

## 2024-2025 Report

### Strategic Goal 1: Offer students diverse, challenging, and regularly assessed programs.



Luna Community College has made significant progress in achieving Strategic Goal 1: "Offer students diverse, challenging, and regularly assessed programs." The college has focused on program accreditation, curriculum development, and robust student assessment to enhance academic quality and student success.

#### SG 1 Key Accomplishments

- **Accreditation and Certification:** Luna Community College successfully secured major accreditations for its key programs. By January 2025, the **Nursing program** was accredited by the Accreditation Commission for Education in Nursing (ACEN) and the **Business program** received accreditation from the Accreditation Council for Business Schools and Programs (ACBSP). Additionally, the Career and Technical Education (CTE) programs reestablished their **National Center for Construction Education and Research (NCCER)** credentials.
- **Program Development:** The college has introduced and expanded new, hands-on programs to meet industry and student needs.
  - **Adobe Model Home Construction:** This project began with 10 students in September 2024, grew to 14 students by October, and all 14 completed Module 1 by November, earning Certificates of Completion.
  - **Commercial Driver's License (CDL) and Heavy Equipment:** These non-credit programs have seen consistent growth, supported by the hiring of a new instructor with over 30 years of experience. A new mobile classroom/simulator trailer has been approved, which will extend training and recruiting efforts to satellite campuses. The college is also pursuing certification as a **third-party testing facility** for CDL drivers.
  - **Wildfire Resiliency Training Center (WRTC):** The center is actively developing its curriculum, establishing key relationships with external partners, including preliminary discussions with NM Corrections for workforce development and offering industry-standard certificate training programs to students
  - **Student Assessment and Success:** The assessment committee has continued to oversee course, general education, and program assessment. A Director of Assessment was hired to serve as the Accreditation Liaison Officer and work closely with academic directors, faculty, and staff on curricular and co-curricular assessment. The college has implemented strong assessment practices, particularly within its athletics programs, which have led to significant improvements in academic outcomes.

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- **Improved GPA:** Through the use of new electronic grade checks, the projected cumulative GPA for student-athletes in the Fall 2024 semester was **3.6**, a marked increase from approximately 2.3 two years prior.
- **Academic Support:** The Academic Center for Excellence (ACE) lab offers tutoring to all students. Student-athletes are tracked weekly and utilize resources such as the **ACE lab, tutors, and mandatory study hall** to ensure academic success. All student-athletes are now required to be on **degree pathways** and enroll in courses within their majors.
- **Enrollment:** By January 2025, **95% of student-athletes** were pre-registered for the Spring semester. By May 2025, all sophomores in the athletics program were on track to graduate.

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### SG 1 Strategic Planning & Looking Forward

The college's commitment to strategic goals is evident in its preparation for accreditation visits, including attending the Higher Learning Commission (HLC) Annual Meeting in Chicago. The college also applied for the **HLC Assessment Academy** to further enhance its evaluation practices. The successful implementation of new programs and the measurable improvement in student academic performance demonstrate the college's dedication to offering diverse, challenging, and well-assessed programs.

#### SG 1 Conclusion

The college's commitment to strategic goals is evident in its forward-thinking approach to enhancing academic programs and student support. The successful accreditations, introduction of new programs, and demonstrable improvement in student academic metrics showcase the college's dedication to providing diverse, challenging, and well-assessed programs. The proactive measures, such as the application for the HLC Assessment Academy and the pursuit of new training opportunities, position Luna Community College for continued success in offering high-quality educational experiences.

### Strategic Goal 2: Thoroughly utilize cutting-edge technology and innovative strategies to support students.

Luna Community College's Strategic Goal 2, "Thoroughly utilize cutting-edge technology and innovative strategies to support students," has been advanced through a combination of major system implementations, infrastructure upgrades, and creative program enhancements. The college has invested in new technology to improve operational efficiency and provide more dynamic learning opportunities for students and staff.

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### SG 2 Key Accomplishments

