



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.

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%**.
 - **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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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.

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- Initial Fall 2024 enrollment data showed a decline from Fall 2023 (-7% total headcount in Sept 2024, improving to -1% by November 2024). However, Spring 2025 enrollment data showed a **positive trend**:
 - Starting at a **-35% total headcount** compared to Spring 2024 in early December 2024, it **recovered to +3%** by early January 2025 and maintained a +3% increase by February 2025. By May 2025, it was still up 2% compared to Spring 2024.
 - Total Credit Hours increased by 5% in January 2025 and remained slightly up by May 2025 (+0.3%). Total FTE also showed a positive comparison.
 - Specific departments saw significant growth in Spring 2025: **STEM enrollment was up 80%** by January 2025 and 43% by May 2025, and **Nursing was up 31%** by February 2025 and 29% by May 2025.
- Recruitment efforts were robust:
 - Athletics met with **over 800 potential student athletes**, with more than 500 from New Mexico, and scheduled numerous official visits. By December 2024, **softball had signed 6 incoming freshmen, 5 of whom were New Mexico residents**. Athletics proposed adding **Men's and Women's soccer programs, which would add at least 50 additional full-time degree-seeking students**.
 - The college began developing a **comprehensive communication/marketing plan to increase enrollment** with the newly hired Public Relations Director. Marketing efforts included radio commercials, newspaper ads, social media campaigns, and community banners.
 - **Prioritizing financial assistance for students** was a recurring theme in enrollment strategies.
- A **Strategic Enrollment Management Plan** was submitted in October 2024.
 - The CDL program actively enrolled an average of 2-3 students per week and began exploring becoming a **third-party CDL testing facility** by April 2025, which would be a "huge opportunity" to support students and the community.
- The **Summer 2025 enrollment figures showed remarkable growth compared to Summer 2024**:
 - **Total Headcount increased by 25%**, with **Degree-seeking up 108%**.
 - **Total credit hour production rose by 36.2%**, and **Full-time Equivalent (FTE) was up 36.4%**, with Degree-seeking categories showing similar strong increases.



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- **August 7, 2024:**
 - Priorities: Preparation for fall: schedule, enrollment, financial aid, catalog.
 - Priorities: Filling vacancies in staff and faculty positions.
 - CDL started a new class on July 31, 2024, incorporating two new CDL simulators into the curriculum with great success.
 - CDL Passenger bus training students are scheduled to test on August 8, with expectations for all to pass.
 - Heavy Equipment simulators are ready to be set up, with contractors awaiting delivery of the last two mobile units.
 - An additional CDL instructor/Heavy Equipment operator will be hired, potentially split into two positions based on demand.
 - An RFP issued by the New Mexico State Department of Transportation for an Industry Credential Pipeline program was answered.
 - Contracts for Wildland Firefighting course instructors have been completed and sent.
 - Wildland Firefighting courses were re-sent to the Curriculum committee for review and approval of edits, and after approval, additional information (CIPs Codes) is pending before HLC review.
 - A website template has been built and is ready to be hosted and to have all WRTC information uploaded.
 - The Coordinator's and Manager's job positions were rewritten and approved, ready to be posted for applicants.
- **September 3, 2024:**
 - Priorities: Preparation for fall, including enrollment (dual credit, financial aid, catalog).
 - Priorities: NMHED Workforce Development Funds (\$242,000).
 - Priorities: Filling key vacancies.
- **October 8, 2024:**
 - Priorities: Filling key vacancies.
 - Priorities: Preparation for spring: enrollment (including dual credit, financial aid).
 - Priorities: NMHED Workforce Development Funds (\$242,000).
 - Priorities: Wildfire Resiliency Training Center, including filling key vacancies and grant responsibilities.
 - Field improvements are underway at Rodriguez field for the Softball diamond to improve its look and attractiveness for recruiting and to ensure Luna has a top-ranked facility.
- **November 5, 2024:**
 - Priorities: Filling key vacancies.
 - Priorities: Spring Enrollment: Admission to registration funnel with a priority of getting financial assistance to more students.
 - Priorities: NMHED Workforce Development Funds (\$242,000).



