



## CNM Master Plan Visioning Community Forums Report October 30-December 6, 2018

### Executive Summary

Central New Mexico Community College (CNM) is working with a contractor team led by Architectural Research Consultants, Inc. (ARC), in conjunction with the campus Master Plan Committee, to assess current utilization and future space and organizational needs, enrollment and demographics of growth/decline, program needs, campus access, and the overall aesthetic sense of the college's campuses. The CNM Master Plan is intended to guide the allocation of capital improvement resources with a long-range vision of campus development that blends the academic, student affairs, administrative and Ingenuity needs of the college.

CNM retained *LEH Consulting Group, LLC*, (LEH) to facilitate a series of community listening forums to further support the master planning process. LEH facilitated six community forums, each organized by CNM and hosted by a member of the CNM's Governing Board. The agenda for, locations of, and community participants who attended these sessions are shown in the first two sections of this report.

The community forums served three mutual objectives:

- Invite community members into CNM's planning process and share high-level themes gathered to date from internal CNM stakeholders;
- Solicit community input around three questions to inform the Master Plan; and,
- Offer information about next steps and tools for additional input and future information sharing.

The high-level stakeholder themes shared with the community are included in the Appendix of this report. Community members' reactions to these themes and their input surrounding the three questions form the remainder of this document.

Although community attendance levels varied significantly, several sentiments were heard consistently across all forums:

- The ideas gathered to date from CNM's master planning process seem comprehensive and clear, and reflect CNM's continued commitment to students and the community in the face of rapid change and opportunities.
- The scope and depth of CNM's offerings, services and physical facilities are impressive and admirable. For many, CNM is a gem to the greater Albuquerque community and our state.

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

- Yet CNM's excellence, depth, and value seem under communicated to and under appreciated by the general public, in particular where it matters most – among the student community and their families. "CNM is much more than people realize" was a consistent refrain in every forum.
- The need to engage students and their families early and continuously, from middle school through high school and beyond, is crucial to CNM's ability to deliver its full value to students and the community.
- To reach and serve generations of New Mexico students, CNM benefits from continuing strong partnerships and dual credit programs with Albuquerque Public Schools (APS) and with other New Mexico higher-education entities – thus, creating a "best of public education" value chain from middle school through post-secondary education for all students.
- To serve students of all kinds, CNM needs to balance educational programming (e.g., technical training with college-degreed curricula), delivery methods (e.g., cutting-edge online with high-quality class room learning), and flexible scheduling (e.g., for traditional and non-traditional students) in conjunction with smart use of all campus facilities to serve the community.
- CNM has the potential to be not just a great place for life-long learning, training and education, but also a place for people and organizations to come together to share information, problem solve, and create solutions to pressing problems and opportunities.
- CNM can exemplify the above role by partnering closely with the business (employer) community to anticipate and identify workforce skill needs and being the crucial place to produce the talent to meet those workforce demands.
- CNM must be continually focused on serving the local community while being mindful of the rapidly evolving nature of educational content, tools, and methods that require a broader, global perspective.

The upcoming strategic planning process will allow CNM to build on the themes described above and reflect on the continued relevance of the college's three-part framework (student success, community success, and organizational excellence and innovation) to guide institutional direction.

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

## Core Session Agenda

### CNM Community Forums October 30 – December 6, 2018

5 minutes	Welcoming Statement [CNM Board Member(s)]
5 minutes	Set context, introduce video then ARC and LEH [CNM Leader]
5-8 minutes	Introductions. How we'll spend our time together [LEH]
2 minutes	Tell us a little about yourself [short anonymous paper survey]
15-20 minutes	<p>Walk-the-Wall: Post on the walls key themes to date from internal stakeholder interviews and images of various campus sites. Invite participants to respond to these themes through "walking the wall" and sharing any immediate reactions using symbols on post-it notes:            ^ (like/thumbs up) !! (very important) ~ (not sure I agree)            ? (don't understand/have questions about)</p> <p>Note: Invite participants to start at the themes portion. Display the mission, vision, values and over-arching goals as well as the campus sites images to the sides. Reference them as context.</p>
35-40 minutes*	<p>Group Reflections [LEH]</p> <ul style="list-style-type: none"> <li>• What impressed you most about the themes you saw?</li> <li>• What do you think is the most urgent need or most exciting opportunity for CNM to consider over the next 5-10 years in order to be most valuable to the community, NM and beyond?</li> <li>• Currently what CNM campus facilities or spaces do you like most and why?</li> <li>• What can CNM do to improve or increase your awareness of and participation in what CNM offers? [If short on time, this question may be dropped.]</li> </ul>
5 minutes	<p>What happens next and thanks [CNM]</p> <ul style="list-style-type: none"> <li>• Reference the Visioning the Master Plan webpage</li> <li>• Invite people to take the online survey</li> </ul>

85-90 minutes  
total

\* Facilitation format and techniques may vary based on the number of participants at each event.