- **System Upgrades and Innovations:**

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- **Workday SIS and ERP2 Implementation:** The college has made a strong commitment to modernizing its administrative systems with the Workday Student Information System (SIS) and Enterprise Resource Planning (ERP2) projects. Dedicated workstreams and institutional leads were established to drive the implementation, with team members receiving a \$2,000 stipend for their first year of work. An IT Trainer was hired to lead the Workday training and implementation of the Workday Learn module.
- **Website and Non-Credit Platform:** A project was initiated with Revize to rebuild the college's website, aiming for a more dynamic and easily maintainable platform. In addition, the college began implementing **Modern Campus's Lifelong Learning application** to manage non-credit and continuing education, which is expected to significantly increase operational efficiency.
- **Google Gemini AI:** Google Gemini AI was activated for faculty and staff, and an AI Challenge contest was launched to encourage its use. A one-hour customer service training course for employees was successfully developed using Gemini AI, showcasing its practical application.
- **Technological Infrastructure and Hardware:**
  - **Computer Lab Upgrades:** A **\$250,000 NM Legislative Appropriation** was used to upgrade student computer labs, with several labs already completed.
  - **Hardware Distribution:** The college utilized **HEERF Funding** to acquire and distribute 51 laptops to staff. Additionally, seven Newline Touch Screen units were installed in various labs and offices to enhance teaching and presentations.
- **Innovative Instructional Strategies:**
  - **Mobile Simulators:** The college is leveraging simulator technology to provide flexible training. The **CDL and Heavy Equipment** programs incorporated two new simulators, and a 16-foot mobile classroom/simulator equipment trailer was approved for delivery. This trailer will enable the college to conduct off-site training and recruiting, expanding its reach into the community.
  - **Enhanced Student Support:** The athletics department implemented electronic grade checks and a robust system for tracking student-athletes' academic progress. This innovative approach, which includes utilizing the ACE lab, tutors, and mandatory study hall, is credited with a significant improvement in student GPA.

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## SG 2 Conclusion

Luna Community College's commitment to Strategic Goal 2 is evident in its forward-thinking adoption of technology and innovative strategies. From major system overhauls to targeted technological upgrades and creative instructional methods, the college is effectively utilizing these tools to improve efficiency, expand learning opportunities, and enhance support services for both students and staff.

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### Strategic Goal 3: Promote institutional financial growth to support students.



Luna Community College's Strategic Goal 3, "Promote institutional financial growth to support students," has been actively pursued through a combination of securing grants, managing capital projects, and initiating fundraising efforts. The college's progress toward this goal is demonstrated by its successful audits, diverse funding acquisitions, and the development of new programs to enhance student and institutional growth.

#### SG 3 Key Accomplishments

- **Financial Audits:** The college prioritized and successfully completed its **FY22 (August 2024) and FY23 audits (June 2025)**, a foundational step for ensuring financial stability and transparency. Currently working on **FY24 audit**.
- **Grants and External Funding:** Luna Community College secured a number of significant grants, including:
  - **NMHED Grants:** Received a **\$242,000** Workforce Development grant and a **\$63,050** grant for displaced workers.
  - **Federal Grants:** Acquired a **\$625,000** EDA WRTC grant, with a program manager hired to oversee its budget and organization. The EDA grant was activated and its budget established by May 2025.
  - **Other Funding:** Secured a **\$10,000** grant for the "Luna Strong: a Food Security Program" from the Las Vegas New Mexico Community Foundation. The USDA/LIFTE Grant has also been reactivated, with drawdowns initiated.
- **Capital Projects:** The college confirmed access to **\$1.5 million** from the FY22 GO bond for an HVAC project and **\$103,500** from the FY21 Fire Alarm System Severance Tax Bond, demonstrating its ability to secure and manage capital for infrastructure improvements. An application for a **\$59,804** RDC grant for the Adobe Model Home Project was also submitted.
- **Program Development & Fundraising:**
  - **Athletics:** The baseball and softball teams conducted successful fundraising efforts, raising **over \$11,000** and **\$7,000**, respectively. These funds were used to purchase essential program items for student athletes.
  - **Contract Education:** New programs in Commercial Driver's License (CDL) and Heavy Equipment training were successfully launched with new simulator technology. These programs have seen strong enrollment and positive student feedback.
  - **Grants Administration:** The Grants Administrator has been consistently reviewing external funding opportunities (approximately **300 grants per month**). The college is actively developing working documents for a potential **\$1.5 million**

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agriculture grant and a \$400,000–\$1 million STEM grant. The development of a proposal for a NSF informal STEM AISL grant, potentially yielding \$150,000 to over \$2 million, has also been a key focus.



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### SG 3 Looking Forward

The college is continuing to build on its progress. The new WRTC Program Coordinator position has been filled, and the college is actively developing relationships with various entities to expand its workforce development initiatives. Further discussions are also underway for a potential partnership with NM Corrections for wildfire training.

Overall, Luna Community College has made significant strides in promoting financial growth, which directly supports its students through program development, scholarships, and infrastructure improvements. The institution's proactive approach to securing diverse funding sources positions it well for future sustainability and continued student support.