- Priorities: Wildfire Resiliency Training Center, including filling key vacancies and grant responsibilities.
- Field improvements are underway at Rodriguez field for the Softball diamond to improve its look and attractiveness for recruiting and to ensure Luna has a top-ranked facility.
- **December 3, 2024:**
 - Priorities: Filling key vacancies (including those within WRTC).
 - Priorities: Spring Enrollment: Admission to registration funnel with a priority of getting financial assistance to more students.
 - Priorities: NMHED Workforce Development Funds (\$242,000).
 - Priorities: HLC Focus Visit preparation.
 - 80% of student athletes are pre-registered for the Spring Semester using their new advisor Coach Jacob Walker.
 - All student athletes are on degree pathways and are only allowed to register for courses in their majors.
 - All student athletes are now in majors, with some previously in certificate programs having been moved to degree-seeking programs.
- **January 7, 2025:**
 - Priorities: Filling key vacancies.
 - Priorities: Spring Enrollment: Admission to registration funnel with a priority of getting financial assistance to more students.
 - Priorities: NMHED Workforce Development Funds (\$242,000).
 - Priorities: HLC Focus Visit preparation.
 - 95% of student athletes are pre-registered for the Spring Semester using their new advisor Coach Jacob Walker.
 - All student athletes are on degree pathways and are only allowed to register for courses in their majors.
 - All student athletes are now in majors.
 - The CDL class had 39 students registered as of December 2024, with students in varying levels of training and proceeding at their own pace.
 - Heavy Equipment simulator training is operational, with 8 students registered as of December 2024, taking multiple equipment training courses.
 - The Contract Education Department is ordering additional computer equipment to set up mobile Heavy Equipment Simulators at satellite campuses.
 - Johnny Martinez was added as a new CDL instructor/manager, bringing over 30 years of trucking industry experience.
 - Further discussion is scheduled to process the RFP issued by the New Mexico State Department of Transportation for an Industry Credential Pipeline Certification.
- **February 5, 2025:**
 - Priorities: Accountability.
 - Priorities: NMHED Workforce Development Funds (\$242,000).
 - Priorities: HLC Focus Visit preparation.
- **April 10, 2025:**



- Priorities: Accountability.
- Priorities: NMHED Workforce Development Funds (\$242,000).
- Priorities: HLC Focus Visit preparation.
- Eight attendees from Luna Community College participated in the Higher Learning Commission Annual Meeting in Chicago.
- Athletics is maintaining 58 full-time student athletes.
- The fall season is active, with each team playing other colleges, universities, and club teams.
- The 2025 spring season is in its last month of competition, with Softball in 4th place and Baseball in 5th place, both in a good position to qualify for the regional tournament.
- The CDL department implemented new course scheduling requirements, making students sign up for training times each week instead of coming as they chose, which is speeding up progress.
- A 16' mobile classroom/simulator equipment trailer has been approved and is on track for delivery by June 30, 2025.
- At the Springer Satellite, 4 CDL students are testing for their permits to start hands-on training, having completed the theory part of the class.
- CDL has contacted James Lopez, Bureau Chief, NM MVD, regarding setting Luna up as a third-party testing facility for CDL drivers.
- The WRTC revised its spring course schedule of classes.
- The WRTC activated its EDA grant.
- The WRTC is developing relationships with entities capable of assisting with short and mid-range objectives.
- **May 7, 2025:**
 - Priorities: Accountability.
 - Priorities: NMHED Workforce Development Funds (\$242,000).
 - Priorities: HLC Focus Visit preparation.
 - Athletics is graduating all sophomores this year.
 - The spring season for Athletics is now complete.
 - Field improvements were completed at Rodriguez field for the Softball diamond to improve its look and attractiveness for recruiting and to ensure Luna has a top-ranked facility.
 - The incoming class of athletes is nearly complete, with only 1 softball spot and 5 baseball spots remaining.
 - A Facebook post regarding CDL and Heavy Equipment training through Luna received many positive responses, leading to four new student registrations.
 - The Santa Rosa Campus Heavy Equipment Simulator was delivered and set up for on-site training.
 - The simulator trailer is anticipated to ship to Luna the second week of June 2025.
 - At the main campus, the CDL department continues to enroll an average of 2-3 students per week into its course, and new training schedules seem to be working well for timely progression.
 - The on-site meeting date to pursue CDL Third-Party Testing has not yet been received, but follow-up emails have been sent.