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

## Impressions on Themes to Date

### *What Resonated Most with You?*

Session	Comments
10/30/18 CNM Main Campus	<ul style="list-style-type: none"> <li>The ideas and scope of work reflected in these themes seem comprehensive.</li> <li>It's clear that CNM is student focused.</li> <li>These ideas seem professional, very forward-looking, mentioning more than once the need to find creative solutions to meet student/community needs and opportunities.</li> <li>I'm impressed that CNM looks for ways to demonstrate its roots in the community.</li> <li>With the changing economy changing skills is an issue; competition will be an issue. Community colleges are critical to fill that need. We have to start with supporting New Mexico students where they are now.</li> <li>Amazon is looking for a few headquarter locations and there was never a discussion about Albuquerque. Anything CNM can do to make us more attractive would be helpful.</li> <li>Once people come to CNM they're raving fans. It's about getting people here. CNM responds to our community's needs with so much agility. More people need to know about CNM.</li> </ul>
11/05/18 Rio Rancho Public Schools (RRPS) Building	<ul style="list-style-type: none"> <li>A lot of exclamation points on posters – agreement on many of these themes.</li> <li>It seems to me, looking at the comments, that improvement is needed on CNM's community involvement and communication.</li> <li>For me, there doesn't seem to be enough emphasis on the technical and vocational side – we need that more than ever right now. Workers are aging out and we need a trained workforce in technical trades.</li> <li>The partnership between the school district and dual credit – what can CNM and RRPS do to transition students?</li> <li>CNM has been a great partner with RRPS; we would like that to be evidenced in the document.</li> </ul>
11/15/18 CNM Westside Campus	<ul style="list-style-type: none"> <li>I'm impressed with how much thought went into internal communication and how much has been done, as reflected in these themes.</li> <li>I appreciate the accessible language – it's easy to understand what's on these posters.</li> <li>The scope of CNM is much larger than I thought, both academic and physical.</li> <li>Some of these themes reflect what I was thinking thought about four years ago. CNM could better communicate what it does. I think the community may not realize all that CNM does and may underestimate how many students CNM actually serves.</li> <li>I'm Interested to see how all the conversations got distilled into such neat themes. I like what it grew into. I agree CNM does not do as good a job as it could communicating. I talk with students at West Mesa and they do not want to go to CNM, they want to go to university. High school students don't see CNM as the gem that it is. CNM is a great place to start, without debt. We haven't reached deep enough to engage prospective students.</li> <li>Enrolling in UNM can be overwhelming; I felt anonymous. It was so much easier at TVI. People took an interest in me. It was a much better experience for me compared to UNM.</li> <li>There are innovative ways of instructing at CNM. If more high school students could see the training environment that CNM offers, they would be interested in continuing their education here. CNM should hang onto the vocational side of its tradition.</li> </ul>
11/27/18	<ul style="list-style-type: none"> <li>Good things are happening at CNM.</li> </ul>

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

Rio Grande High School	<ul style="list-style-type: none"> <li>• More things going at different campuses than I realized.</li> <li>• CNM is forward thinking: engaging outwardly with the community, looking at the future.</li> <li>• CNM is continually improving: seeking growth, more opportunities for students.</li> <li>• I'm surprised how much I don't know. There's a lot going on at CNM.</li> <li>• CNM would benefit from more/better publicity; sometimes people still don't know.</li> <li>• CNM seems to have a proactive approach to staying relevant and impactful.</li> <li>• "There's more to you" than we realize.</li> </ul>
11/28/18 CNM Montoya Campus	<ul style="list-style-type: none"> <li>• I like the sentiment about alternative sources of revenue for CNM beside government.</li> <li>• I recommend an effort to improve ADA (Americans with Disabilities Act) accessibility.</li> <li>• I also recommend improving safety on roads to get to campus.</li> <li>• I like the emphasis on building relationships between CNM and other entities and on supporting students.</li> <li>• I appreciate that CNM is a values-based institution.</li> <li>• The focus on helping students get jobs resonates with me.</li> <li>• Putting students first came through clearly.</li> </ul>
12/6/18 Village of Los Ranchos Municipal Court	<ul style="list-style-type: none"> <li>• Content clearly worded, easy to understand.</li> <li>• A lot in the themes about communication.</li> <li>• I haven't heard one bad thing about CNM, but many people may not have much awareness about CNM.</li> <li>• Although not called out in the themes, I know that CNM works closely with APS and 2+2 programs.</li> <li>• I was struck by CNM's being #1 for Hispanic and Native students.</li> <li>• CNM seems to be inclusive and supportive.</li> <li>• I appreciate the point about looking for funding sources outside of government.</li> <li>• I was interested in the opportunity for obtaining certain bachelor's degrees at CNM.</li> <li>• I like the point about global presence. I went to Colombia as a CNM student!</li> <li>• Need in NM for rural support and technical assistance.</li> </ul>

