve (particularly Otero and Lincoln Counties) are not areas of high poverty. In fact, Lincoln County is an area of low poverty.

I believe the Southwest Hispanic Research Institute at the University of New Mexico has the right idea when they state, "We have to change the mantra of we're a poor state [and a poor institution]...instead we launch new commitments to economic progress...and [we do] not use the concept of being poor as an excuse for maintaining the status quo."

So, let's never send the message that we are a poor institution. Instead, we are a fiscally conservative institution. We never promote or portray the image that the engagement in higher education continues to make you poor. Higher education is progressive, and it breaks the circle of poverty.

Let's examine the rest of our mission:

We Value Excellence in education as a lifelong opportunity to increase productivity, expand visions, and encourage enjoyment of learning.

Our campus is vibrant and growing. We are friendly and hospitable. We welcome students of all ages, races, ethnic backgrounds, economic status and abilities to become part of our campus. We also believe in excellence. However, with excellence comes accountability. It is easy for us to say we are excellent, but it is much more difficult to prove we are excellent.

The verification of excellence is accomplished through our inputs, our outputs and our constant commitment to assessment. This coming year we will be making a significant investment into assessment. Dr. Bruce Martin will soon be reporting to my office and will have the responsibility of working with you to develop a comprehensive assessment plan. The plan will include designated leadership and allocated resources.

This fall we will be pilot testing a student evaluation system for courses; the same system being used by Doña Ana. The faculty will be working closely with their Division Heads, Stan Carlson, Joyce Hill and Bryan Yancey, on pilot testing and implementing the system. Jim Gallagher and Vince Lombraña have spent several hours this summer working with the other community colleges on a system-wide approach to faculty tenure and promotion. They will soon be sharing the recommendations of this task force.

We will continue to provide access to a variety of professional development opportunities for both faculty and staff. One way we provide this development is through the use of webinars. Webinars provide excellent training and development opportunities for fiscally-conservative institutions.

The gathering of data for the staff equity study has begun. If you are a member of the staff, please work closely with your supervisors to ensure data for your position is submitted before the end of this month. I anticipate we will see the final results of this study sometime in February.

***We Value Integrity** in education through responsible teaching and honest interaction with students, colleagues, and community in an atmosphere of mutual respect.*

The issue of student retention and persistence has continued to grow in importance throughout the history of higher education. In the 1970s, the research focused on the reasons students remained enrolled and how colleges and universities could make changes or develop programs that would increase student retention.

In the 1980s, Vincent Tinto indicated that the factors in students dropping or "stopping" out included academic difficulty, adjustment problems, lack of clear academic and career goals, uncertainty, lack of commitment, poor integration with the college community, incongruence, and isolation. In the 1990s, Laura Rendón showed the two critical factors in students' decisions to remain enrolled were the attainment of their goals and the successful transition into college. This transition was aided by an initial and extended orientation, advisement programs, and the students' ability to make positive connections with college personnel during their first term of enrollment.

We know that retention can be highly affected by enhancing student interaction with campus personnel. We also know that student retention is not just the job of student services, but the business of every person at our campus. When we come face-to-face with students on a regular basis, let's provide positive growth experiences and help them identify their goals and talents. We must also remember that our caring attitude

will be the most potent retention force for our campus. So I am asking each of you to define as a department, as an area, and as an individual, what your commitment will be to assist with student retention.

This fall we will be conducting a campus-wide survey on civility. You work hard to make sure this institution moves forward and thrives. Therefore, the responsibility of each of us is to insure a campus climate of civility by encouraging honest interaction in an atmosphere of mutual respect.

Recently we had the privilege of watching two events that I believe highlight the concepts of interaction, mutual respect and civility on the international and national scene--the Olympics and the Democratic primaries.

The Olympics continue, but let's think a moment about the amount of time and effort these athletes spend preparing for a few moments of glory. All the athletes are extremely competitive, but they know when the scores are posted, they must live with the results. There are no temper tantrums, no blogs, no e-mails, and for the most part, no public displays of ignoring the other athletes. They leave the games knowing they have to swim better, run faster, lift more weight, jump higher or just spend more time practicing. These are the same types of behaviors we need to model for our students.