- The WRTC revised its spring course schedule of classes.
- The WRTC's EDA grant budget has been established.
- The WRTC initiated small grant overview, organization, and administration efforts.
- The WRTC is in the process of further developing relationships with entities that can assist with short and mid-range objectives.
- An interview and recommendation to offer employment for the WRTC Program Coordinator position have been made.
- **June 4, 2025:**
 - Priorities: Accountability.
 - Priorities: NMHED Workforce Development Funds (\$242,000).
 - Priorities: HLC Focus Visit preparation.
 - Summer 2025 enrollment highlights include a 25% increase in Total Headcount, 108% in Degree-seeking, 36.2% in Total credit hour production (127% for Degree Seeking), and 36.4% in Full-time Equivalent (127% for Degree Seeking).
 - The athletic facility on campus will be upgraded this summer by improving the cage room netting to enhance athlete safety.
 - During summer break, Athletic Director Randy Krutsch will attend re-certification courses and testing required by the NJCAA to maintain compliance and good membership standing.
 - Coach Randy Krutsch will attend multiple seminars to improve leadership and coaching skills to enhance LCC Athletics programs.
 - The MVD representative reached out to CDL and is preparing a proposal for Luna to be set up for third-party testing, with a meeting expected within the month of June.
 - The WRTC revised its spring course schedule of classes.
 - The WRTC's EDA grant budget has been established, and an email report was sent to the EDA Administrator.
 - The WRTC initiated small grant overview, organization, and administration, and closed out the NRCS grant on May 27, 2025.
 - The WRTC is in the process of further developing relationships with entities capable of assisting with short and mid-range objectives.
 - An employment offer has been extended for the WRTC Program Coordinator position.
 - The WRTC is developing onboarding/training and readiness procedures for the Program Coordinator.
 - Two new professional services contracts were initiated for curricula and strategic planning development, and for videography services.

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- Priorities: o Preparation for fall: enrollment (including dual credit, financial aid, catalog (SG1, SG5) [i]
- NMHED Workforce Development Funds (\$242,000) SG1, SG5) [i]
- Filling key vacancies (SG1, SG5) [i]
- CDL Passenger bus training - two students tested and passed their test. One student could not test due to issues with her permit online information. Still trying to get that worked out. (1,2,5,6) [i]
- Contract Education Department / CDL has posted a job opening to fill the position of Contract Ed Manager vacated by Tayari Pacheco earlier this month. The position supports the CDL Administrator with classroom/lab/simulator training so a valid CDL and working knowledge of heavy equipment is necessary. Another posting will be set up after this position is filled for another instructor if still needed. (1,2,3,4,5,6) [i]
- Contract Ed / CDL / Heavy Equipment / CTE answered an RFP issued by the New Mexico State Department of Transportation for an Industry Credential Pipeline program they are initiating. Luna is still waiting to hear back on the RFP submitted for this program. (1,2,3,5,6) [i]
- Life Safety and Security 2nd Phase outdoor surveillance project.SG#5 [i]
- Insurance remediation of roofing and HVAC project SG#3, SG#5 [i]
- Priorities: o Filling key vacancies (SG1, SG5) [i]
- Preparation for spring: enrollment (including dual credit, financial aid (SG1, SG5) [i]
- NMHED Workforce Development Funds (\$242,000) SG1, SG5) [i]
- Wildfire Resiliency Training Center (SG1, SG6), filling key vacancies and grant [i]
- Field improvements are underway at Rodriguez field for the Softball diamond to improve the look and attractiveness of the park to help recruiting and ensure that Luna has a top ranked facility SG 5, SG 6 [i]
- RPSP Completed SG1-6 [i]
- Life Safety and Security 2nd Phase outdoor surveillance project.SG#5 [i]
- Insurance remediation of roofing and HVAC project SG#3, SG#5 [i]
- Priorities: o Filling key vacancies (SG1, SG5) [i]
- Spring Enrollment: Admission to registration funnel with a priority of getting financial assistance to more (SG1, SG5) [i]
- NMHED Workforce Development Funds (\$242,000) SG1, SG5) [i]
- Wildfire Resiliency Training Center (SG1, SG6), filling key vacancies and grant [i]
- 80% of student athletes are pre-registered for the Spring Semester using our new advisor Coach Jacob Walker. SG1, SG2, SG4, SG5 [i]
- ALL student athletes are now in majors. We found some that were given certificate programs in the fall and now all have been moved to degree seeking programs. SG1, SG2, SG3, SG4, SG5 [i]
- Spring season begins Jan 10th 2025. Student Athletes will check in and have annual athletics meetings prior to practice start. SG5, SG6 [i]
- Life Safety and Security 2nd Phase outdoor surveillance project.SG#5 [i]
- Insurance remediation of roofing and HVAC project SG#3, SG#5 [i]
- Priorities: o Filling key vacancies (SG1, SG5) including those within WRTC [i]
- Spring Enrollment: Admission to registration funnel with a priority of getting financial assistance to more students (SG1, SG5) [i]
- NMHED Workforce Development Funds (\$242,000) SG1, SG5) [i]
- 95% of student athletes are pre-registered for the Spring Semester using our new advisor Coach Jacob Walker. SG1, SG2, SG4, SG5 [i]