**Any Questions?**

<b>Session</b>	<b>Comments</b>
10/30/18 CNM Main Campus	<ul style="list-style-type: none"> <li>One of the posters says, "Meeting the needs of student situations." What I didn't see is what are we doing to invest in figuring out future needs? Things are changing at a pace that is hard to keep up with. What is the crystal ball we're using to anticipate the needs of the student of the future? Maybe that's the next step in this process?</li> </ul>
11/05/18 Rio Rancho Public Schools Building	<ul style="list-style-type: none"> <li>Important to advertise to and raise awareness of high school students to what the real world demands in terms of skills and training and what CNM offers them. How are we going to bridge high school and CNM?</li> </ul>
11/15/18 CNM Westside Campus	<ul style="list-style-type: none"> <li>Anything in place in terms of career enrichment seminars for high schools? Answer: Some college days. We offer thousands of students to earn credit as they are in high school (dual credit); have events where we invite school counselors from all over the state to learn about programs and pathways; do outreach to Health Leadership HS; Career Enrichment Center (CEC). Depending on the industry, we reach out in various ways. Dual credit opportunities are growing, but there may not be much awareness about it.</li> </ul>
11/27/18 Rio Grande High School	<ul style="list-style-type: none"> <li>What does "deep level of commitment" mean?</li> <li>How could CNM offer more online and blended learning?</li> <li>Why don't more students choose CNM for what it offers, considering its incredible price?</li> </ul>
11/28/18 CNM Montoya Campus	None
12/6/18 Village of Los Ranchos Municipal Court	<ul style="list-style-type: none"> <li>What is FUSE? Answer: Maker space.</li> <li>How does CNM work with universities in other states? Do CNM credits transfer to other schools? Answer: CNM credit hours do transfer.</li> </ul>

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

***Any Areas of Disagreement?***

<b>Session</b>	<b>Comments</b>
10/30/18 CNM Main Campus	None
11/05/18 Rio Rancho Public Schools Building	Not too sure about global reach idea; we need to focus on our students in NM.
11/15/18 CNM Westside Campus	None
11/27/18 Rio Grande High School	None
11/28/18 CNM Montoya Campus	None
12/6/18 Village of Los Ranchos Municipal Court	None

## Input: Most urgent need or most exciting opportunity for CNM to consider over the next 5 to 10 years?

Session	Comments
10/30/18 CNM Main Campus	<ul style="list-style-type: none"> <li>• We need to educate NM's population at a fundamental level. I moved here 16 years ago, thought I saw an upswing but then the recession knocked it out. Having a tech corridor along Central is crucial. Albuquerque can be what it could have been when Microsoft started here. We can be a key tech leader and UNM and CNM should partner along Central to see that happens.</li> <li>• Basic adult education (GED) that includes media literacy, civics, etc., is important. We can expand technology education and reach, but we also have to pay attention to what's going on around us and address education at the foundational level.</li> <li>• Flexibility in CNM's offerings (content and delivery). We've done some of that – for example, offering shorter programs and other specialty options for training.</li> <li>• Be a player in education reform. CNM may not ever have to be involved in early childhood, but I think we have to be involved in helping others understand how to reform education. We need to understand how to support the different ways people learn (vs. focusing on just what and how we like to teach). As a business person, it's my experience that educators will teach what <u>they</u> think you need to learn. CNM can help people develop the skill to continually learn and adapt. This is what people need to be successful.</li> <li>• Look far into the future and geographically to explore possibilities (outside NM and beyond the industries that are here now). How can we anticipate what's coming?</li> <li>• Beyond being a place to educate and learn, CNM can also be a place where people and the community come together to help solve issues in NM such as water.</li> <li>• I wrote the word "ready." Automation will do away with many jobs and have significant impact to NM. What role can CNM play? How can CNM help NM be ready?</li> <li>• Do we understand our community and what our needs are systematically? CNM's "police academy" is an example of CNM playing a role in addressing systemic community problems. More of this creative and responsive approach is what's needed to connect the dots between needs and solutions.</li> </ul>
11/05/18 Rio Rancho Public Schools Building	<ul style="list-style-type: none"> <li>• It would be helpful if CNM and APS high schools partner more closely on curriculum and vocational programs so we can encourage students to attend more vocational training. <ul style="list-style-type: none"> <li>◦ Develop a panel or board that works together to develop continuity and integration</li> </ul> </li> <li>• Strong partnership between high schools and CNM on vocational side as well as higher education side – e.g., dual credit. <ul style="list-style-type: none"> <li>◦ For example, a class in high school such as statistics where the math teacher might be a CNM teacher.</li> <li>◦ We have to be very attentive to Career and Technical Education because bar is much higher now - for example, preparing students for automotive technology</li> <li>◦ Students who tend to have an idea where they want to go tend to do better, so the more informed high school students are about the bigger world the more prepared they will be to choose CNM.</li> </ul> </li> <li>• I see some segmentation suggested in these themes (e.g., references to indigenous and Hispanic student populations) and worry about it. CNM should be seen as a place to go for <u>everyone</u> in New Mexico. <ul style="list-style-type: none"> <li>◦ They should be everybody's stop.</li> <li>◦ The more we can get our kids in high school acquainted with CNM the better.</li> </ul> </li> </ul>