### SG 3 Conclusion

Luna Community College's proactive and multi-faceted approach to financial growth is effectively supporting its strategic mission. By successfully completing audits, securing diverse funding sources, and initiating capital projects, the college is building a stable financial foundation. This growth is directly translated into improved resources for students and the development of new, high-demand programs, positioning the institution for long-term sustainability and success.

### Strategic Goal 4: Establish and develop a culture of data collection, assessment, and utilization through best practices in student support.

Luna Community College is building a culture of data-informed decision-making and continuous improvement to better support students. The college has formalized processes for data collection and assessment and is actively using this information to drive key institutional and student success initiatives.

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### SG 4 Key Accomplishments

- **Formalized Assessment Practices:** In January 2025, the college launched a new "Lessons Learned" analysis process. This formal review is applied to significant incidents or improvements and helps the institution reflect on its successes and failures to improve operations, service delivery, and the overall student experience.
- **Higher Learning Commission (HLC) Compliance:** The college has made significant progress in meeting HLC requirements and preparing for its upcoming visit.
  - The college completed its annual HLC reports and the **IPEDS Financial Report**.

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- A **Student Success Improvement Plan** was submitted to HLC in response to an Action Letter.
- Planning for the HLC focus visit is underway, and an application for the **HLC Assessment Academy** was submitted to further strengthen assessment practices.
- **Data-Driven Student Support:** The college is using data to directly enhance student success and safety.
  - **Athletics:** Weekly grade checks for student-athletes are now a regular practice, with coaches evaluating the data to ensure academic progress. This practice, combined with mandatory study halls and degree audits, has led to a projected Fall 2024 cumulative GPA of **3.6** for student-athletes, a significant improvement from previous years. The success of these initiatives resulted in a record **16 athletes being awarded Academic All-Region** by June 2025.
  - **Student Safety:** The college has used data and best practices to improve student safety. This includes preparing a requisition to add safety padding to the softball field, purchasing a **charter bus for student-athletes** to ensure safe travel, and improving the cage room netting at the athletic facility.

### SG 4 Looking Forward & Conclusion

The college's ongoing efforts to establish a culture of data collection and assessment are evident. The institution of the "Lessons Learned" analysis, the strong commitment to HLC requirements, and the proactive, data-informed improvements in student support highlight a campus-wide dedication to best practices. By using assessment to drive decisions and formalizing its processes, Luna Community College is building a sustainable model for continuous improvement and enhanced student success.

### Strategic Goal 5: Increase student enrollment.

Luna Community College's Strategic Goal 5 is to increase student enrollment. The college has employed a variety of strategies to reverse declining trends and has seen notable success, particularly in the Spring and Summer 2025 semesters. This was achieved through targeted recruitment, prioritizing financial assistance, and developing programs that directly appeal to student and workforce needs.

### SG 5 Key Accomplishments

- **Reversing Enrollment Trends:**
  - After an initial decline in Fall 2024, the college successfully turned the trend around. **Spring 2025 total headcount increased by 3%** compared to the previous spring, with **total credit hours up by 5%**.

**Commented [1]:** Grant Priority: Support for data collection and analysis is a priority in almost all of LCC grant proposals. An Example: The Title-V proposal requests approximately \$300,000 annually (50% of grant) in funding for personnel, equipment and software, and training to help LCC expand our use of data in the decision-making processes.

**Commented [2]:** The Title-V grant proposal identifies goals for recruitment, retention, completion, and placement (transfer and employment) of students and requires targeted policies and procedures that will help LCC reach these goals.

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- **Summer 2025 enrollment saw remarkable growth**, with total headcount increasing by **25%** and degree-seeking headcount skyrocketing by **108%**. Full-time equivalent (FTE) also saw a substantial increase of **36.4%**.
- **Targeted Recruitment and Marketing:**
  - **Athletics** proved to be a powerful recruitment tool, with staff meeting with over **800 prospective students**. The college is also exploring the addition of Men's and Women's Soccer programs, which would attract at least 50 additional full-time students. Field improvements were made at Rodriguez Park to enhance the athletic facilities for recruiting.
  - The new Public Relations Director is developing a comprehensive marketing plan, utilizing radio, newspaper, social media, and community banners to boost outreach.
  - The college consistently prioritized providing **financial assistance** to students, a key component of its enrollment strategy.
- **Program-Specific Growth:**
  - **STEM enrollment** saw a significant increase, up **80%** by January 2025 and maintaining a **43%** growth by May 2025.
  - The **Nursing program** also experienced a surge, with enrollment up **31%** by February 2025.
  - The **CDL program** saw steady enrollment, with an average of 2-3 new students per week. The program is actively pursuing becoming a third-party testing facility, a "huge opportunity" for student and community support.