I am not promoting any particular party, but I want us to think about the Democratic primaries. This was a hard-fought battle, particularly between Senators Obama and Clinton. However, the primaries are over and now the two will work together to promote the Democratic party. Will they always agree with each other? No. But their ultimate goal will be for the Democratic Party to win in November. Will they do everything possible to ensure this happens? Yes.

Yesterday I had the privilege of representing the campus at the conference for Senator Domenici. It was interesting to note that the father of our Lt. Governor, Diane Denish, was Senator Domenici's first opponent for the Senate. Even though Senator Domenici won the race, our Lt. Governor and Senator Domenici have great regard for one another and often collaborate on issues that they believe will be in the best interest of the state of New Mexico.

How do these examples apply to NMSU-A? We absolutely should continue to disagree with one another—but, respectfully. Will we have different ideas on how things should be done? Of course, that is the nature of higher education. But, just because we disagree with each other's position does not mean we personally hold it against each other for years and years. Instead, let's base our decisions on input, research, experience and what we believe is in the best interest of the campus. After all, our mission is to promote excellent educational opportunities for our students.

We Value Innovation as it applies to meeting the individual and changing needs of students, faculty, staff, and community.

On Sunday and Monday, I participated in the DCX/XA 15th Anniversary Reunion. Our campus, along with the New Mexico Museum of Space History, co-sponsored the event (well, actually, the Museum did most of the work—except for Grace White and Ernie Baca). Former Ambassador Henry Cooper made this remark: “The real job of good administrators is to keep bureaucracy off the backs of the innovators and to find the resources to make things happen.” As an administrator, I fully try to embrace this concept. Let me explain...

We are ready to begin the process of developing a new strategic plan. We completed an assessment of the 2004-2009 strategic plan, and we have completed the SWOTs analyses. Dr. Bruce Martin and Susan Medina have agreed to serve as co-chairs for the new strategic plan. The individuals who will be serving on this very important task force are Jim Gallagher, Cathy Aguilar-Morgan, Susan Weitzel, Dan Kammer, Brenda Garcia, Kathy Fuller, Ali McGeehon, Liz Aranda, Joan Griggs, Kenneth Beasley, Barbara McDonald, Judy Bosland, Greg Hillis, David Sanders, Darlene Ellinger, Mary Ellen Keith, Judy Garcia, and Diane Lopez. Our goal is to complete a new strategic plan during this academic year.

New Mexico State University is close to completing the update of the Policies and Procedures manual. Once this is complete, Drs. Debra Teachman and Bruce Martin will be leading our committee to update our campus manual. We started this process last year, but the committee decided to put the process on hold until Las Cruces completes all sections of the Policies and Procedures manual for the system.

A new re-organization chart has been submitted to Las Cruces. If approved, some reporting structures for the campus will change.

Let's examine some other innovations...

The influx of Title V monies to our campus to update technology and train faculty and staff in new approaches to student learning has had a significant impact on our campus. We have a significant expansion in online course delivery from a variety of faculty and staff including (but not limited to):

Tanya Allred, Carrie Baldwin, Bette Berry, Lesia Bryant-Gonzalez, Dmitry Bizyaev, Kerry Bolin, Cathryn Brooks, Eric Brown, Clint Burlison, Susan Cook, Christopher Cramer, Emmanuel Crawford, Janet Delgado, Sonja DeVargas, David Dooling, Stacy Dutton, Glenda Elser, Francis Eydenberg, Margery Feters, Claire Forsmann, Jennifer Frey, Linda Fritze, Jim Gallagher, Kristina Gordon, Patricia Goodwin, Elizabeth Grundhoffer, John Haley, Daniel Hassell, Gerald Hawkes, Joyce Hill, Lucinda Holder, Steve Holmes, Abby Javurek-Humig, Sandra Johnson, Jenna Kammer, Kim Lopez, Susan May, James McClinton, Bianca Mendez, Harveta Mitchell, Ronald Mitchell, Marti Morales, Kaike Pan, Bob Pena, Alexei Pevtsov, Matthew Placencio, Myra Reed, Rosa Rico-Fernandez, Jary Rupe, Edmund Sadler, Jennifer Smith, Jack Spears, Christine Trapp, Lina Urquidi, Wanda Wakkinen, and Angie Wolf.

While we continue to develop and implement online courses, we must also implement assessments for these courses to insure our delivery meets well-documented criteria for effective online learning.

We are starting to see the impact of the state's commitment to dual credit for high school students. We anticipate this need will continue to grow during the coming years.