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

	<ul style="list-style-type: none"> <li>• It's again about communication and awareness; connecting everyone and informing them of what's possible through CNM.</li> <li>• The focus has been on high school, but what about non-traditional students (where the average age is 30)?</li> <li>• Millennials will need to be retrained again and again. Continual learning is critically important.</li> <li>• What do we do when students leave New Mexico? How do we keep students at home? We could do a better job connecting these students to New Mexico employers.</li> <li>• Promote programs for lifelong learning that address students of all ages.</li> <li>• Provide more vocational-tech courses. We'll always need mechanics, cooks, etc.</li> <li>• Expansion of health programs.</li> <li>• More opportunities on the Westside (protect our workforce in New Mexico).</li> </ul>
<p>11/15/18 CNM Westside Campus</p>	<p>Urgent Needs:</p> <ul style="list-style-type: none"> <li>• Make pathway from associate degrees to bachelor's degrees more feasible.</li> <li>• You want as many points as possible out there to connect community back to CNM. CNM maybe at a disadvantage in terms of public awareness and pull without any sports. Find ways and programs to invite people in and engage them in what CNM offers.</li> <li>• Get out there with more marketing – mail ads to houses to reach parents and family members.</li> <li>• Many New Mexico high school students are not ready to enter university. Speak to issues that are top of mind for people.</li> <li>• CNM is doing a better job with communication during past two to three years; I'm seeing more ads for CNM.</li> <li>• If something is put out on CNM, ensure you follow up and offer ways to tap in once announced. If I don't have resources to find out, I'm going to forget.</li> <li>• How do staff members find out about cool things?</li> <li>• With aging population, we need more end-of-life care and healthcare for the elderly. If I have to make a decision about a nursing home for my mom who do I talk with – maybe CNM knows about different providers.</li> </ul> <p>Opportunities:</p> <ul style="list-style-type: none"> <li>• With Netflix coming, the CNM film program could grow. This is a good opportunity to promote how CNM can connect. I'm impressed by the range of academic offerings and learning pathways. You want to stay on top of what's coming out and developing. UNM won't necessarily be responsive to burgeoning fields, but CNM can.</li> <li>• Transitioning CNM to be able to offer bachelor's degrees and advanced degrees.</li> <li>• We have space to do community clinics, use our students, and prove great opportunity.</li> <li>• I got interested in script writing for movies, there's a class only for theater this semester, then next semester it will be for movies. This offering seems very relevant given our growing film industry.</li> <li>• Culinary Arts Bistro – ways for people to get involved; I work here and I didn't know about it.</li> <li>• Serve as hub or host for providers of services to the community. For example: donate walkers, crutches, and other equipment that is passed along. Can I get a form from CNM to donate materials and package the learning into digital badging or certificate?</li> </ul>

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

<p>11/27/18 Rio Grande High School</p>	<ul style="list-style-type: none"> <li>• Provide and advertise opportunities in; <ul style="list-style-type: none"> <li>◦ Healthcare,</li> <li>◦ Teacher professional development, especially in special education,</li> <li>◦ The “trades” – technical training, programs and certificates, not just college degrees.</li> </ul> </li> <li>• Most urgent right now: strengthen CNM’s partnership with APS to align technical education so the transition for students from APS to CNM and/or UNM is logical and meaningful. Align CTE with APS-CNM-UNM for all students.</li> <li>• Outreach should begin in middle school so students start learning about career options.</li> <li>• Provide all students with real world exposure and learning opportunities: classes, experience, practice for every student in areas that interest them. They may end up not getting a certificate or degree, but they will get a feel for the real world. In the middle school, kids have no clue. They want to know but don’t have opportunity for exposure.</li> <li>• As an older student, I see that younger kids don’t have a clue. They need more exposure, mentoring and counseling on what’s needed, what’s available and what they can do to prepare for the job market.</li> <li>• Increase publicity about dual credit program. Offer more field trips to CNM for high school students – show, inspire the younger kids to dream to reach for something.</li> <li>• While bachelor’s degrees for high-demand jobs are important, so is training for the trades– this is an urgent need.</li> <li>• Bring into CNM the adult population and those who are changing careers. Offer them skills and education to make the shifts.</li> <li>• I wonder if CNM might need to focus <u>locally</u> vs. trying to extend its reach statewide, nationally, or internationally? One can’t do everything with finite resources.</li> <li>• Partnering on our infrastructure so CNM’s physical assets can be used by the community too – e.g., by students and families after class hours.</li> </ul>
<p>11/28/18 CNM Montoya Campus</p>	<ul style="list-style-type: none"> <li>• Improve ADA (American with Disabilities Act) accessibility to serve broader audience (e.g. Braille on different parts of campus).</li> <li>• Be mindful of ADA in digital spaces, too (e.g., web design, digital presence, online delivery, etc.).</li> <li>• Emphasize review and improvement of access for all students.</li> <li>• Possible expansion east (Edgewood) and partnership with school district and superintendent.</li> <li>• Workforce partnerships – skill building in response to industry needs.</li> <li>• Dual credit with surrounding high schools.</li> <li>• Meet industry opportunities/demand for CGI animation and voice acting.</li> <li>• Install traffic signal at Juan Tabo for Montoya campus.</li> </ul>
<p>12/6/18 Village of Los Ranchos Municipal Court</p>	<ul style="list-style-type: none"> <li>• There’s continuing need in NM for rural support and technical assistance.</li> <li>• Important to stay on the forefront of on-line classes and blended learning.</li> <li>• Connect with high school students during freshmen, sophomore, junior and senior year to recruit to CNM and dual enrollment.</li> <li>• CNM provides important support for students during first two years of higher education.</li> <li>• Get the message about CNM’s value out into community. Consider dedicating people and resources to this function.</li> <li>• Offer more education and training around block chain and growing technology.</li> </ul>