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## SG 5 Conclusion

Luna Community College's strategic focus on enrollment has yielded impressive results, successfully reversing previous declines and achieving significant growth in key areas. By combining targeted outreach and marketing, leveraging high-demand academic and athletic programs, and addressing financial barriers for students, the college is building a sustainable model for increasing its student population. The success in the Spring and Summer 2025 terms demonstrates that these efforts are translating into tangible enrollment gains, positioning the college for a strong future.

## Strategic Goal 6: Cultivate and strengthen public and private partnerships to support students.

Luna Community College's Strategic Goal 6, "Cultivate and strengthen public and private partnerships to support students," has been a key focus, leading to a diverse range of collaborations that benefit the college and the wider community.



## SG 6 Key Accomplishments

- **Diverse Community Collaborations:**

- **Local Government and Business:** The college signed an MOU with the City of Las Vegas for the use of **Rodriguez Park** for athletics and collaborated with the Mayor on workforce development initiatives. The Small Business Development Center (SBDC) at LCC partnered with the **Minority Business Development Agency (MDBA)** and hosted the Northern New Mexico Small Business Conference, which included 27 business partners.
- **Health and Wellness:** The Area Health Education Center (AHEC) has been highly active in the community, providing presentations on topics like health careers, suicide prevention, and fentanyl awareness.
- **Educational and Industry Partnerships:** The college collaborated with the **LANL**, the **Mora School District**, and the **New Mexico State Department of Transportation**. The CDL department is actively pursuing becoming a third-party testing facility with the NM MVD, a partnership that would be a significant opportunity for the college.

- **High-Impact Projects:**

- **Adobe Model Home Construction:** This project was a successful collaboration with Cornerstones and the LCC Foundation and was recognized by the CCHP for its innovative approach to training.
- **Wildland Firefighting:** The college is developing a new curriculum for its Wildland Firefighting courses and has initiated preliminary discussions with **NM Corrections** to provide workforce development training for minimum security inmates.

- **Broad Outreach and Communication:**

- The college has maintained consistent public communication through regular updates to stakeholders and widespread media coverage, including press releases, newspaper articles, and social media.
- Athletics has deepened its community involvement by hosting honorary days for local organizations and inviting local leaders, including the Mayor and Chief of Police, to throw out first pitches at games.

□ **Strengthening Community Ties:** The college is actively engaging with a wide range of community partners to support students and address community needs.

- **Local Government:** The college president attends City Council meetings on a monthly basis and in July met with the Mayor of Las Vegas and the City and County Managers to discuss collaborating on **workforce development for city and county employees**. The college is also working with the Mexican Consulate and the City of Las Vegas to support immigrant students and community members.



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- **High School and Community Organizations:** The college's "Girls Can!" event, in partnership with the American Association of University Women (AAUW), successfully brought **130 fifth-grade girls** to campus to explore careers. This event was a major success and even led to a new partnership with **Springer High School**. The college also co-sponsored an event with middle school girls through the New Mexico Women in Science and NM MESA programs.

□ **Strategic Workforce Development Alliances:** The college is forging new partnerships to create career pathways for students.

- The WRTC is exploring a partnership with the **New Mexico Department of Corrections** to offer wildfire training and workforce development for minimum security women inmates in Springer NM.
- The college president attended a meeting with the **Mexican Consulate** to discuss educational initiatives and scholarship programs for students of Mexican origin, and the consulate plans to award scholarships in the future.
- The president participated in a **Vermejo Park Summit of Governments between Colorado and New Mexico** focusing on transportation and workforce development.

□ **Effective Public Communication:** The college is proactively communicating with the community through traditional and social media.

- Several staff members recorded radio ads for local stations (KFUN, KNMX, KRTN, and KSSR) to promote the college.
- A **press release on the college's student housing crisis** was published in the *Las Vegas Optic* and the *Guadalupe Communicator*, highlighting a key issue to the community. A follow-up story was requested by the Optic reporter, demonstrating the newsworthy impact of the communication.
- The college published a press release about the success of its Culinary Arts program in the **Santa Fe New Mexican**, a major regional newspaper.
- **Student athletes' success** and the **SMILES** program for free dental care were also featured in the local paper.
- Student services also initiated a **social media survey** to determine why people choose Luna, using student voices to inform future marketing and recruitment efforts.

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## SG 6 Conclusion

Luna Community College has made excellent progress in cultivating and strengthening public and private partnerships. The breadth of these collaborations, from local government and business to health organizations and law enforcement, demonstrates a strategic effort to integrate the college into the community's fabric. These partnerships not only support existing student

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programs but also create new opportunities, such as the potential third-party CDL testing facility, that will benefit both students and the regional workforce.