I recently read an article by Norbert Gaillard (a French citizen) that I will share with you. He states, "There are two superpowers in the world today in my opinion. There's the United States and there's Moody's Bond Rating Service. The United States can destroy you by dropping bombs, and Moody's can destroy you by downgrading your bonds. And believe me, it's not clear sometimes who's more powerful."

On Monday, August 18, we received an A1 bond rating from Moody's. As a result, the low bid for the sale of our GO Bonds came from Stifel Nicolaus and Company, Inc. at an interest rate of 3.7754%. Originally we estimated the interest rate might come in as high as 4.5%--so the amount we saved with the lower interest rate is definitely not chump change. In fact, in our presentations to the campus and the community, the dollar amounts we quoted to the community were based on .9 mills. With the lower interest rate, we will be able to pay off the 15-year bonds with a .8 mill assessment. A special thank you goes to Tony Salinas for putting numerous financial reports together and to Tony and Nancy Montgomery for spending significant time on a telephone conference call with Moody's that helped us get our A1 bond rating.

Of the \$5 million approved by the community in April, we will continue to allocate \$3 million for a new "Trades Center," where we can offer training in the areas of carpentry, electrical, automotive, HVAC, welding, and alternative energies. We will be working diligently during the 2009 legislature to receive an additional \$5 million to construct and equip the Center. Once we have the building and the equipment, we will be on our way to providing training in several "green collar" occupations.

The other \$2 million is allocated to update campus infrastructure. Please keep in mind that it takes little or no time to spend \$2 million. For example, we have already allocated over \$200,000 to assist with funding the new roof on the Student Union Building and almost \$490,000 to complete construction of the 3rd floor of the Allied Health addition.

Our number one priority is to update our campus security system. We have already purchased the e2Campus system--a standard communication system that instantly communicates to all students and staff. The system is web-based and is the same system being used by the University of New Mexico. This summer we pilot-tested the system; directions to sign up for the service (and we ask each of you to do so) are available on the web page.

Speaking of web sites, have you checked out our new web site at www.nmsua.edu? If you haven't checked it out, please be sure to do so. Dan Kammer has been our librarian and webmaster for over two years. Please be sure to give him a pat on the back for a yeoman's job on this initiative. Thank you, Dan!

We are starting the process of "going green"! Within the New Mexico State University system, we are the first institution to construct a building to LEED (Leadership in Energy and Environmental Design) Silver certification standards. The groundbreaking ceremony for our Allied Health addition is scheduled for Wednesday, September 24, 9:00 a.m. Please be sure to attend.

Mary Liddle and the other groundskeepers have started the process of incorporating the use of more water-resistant plants in our landscaping. Billy Page and the other PPD folks will soon be unveiling a new recycling program. We are also starting the installation of a new energy management system—an update that Kenneth Beasley has been requesting for several years.

Discussions concerning the possibility of a 10-hour, 4-day work week continues. Yes, I believe our campus would make an excellent pilot test site for this type of program, and I believe it will be interesting to hear the recommendations that come from different areas of the campus. Please be aware that we have already received notice from PNM that we should anticipate the price of our utilities to increase by as much as 43% during the coming year.

Our column with the *Alamogordo Daily News* continues to keep our campus in the news. When you are asked to write an article, please do so. If you have ideas or articles that should be submitted, please send them to me. Publication of an article keeps the community informed and also shows you are an active member of the campus community. Please keep in mind, however, that the addition of my name to articles published on the editorial page is at the request of the publisher and simply guarantees publication. So, regardless of what you may hear, when I put my name on the article, it is not an attempt on my part to challenge the celebrity status of either Paris Hilton or Britney Spears.

We continue to explore the possibility of a partnership with the City of Alamogordo that would allow us to put in crossing lights across N. Scenic Drive. These conversations take time, so please make patience your middle name.

Speaking of patience, your senior officers have the rough draft of the faculty equity compensation study completed by the Mercer Corporation. Right now we are working with the Las Cruces campus to verify the data and make corrections. As soon as this process is complete, the final document will be shared with the campus. I look forward to some lively discussions with the faculty on the results of the study.