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

	<ul style="list-style-type: none"><li>• Students in high school should be a focus for CNM. Regularly visit high schools with informative videos and presentations starting in the students' freshman year.</li></ul>
--	--

## Input: What CNM campus facilities or spaces do you like most and why?

Session	Comments
10/30/18 CNM Main Campus	<ul style="list-style-type: none"> <li>• Montoya Campus renovations – I like what we’re doing there and how it’s drawing people into that space. The presence of the cosmetology and health services programs is helpful; it’s bringing life into that community. I have family who became believers once they visited.</li> <li>• The new Smith Brasher building is great because of the student interaction. Students go to class and then hang out in these great spaces.</li> <li>• The Bistro, it would be great if neighborhood associations could come and witness what students are experiencing in that space.</li> <li>• Native American Career Academy (NACA)/College and Career High School (CCHS) building under construction is a place that showcase collaboration and out-of-the-box thinking, where we have high schoolers on campus.</li> </ul>
11/05/18 Rio Rancho Public Schools Building	<ul style="list-style-type: none"> <li>• For our students, it’s about proximity to the school.</li> <li>• Proximity, functionality and convenience. Some students have to go to four or five campuses to get 15 hours; that’s very inconvenient and challenging.</li> <li>• My students like the Montoya campus because it’s centralized, with a wide range of curriculum. Seems like more classes are available there.</li> <li>• As a parent, I only know about Montoya campus by the sign I seen when I drive by on Montgomery. I live in Rio Rancho for seven years and didn’t know about that campus.</li> <li>• Many people have no idea about some of CNM’s locations. This underscores the need to increase CNM’s involvement and communication with communities and residents.</li> <li>• The thing I hear from parents is that more career technical education (CTE) comes to the Westside. Central campus is getting harder to get to due increased traffic. If there could be health professionals training offered on the Westside that would be great.</li> <li>• Rio Rancho – it’s the only one I have visited</li> <li>• Westside campus – beautiful spaces, lots of parking, easy to get to.</li> <li>• Rio Rancho and Westside – access is so important. Maybe offer new programs that aren’t duplicated at the other campuses. We so appreciate CNM!</li> </ul>
11/15/18 CNM Westside Campus	<ul style="list-style-type: none"> <li>• I’m impressed by CNM. Have never seen a community college so well maintained.</li> <li>• So impressed by architecture, design and space; user-centered.</li> <li>• I like how large the main campus is and all the facilities there. CNM is the best kept secret in Albuquerque.</li> <li>• Maybe ask a TV station to donate an advertisement to both students and parents – e.g., “Do you know what CNM has to offer you?”</li> <li>• We would love to have some footage of our labs and facilities to showcase what we do.</li> <li>• Promote what we have and what we do; graduating students to step into real life career.</li> <li>• The future needs skill-based education instead of just degrees; let’s apply the concept to nursing – extend to bachelor of science degree in nursing (BSN).</li> <li>• Partner with businesses to develop the future workforce. Create advocates for CNM within the business community; a lot of professionals are eager to guide and mentor students.</li> </ul>
11/27/18 Rio Grande High School	<ul style="list-style-type: none"> <li>• Transportation is a problem. For many students, it’s a challenge to get a campus. Public transportation very important.</li> <li>• Parking is horrendous. There are days when you don’t find parking at main campus.</li> <li>• I like the South Valley campus. Free parking! It’s a family-oriented place, a well-kept secret.</li> </ul>

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

	<ul style="list-style-type: none"> <li>• The South Valley campus is really good. On the bad side: it's a campus that cannot grow. We need to get real on whether it can get bigger. Transportation to other campuses is rough for South Valley students.</li> <li>• CCHS and the new building – great resource to advertise.</li> <li>• Be thinking about blended virtual/physical campus concept for the future.</li> <li>• Promote the “South Valley Campus” (its uniqueness, location, programs, etc.).</li> </ul>
11/28/18 CNM Montoya Campus	<ul style="list-style-type: none"> <li>• Montoya – I like its proximity, class selection, availability of free parking.</li> <li>• I like this campus' open spaces surrounded by nature.</li> <li>• I like the new buildings with natural light, views of mountains and city.</li> <li>• Building L is a great example of re-using the components of a previous building.</li> <li>• Great signage -- user-oriented, functional, creative, and effective.</li> </ul>
12/6/18 Village of Los Ranchos Municipal Court	<ul style="list-style-type: none"> <li>• Buildings need to be flexible, agile, and forward-thinking to adapt to evolving needs.</li> <li>• CNM could use an amphitheater.</li> <li>• Integrate “maker-space” design into the rest of UNM – what might that look like?</li> <li>• I like the main campus. Its location is easy to get to and most buildings are renovated with the latest technology.</li> </ul>

## Input: What can CNM do to improve or increase your (i.e. the community's) awareness of and participation in what CNM offers?