- ALL student athletes are on degree pathways and only being allowed to register for courses in their majors. SG1, SG2, SG3, SG4, SG5 [i]
- CDL class had 39 students registered as of December, 2024. Students are in varying levels of training. Students proceed at their own pace and can work around their current employment. This set up takes a bit longer for completion but does allow more student participation with the open enrollment feature. (1,2,3,5,6) [i]
- Contract Education Department is in the process of ordering additional computer equipment to assist in setting up the mobile Heavy Equipment Simulators at our satellite campuses. The original order did not take into consideration the units would be separated into 3 locations, not just 1, so additional equipment was needed. (3,5) [i]
- CDL has added a new instructor, Johnny Martinez, to our teaching/management staff. He has over 30 years of experience in the trucking industry. (1,2,3,4,5,6) [i]
- Contract Ed / CDL / Heavy Equipment / CTE - further discussion is scheduled to process the RFP issued by the New Mexico State Department of Transportation for a Industry Credential Pipeline Certification. (1,2,3,5,6) [i]
- Life Safety and Security 2nd Phase outdoor surveillance project.SG#5 [i]
- Insurance remediation of roofing and HVAC project SG#3, SG#5 [i]
- Priorities: o Accountability (SG1, SG5) [i]
- NMHED Workforce Development Funds (\$242,000) SG1, SG5) [i]
- Athletics is maintaining 58 Full time Student Athletes SG 5 [i]
- Fall season is active and each team is playing other colleges, universities and club teams SG5, SG6 [i]
- The 25-spring season is now in its last month of competition. Softball is currently in 4th place and baseball is currently in 5th place. Both teams are in a good position to qualify for the regional tournament. If either team qualifies, it will be the first team to qualify for the event based on merit instead of being included by all team formats. Region 9 softball will only allow the top 4 teams and baseball top 5 teams into post season play. SG1,5 [i]
- Our goal with the new training times is to average 1 to 2 weeks for class/theory/permit testing) 3 - 4 weeks for behind the wheel/pre-trip/backing time. Final drive tests are scheduled after the student demonstrates the proficiency to successfully pass the test. SG #1, 2, 5, 6 [i]
- A 16' mobile classroom/simulator equipment trailer has been approved and is on track to be delivered prior to 6/30/25. The trailer will enable our department to take the mobile heavy equipment simulator and the smaller CDL shifting simulator out into the field for training and recruiting purposes. SG #1, 2, 5, 6 [i]
- Springer Satellite: CDL has 4 students that are in the process of testing for their permit to start class at the Springer satellite. They have completed the theory part of class, and now need to obtain their CDL permits so they can proceed to driving. Driving Instructor will conduct training over a 2 day/week schedule. SG#1, 3, 5 [i]
- CDL has been in contact with James Lopez, Bureau Chief, NM MVD, regarding setting Luna up as a third-party testing facility for CDL drivers. He will be setting up a meeting with us sometime in April to go over the process and requirements. This will be a huge opportunity for Luna to support our students and community. SG#1,2,5,6 [i]
- Revised our spring course schedule of classes. SG # 1,3,5,6 [i]
- Activated our EDA grant. SG # 1,3,5,6 [i]