As a system, we will develop a multi-year plan to address the findings. The draft report indicates the majority of the faculty members below the median—I know this is a

surprise to all of you! The study for the community colleges included approximately 211 faculty employees at the Alamogordo, Carlsbad, Doña Ana and Grants Community Colleges. The comparison of salary data for faculty represents CUPA (College and University Professional Association) data from over 130 community colleges from across the United States. The three-pronged approach used by CUPA is discipline, education, and rank.

We have made some immediate progress on faculty salaries. We increased per credit payment for part-time faculty and the overload per credit amount for full-time faculty. We also implemented minimum salaries for different ranks.

The Alamogordo Foundation raised \$6,481 in match for the Faculty Endowment Fund. As a result, we were able to make a request of \$21,603 in match from HED. We have two more years to reach the \$33,000 match needed for the entire \$100,000. This year, the legislature approved an additional \$100,000 endowment. This means we will have three more years to meet the \$33,000 match for this \$100,000. This match should be slightly easier to generate as we will also be able to use endowed scholarship donations.

A special "thank you" goes to our Interim Director of Nursing, Kelly Ramey. Kelly wrote and submitted a two-year RFP to HED for nursing. The RFP was funded for \$118,108 for 2008-09 and \$112,325 for 2009-10 for a grand total of \$230,433. We are in the process of determining how to allocate the monies based on the objectives of the grant.

Two Carl Perkins grants were funded. The first grant was a redistribution grant of \$27,791. The second grant funded for \$92,021 will support our increased commitment to engineering. A special thank you goes to Joan Griggs, Janis McWilliams, and Cathy Aguilar-Morgan for submitting this grant.

Community Education continues to grow by leaps and bounds. During 2007-08, the total student contact hours for non-credit instruction grew from 854 to 2,082 hours. The number of participants increased from 222 to 426. Do not be surprised if the next thing you see on our campus is a helicopter!

The WIA and TANF programs are again under the purview of NMSU-A. The programs are housed at the Department of Workforce Solutions, 901 Alaska. A special "welcome back" is extended to Alicia Jacques and Susan Padilla. The programs report to Donna Cook.

The Technology Committee chaired by David Sanders is in the process of developing a technology plan. You will soon see David and me doing a campus walkabout that focuses on the use and implementation of various technologies.

This summer Bob Schenk and the Technology Committee were busy researching and ordering a new ID system. The goal is to have the new system up and running by

spring 2009. Bob has promised me that I get his allocated equipment budget of \$20 per year for the next 100 years to pay for the system!

We are now an approved IT testing center. A special thank you goes to Steve Holmes and Matthew Placencio for making this initiative happen. Our first test taker was from the MIS Department at Mescalero.

Pete Eidenbach and Jenna Kammer have been making great progress in the use of second life technologies. If you haven't already done so, please be sure to check out this technology. Pete and Jenna will continue to provide seminars and classes on this technology. Have you visited Aggie Island yet?

So, what are some of the initiatives that we will see during the coming academic year?

Ali Mageehon will be the full-time Director of the Academic Support Center. As always, we will continue to support and make a significant investment into our developmental education and tutoring programs. The change to a full-time director will allow a more centralized approach to providing services and budgeting for the same.

We plan to submit a TRIO grant and begin the process of planning the application process for a new Title V grant.

We are in the process of submitting two Research and Public Service Proposals (RPSP) to the 2009 legislature. Ernie Baca and Joyce Hill are leading the charge on these proposals.

I will be asking various groups, such as Student Congress, Faculty Consortium, Non-Exempt Staff Consortium, and APAC if they believe the campus should become a smoke-free campus. After the semester is in full swing, you will soon be receiving my memo asking for your input.

Please keep on your radar screen the upcoming national, state and local elections. We should see large voter turnouts for this national election. We will also have a new state senator after the election.

There will be some state and local bond issues that will be on your ballot. First, the state general obligation bonds. This year, the bonds will be divided into four areas:

- GO Bond A – Senior Services
- GO Bond B – Library
- GO Bond C – Health Services
- GO Bond D – Higher Education

Hope Patterson has distributed several brochures around campus and throughout the community for GO Bond D. The total for GO Bond D is \$139.9 million.

When you review the voting records, Otero County has not passed a state-wide GO Bond for higher education for over 20 years. However, our institution has benefitted from revenues generated by the bonds—for example, the new Allied Health addition. This year if the bond passes, we will receive \$1 million from the bond to continue renovations on the general classroom building and common areas.