Session	Comments
10/30/18 CNM Main Campus	<ul style="list-style-type: none"> <li>• Get people on campuses whether it's through a noncredit class or to hear a speaker.</li> <li>• Get people here and they will realize, "Oh my gosh I can't believe this is going on."</li> <li>• Put a Starbucks on every corner.</li> <li>• Use student food trucks as a draw.</li> </ul>
11/05/18 Rio Rancho Public Schools Building	<ul style="list-style-type: none"> <li>• CNM seems to do a good job reaching out to schools – how about reaching out to businesses, the community and others as well?</li> <li>• CNM does have a board member with connection to New Mexico Workforce Connection. Leverage that connection. Sometimes CNM is not offering the desired program for local businesses.</li> <li>• Offer opportunities and means for families, students, and residents to come to campus and learn what's out there.</li> <li>• Keep communicating what CNM is doing right now. Use a variety of forms to communicate; ensure everyone knows all forms (social media, TV, print media, etc.).</li> <li>• Improve outreach and communications with parents. Close the gap between what the students know and what their parents know?</li> <li>• Continue to improve the pipeline beginning in HS through higher education to employers.</li> <li>• Target marketing to Westside/Rio Rancho residents specifically on programs available on the Westside and in Rio Rancho.</li> <li>• CNM has a lot of different campuses, but it's not clear to me what they specialize in or how they fit into the bigger CNM picture. <ul style="list-style-type: none"> <li>○ Maybe each site can identify what skills and programs are offered there.</li> <li>○ Maybe create a "Communication Campus" to drive integrated communications.</li> <li>○ What about distance learning where students don't have to go to that campus? They can take remote classes or tele-classes.</li> </ul> </li> </ul>
11/15/18 CNM Westside Campus	<ul style="list-style-type: none"> <li>• Get the word out and let people know what's available and happening.</li> <li>• Westside has beautiful campus and things that go under-used. Maybe open houses – offer them again and again to get Westside community to come to Westside campus – engage students and parents.</li> <li>• I appreciate the event that engages high school counselors -- when we involve stakeholders and people who influence other people; counselors can be the door for so many students). CNM is just as good as a university. Why don't people know all the amazing things at CNM? It's not always a Bachelor's degree that gets you into a great profession. Involving stakeholders in community is an awesome way to improve communication.</li> <li>• Deep dive coding for block chain – get high school teachers aware of this opportunity. Seek a grant from city government to develop curriculum beyond what exists.</li> <li>• Host regular events and zero in on targeted topics.</li> <li>• Great idea to offer movie nights, concerts, etc. – the more you get people on campus the better.</li> <li>• Find ways to have more high school students on campus.</li> <li>• Teachers need training because the technology is advancing so quickly. Some high school teachers could enroll in CNM courses.</li> </ul>

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

	<ul style="list-style-type: none"> <li>• Summer academy for teachers who bring what they learn back into their classrooms.</li> </ul>
<p>11/27/18 Rio Grande High School</p>	<ul style="list-style-type: none"> <li>• Return to adult education – for example, open Spanish classes.</li> <li>• Provide and advertise more volunteer opportunities.</li> <li>• Create opportunities for the business community to get involved (for example, engaging in certain classes) and to provide internships. When the business community get engaged it provides built-in opportunities for students. CNM should solicit help from businesses. <ul style="list-style-type: none"> <li>◦ Do you have a defined mentorship program with the business community? Answer: No, we have various offerings but no defined program.</li> </ul> </li> <li>• There’s a perception that CNM graduates don’t get the good jobs that UNM graduates do. Need to market where CNM students end up – what jobs, careers, and successes they go on to have. You may have the data about this, but the community doesn’t know.</li> <li>• Market the greatness of public education. We need to demonstrate to our city the value of public education. Show that CNM is part of the natural trajectory and a reflection of public education at its finest. One does not need to pay a lot for a great education.</li> <li>• Build strong, defined mentorship programs – business-to-student and student-to-student. Promote peer-to-peer mentoring. At my high school, we sponsored college students to mentor in our HS students. The college students served as role models and encouraged the high school students. The mentors can bring to light opportunities provided by CNM and encourage the high school students to pursue post-secondary education. Serve as a place for students to “try on” college.</li> <li>• We need stronger APS-CNM-UNM partnerships with CEC, Teacher Cadet, Dual Credit. Continually assess needs and wants of students and communities. Engage younger students and their families (e.g., field trips). Educate the parents about cost-benefits of college. The good work of CNM would permeate into the community through a tighter engagement and collaboration with the high schools.</li> <li>• Make this introductory video public – advertise to the whole community, not just Albuquerque but all parts of NM.</li> <li>• Publicize key innovations such as CCHS and opportunities for high school students. Use students as source of public awareness.</li> <li>• Hold more frequent open houses.</li> <li>• Tighten the connections to and relationships with high school counselors.</li> <li>• There’s an exciting opportunity to strengthen strategic communications with the South Valley community. We are strategically located off I-25. Students come to CNM from many rural areas. The South Valley campus is strategically located to serve these students.</li> </ul>
<p>11/28/18 CNM Montoya Campus</p>	<ul style="list-style-type: none"> <li>• Marketing and communications to reach everyone can be tough given different ways that people consume information.</li> <li>• One idea might be to have people sign up for a CNM newsletter – i.e., “opt-in” during registration, or when visiting CNM website landing page</li> <li>• Weekly Marketing and Communication Office meeting for community (in addition to CNM team).</li> <li>• Leveraging libraries and K-12 schools as channels for communication and information sharing with community members.</li> <li>• Keep spreading the word regarding the value of CNM to students and the community – e.g., “excellent product at great price.”</li> <li>• Continually generate awareness about all that CNM offers.</li> </ul>