- In process of developing relationships with entities capable of assisting WRTC with short and mid-range objectives SG # 1,3,5,6) [i]
- Life Safety and Security 2nd Phase outdoor surveillance project.SG#5 [i]
- Insurance remediation of roofing and HVAC project SG#3, SG#5 [i]
- Priorities: o Accountability (SG1, SG5) [i]
- NMHED Workforce Development Funds (\$242,000) SG1, SG5) [i]
- Athletics is graduating all sophomores this year. (SG 5) [i]
- Spring season is now complete (SG5, SG6) [i]
- Field improvements were completed at Rodriguez field for the Softball diamond to improve the look and attractiveness of the park to help recruiting and ensure that Luna has a top ranked facility (SG 5, SG 6) [i]
- Incoming class of athletes is nearly completed. Only 1 softball spot is still available and baseball has 5. (SG5) [i]
- Facebook post regarding CDL and HE training thru Luna - lots of positive responses. Four students registered this week for the class from the ad. (SG #1, 3, 5, 6) [i]
- Santa Rosa Campus Heavy Equipment Simulator was delivered and set up for on-site training. The enrollment information was provided to the Site Manager to assist in the enrollment process and outline how the simulator program works. (SG #1, 2, 3, 5, 6) [i]
- Update on Simulator Trailer order – Salesman from MCT says it looks like the trailer will be shipping to us the second week of June, 2025. (SG #1, 2, 5, 6) [i]
- Main Campus: CDL department continues to enroll an average of 2 - 3 students per week into our course. We have an average of 25 - 30 stages of the program. Online theory, testing for their permits, hands on driving, getting scheduled for final testing. The new training schedules seem to be working well. Students are proceeding thru class in a timelier manner. Still have some issues with attendance but we are getting better. Our goal with the new training times is to average 1 to 2 weeks for class/theory/permit testing) 3 - 4 weeks for behind the wheel/pre-trip/backing time. Final drive tests are scheduled after the student demonstrates the proficiency to successfully pass the test. (SG #1, 2, 5, 6) [i]
- Third Party Testing - We have not received the onsite meeting date as of this report to pursue the CDL Third Party Testing. I have sent another email to Mr. Lopez regarding a date to review our request. If I do not hear from him within the next couple of days, I will try to meet unofficially with him at his office in Santa Fe. This will be a huge opportunity for Luna to support our students and community. (SG#1,2,5,6) [i]
- Revised our spring course schedule of classes. SG # 1,3,5,6 [i]
- EDA grant. Budget established SG # 1,3,5,6 [i]
- Initiated small grant overview, organization, administration SG# 1,3,5,6 [i]
- In process of further developing relationships with entities capable of assisting WRTC with short and mid-range objectives SG # 1,3,5,6 [i]
- Interview and recommendation to offer employment for WRTC Program Coordinator position SG# 1,2,3,4,5,6 [i]
- Life Safety and Security 2nd Phase outdoor surveillance project.SG#5 [i]
- Priorities: 1. Accountability (SG1, SG5) [i]
- 5. NMHED Workforce Development Funds (\$242,000) SG1, SG5) [i]
- Enrollment: as of May 5, 2025 (See Appendix A) (SG5) [i]

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- The Athletic Facility on campus will be upgraded this summer by improving the cage room to upgrade the netting to improve the safety of athletes. Randy Krutch is donating LED lighting to improve the safety for athletes SG1, SG4, SG5 [i]
- During Summer break, Athletic Director Randy Krutch will attend re-certification courses and testing required by the NJCAA to remain in compliance and Good membership standing with the NJCAA SG1, SG2, SG3, SG4, SG5 [i]
- Coach Randy Krutch will be attending multiple seminars to improve leadership skills and coaching skills to enhance the LCC Athletics programs. SG1, SG2, SG3, SG4, SG5 [i]
- Third Party Testing - MVD rep reached out to CDL. He is getting a proposal together for Luna to set us up for testing. He works under James Lopez, whom I have been corresponding with. Should be meeting with us within the month of June. This will be a huge opportunity for Luna to support our students and community. SG#1,2,5,6 [i]
- Revised our spring course schedule of classes. SG # 1,3,5,6 [i]
- EDA grant. Budget established, email report sent to EDA Administrator SG # 1,3,5,6 [i]
- Initiated small grant overview, organization, administration; closed out NRCS grant 5/27/25 SG# 1,3,5,6 [i]
- In process of further developing relationships with entities capable of assisting WRTC with short and mid-range objectives SG # 1,3,5,6 [i]
- Offer employment for WRTC Program Coordinator position SG# 1,2,3,4,5,6 [i]
- Developing WRTC on-boarding/training and readiness procedures for Program Coordinator, SG# 2,3,4,5,6 [i]
- Initiated two new professional Services contracts for curricula and strategic planning development and for videography services, SG# 1,2,3,4,5,6 [i]
- Contracts for Wildland Firefighting course instructors completed and sent. Have received most back signed, and now only pending signatures/approvals from Luna staff. (SG 1, 2, 3 & 5) [i]
- Resent all Wildland Firefighting courses to the Curriculum committee (Nichole Collins) to review and approve edits that were requested. All edits approved. Now pending final additional info needing to be added (CIPs Codes), then will be ready for HLC review. (SG 1, 2, 3, 4 & 5) [i]
- Website template built and ready to be hosted and to have all WRTC info uploaded (pending finishing of WRTC.EDU domain registration by I.T. Department). (SG 2, 3 & 5) [i]