General Obligation Bond B will also have direct impact on our campus. According to Dan Kammer, the amounts for GO BOND B includes the following:

- \$3 Million for Academic Libraries
- \$3 Million for Public Libraries
- \$3 Million for School Libraries
- \$2 Million for Tribal Libraries

If Bond B passes, the local allocations will be

- \$41,000 for NMSU Alamogordo
- \$81,000 for Alamogordo Public Library
- \$58,000 for Alamogordo Public Schools
- \$13,000 for Tularosa Schools
- \$10,000 for Cloudcroft Schools
- \$9,000 for Mescalero Community Library
- \$4,300 for Cloudcroft Michael Nivison Library
- \$7,200 for Tularosa Public Library

As a quick calculation, if Bonds A, B, C and D pass, an individual who owns a home with a taxable value of \$100,000 would see property taxes increase by less than \$1.00 per month.

Last evening I attended a three-hour Otero County Commissioners meeting. As a result of the meeting, the voters of Otero County will be asked to approve or disapprove a one-eighth of one percent (.00125) Gross Receipts Tax. When you look at the cost of this GRT, you can figure that individuals will pay 1 penny per \$8.00. But please keep in mind that a GRT only taxes disposable income, so items such as groceries, gas, prescriptions, medical services and property are not subject to the tax. To put this tax in perspective, consider this scenario if the tax passes. Let's say you have a \$30 meal at the restaurant. On the \$30, you would pay \$.04 in GRT. If you stay in a motel and pay \$90 for the room, you would pay \$.16 in GRT. This is why many individuals call this type of tax a "luxury" tax--it taxes visitors to our town and those individuals who have a lot of disposable income to spend. Please note that 25% of the gross receipts tax would be allocated to education. So the passage of this GRT holds significant educational potential for our campus as we look at ways to enhance our commitment to math and science.

So, mark your calendars and remember to vote! The General Election is scheduled for November 4. Early voting starts on October 7.

Although I will seldom speak about my personal history, I will end this address on a personal note. I am a firm believer that innovation and integrity is a personal responsibility. I come from a large family—I am the youngest of five children. My father immigrated (yes, legally) from the Philippines. He could speak four languages—Ilacano, Tagalog, Spanish and English. He spoke English with a significant accent.

As I was growing up, I found it disconcerting (though amusing) that many individuals spoke louder when they had a conversation with my father—I guess they thought speaking louder would decrease his accent. He believed in hard work and, as children, we soon learned that if he saw you were sitting down, he had something that immediately needed to be done. So my siblings and I always found a variety of hiding places on the farm to read books--we didn't own a television!

My father was a great believer in education. He believed education and hard work provided the track out of poverty. He constantly repeated this belief, and we (his children) embraced the concept.

I became a single parent when my daughter was five and my son was three months old. I received my master's degree and my doctoral degree while my children were in daycare, grade school and high school. When my daughter was in 8th grade and my son was in 3rd grade, I packed them up and we went on an international Fulbright—together. I remarried only after my children went to college.

I am telling you this story for a reason. As a campus, we have the ability to make a difference in many individuals' lives. After all, we are a comprehensive community college. We think globally, but we act locally. We offer the GED, certificate degrees, associate degrees and a variety of life-long learning opportunities. We provide transfer education for students who want to pursue their bachelor's degrees.

But we also have the responsibility to role model a positive attitude, a 'can do' perspective, a joy for education, and a commitment to personal responsibility. What we choose to do with our lives is, for the most part, our choice.

We are booming! Let's continue to educate, to discuss, to innovate and to secure additional external resources. If we do all this with a positive, civil attitude, a sense of humor, dignity and respect for our colleagues and our students, we will continue to grow and prosper. Most importantly, our students will tell their friends and relatives that NMSU-A is the place to be!

Our fall get-together begins tonight at 5:30 p.m. in the Tays Special Events Center. I hope to see you and your families at the event. My only caveat for social events is this—we leave work at our workstations, and we simply enjoy each other's company. Remember, dress is casual. Shorts, sandals and t-shirts are proper attire!

And last, but certainly not least: a disadvantage of mentioning names is that you never get to mention each individual. But, please keep this in mind--even if I did not

specifically mention your name in this address, the campus would be lost without you. You are a very valuable and important member of this campus! And for those of you who just came to this address for the food, I'll leave you with this final message...

Go NMSU-A! And, watch out 5,000!