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

	<ul style="list-style-type: none"> <li>• Showcase the personal connections that CNM create with students.</li> <li>• Promote re-skilling and lifelong learning.</li> <li>• Provide and draw attention to clear instructions on website regarding public forums.</li> </ul>
12/6/18 Village of Los Ranchos Municipal Court	<ul style="list-style-type: none"> <li>• Connect with high school students and their families to share choices offered at CNM.</li> <li>• Use multi-generation approach – invite families/family members to come visit CNM.</li> <li>• Create space where people want to gather, work, collaborate, and learn.</li> <li>• Promote CNM and its programs to large businesses looking to relocate or expand.</li> <li>• More television, radio, and billboard ads promoting CNM. Use multiple channels for communicating.</li> </ul>

## Open Comments and Questions

Session	Comments
10/30/18 Main Campus	<ul style="list-style-type: none"> <li>• Missions/functions that CNM could fulfill: Is there any way for institutions like CNM to take on broad and comprehensive problems we face? There is no shortage of crime for example. Maybe CNM can be the one place where things come together among public sector players to address our community's challenges.</li> <li>• What's happening to the film program, especially given the presence of Netflix?</li> <li>• Be transportation savvy and get people out of their cars. I hope CNM will be a big part of the next phase of public transportation planning by the city.</li> <li>• Campus safety – work in conjunction with the neighborhood associations to develop an overarching approach to safety.</li> </ul>
11/05/18 Rio Rancho Public Schools Building	<ul style="list-style-type: none"> <li>• From a Chamber of Commerce perspective, we have communities clustered in geographic areas. We should offer classes here in Ventana Ranch and Westside and not have students drive across the river. Westside and Rio Rancho is one big community.</li> <li>• What is the vision for the West campus, Rio Rancho campus and Ventana campus? And how does it help community?</li> <li>• Dr. Winograd – thank you for challenging us. We do social media, billboards, TV ads, flyers and still we have a gap that is being identified tonight. We are not getting the broad information out there. <ul style="list-style-type: none"> <li>○ Maybe the next step is having a discussion about here's what we're doing and where we're missing the mark.</li> <li>○ Because we deal with adults instead of children, often we communicate in a way that leaves parents out. We need to find a way to engage parents.</li> <li>○ Want to truly focus on communication during the next year.</li> </ul> </li> <li>• How does CNM work with new employers (Netflix, etc.)? <ul style="list-style-type: none"> <li>○ Usually conversation starts with economic development folks; usually we don't even know the company; they talk with folks to learn what's available.</li> <li>○ We're invited in and we only go at the invitation of the economic development folks. We participate at a higher level.</li> </ul> </li> </ul>
11/15/18 Westside Campus	<ul style="list-style-type: none"> <li>• "It's the best kept secret" – but do we want that?</li> <li>• How much are you targeting businesses, municipalities and state employees, large workforce who needs training?</li> <li>• Large companies don't need degrees, they need workers with skills.</li> <li>• Be an incubator for creative ideas like: tilapia farm that uses waste water to grow jalapenos. Uber announced all drivers can take classes at Arizona State University for free – another example.</li> <li>• CNM Ingenuity – workforce development partner – trade unions, water authority, short skills-based training. One challenge is funding for non-credit training; no financial aid; businesses have to pay for training. Many businesses do turn to CNM for response.</li> <li>• When businesses leave city, does CNM retrain workforce? Yes – assessment of skills and retraining.</li> <li>• Behind the scenes, we have talented, good, hard-working people at CNM, reach out to larger corporations and endowments.</li> </ul>
11/27/18 Rio Grande High School	<ul style="list-style-type: none"> <li>• Curious how CNM will implement all these ideas, strategies.</li> </ul>

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

	<ul style="list-style-type: none"> <li>• How will CNM keep the community informed about its progress, achievements and impact – from both a communication and accountability stand point?</li> <li>• How would CNM get more student input on this planning endeavor?</li> </ul>
11/29/18 Montoya Campus	None
12/6/18 Los Ranchos	None

## Appendix: Themes from Internal CNM Forums

<p><b>CNM Mission, Vision and Core Values</b></p> <p><b>Mission</b></p> <ul style="list-style-type: none"> <li>• Be a Leader in Education and Training</li> </ul> <p><b>Vision</b></p> <ul style="list-style-type: none"> <li>• Changing Lives, Building Community</li> </ul> <p><b>Core Values</b></p> <ul style="list-style-type: none"> <li>• Be Caring, Be Ethical, Be Inspiring, Be Courageous, Be Connected and Be Exceptional</li> </ul>	<p><b>CNM Over-Arching Goals</b></p> <p><b>Student Success</b> Ensure learning and support that promotes student persistence in achievement of education and training goals</p> <p><b>Community Success</b> Lead and support high value workforce and Community engagement</p> <p><b>Organizational Excellence and Innovation</b> Define CNM as a high quality organization and Transformational workplace</p>
2	1
3	2

*These documents shall not be altered or the contents herein used without the expressed permission of Central New Mexico Community College.*

## Preliminary Themes from Internal CNM Forums

### Strengths in Student Success

- ❖ **Student-centered culture**
  - Deep level of dedication and commitment to students
  - Teaching Excellence
    - # 1 in the country for Hispanic and Native American graduates
    - # 2 in the country for total graduates
- ❖ **Responsive to community and student needs**
  - Programs tailored to meet student situations and needs
  - Creative solutions to meet challenges and opportunities facing the community and school

4

3

## Preliminary Themes from Internal CNM Forums

### Strengths in Community Success

- ❖ **Strong relationship with business community and public leaders in planning for and meeting community needs**
  - For example: CNM Ingenuity, CNM Police Academy
- ❖ **Creative solutions and programs that tap into community strengths and generate new opportunities**
  - For example: FUSE Makerspace

4

**Preliminary Themes from Internal CNM Forums****Strengths in Organizational Excellence  
and Innovation**

- ❖ Creative problem solvers, getting things done in our “DNA”
- ❖ Forward-looking, responsive academic and administrative CNM leaders working well together
- ❖ Strong branding and marketing, making CNM more visible and well-known
- ❖ Effective repurposing of some buildings and spaces for productive use by the community

5

**Preliminary Themes from Internal CNM Forums****Opportunities for Improvement**

- ❖ Better communicate to the community what CNM offers
- ❖ Make courses, locations and schedules flexible for working students of various ages and circumstances
- ❖ Improve CNM’s reach to underserved populations
- ❖ Improve relationships with trade organizations/ apprenticeship programs
- ❖ Enhance cooperation with other higher education institutions

6

### **Preliminary Themes from Internal CNM Forums**

#### **Opportunities for Improvement**

- ✧ **Break down internal academic/non academic silos**
- ✧ **Improve overall campus and physical space use**
  - ✧ Encourage and allow students to stay on campus when needed
  - ✧ Provide family-friendly spaces, activities, services (valuable to students with children and family commitments)
  - ✧ Make possible more community-based events, opportunities

7

### **Preliminary Themes from Internal CNM Forums**

#### **High-Impact Considerations for the Next 5-10 Years**

- **Expand program offerings**
  - Provide students life-long learning opportunities to
    - Get a job
    - Succeed in a job
    - Retrain for a new job
    - Post retirement
  - Be the go-to place for dual language-based training
  - Offer certain bachelor degrees in high-demand careers and workforce skill needs

8

**Preliminary Themes from Internal CNM Forums**

**High-Impact Considerations for the Next 5-10 Years**

- **Expand CNM's reach statewide, nationally and internationally**
  - Be the hub to meet community college needs for the entire state
  - Set the bar for continuing education/professional development programs in high-demand fields
  - Push forward with Global Education at CNM
  - Continue expanding on-line learning programs, methods and tools as ways to support global education

9

**Preliminary Themes from Internal CNM Forums**

**High-Impact Considerations for the Next 5-10 Years**

- **Stay on the leading edge of how to educate and train the current and future workforce**
  - Partner with the business community to provide high-quality workforce training
  - Anticipate and support emerging and future skill needs
  - Lead the field in classroom, online and other modern learning methods
- **Develop alternative sources of revenue independent from government**

10

## **Preliminary Themes from Internal CNM Forums**

### **High-Impact Considerations for the Next 5-10 Years**

- **Use physical spaces and assets to engage and collaborate with community and business partners**
  - See campuses as a way to connect with, engage and show case the community
  - Offer gathering, event and conferencing areas
- **Protect, maintain CNM assets**