



Southeast New Mexico College  
1500 University Drive  
Carlsbad, NM 88220  
(575) 234-9200, Fax: (575) 885-4951

**AGENDA**  
**MEETING OF THE BOARD OF TRUSTEES**  
**SOUTHEAST NEW MEXICO COLLEGE**  
**MONDAY, MAY 8, 2023 AT 6:00 PM**  
**SOUTHEAST NEW MEXICO COLLEGE, ROOM 153, 1500 UNIVERSITY DRIVE**  
**CARLSBAD, NEW MEXICO 88220**

The subjects and topics to be discussed, considered, and/or acted upon at the above-scheduled meeting are listed herein. Items listed as “Action Items” are anticipated to be acted and voted upon at the meeting. However, the Board may defer discussion, consideration, and/or action on any item listed. Items do not have to be discussed, considered, or acted upon in the order shown in this Agenda. Please be advised that there will be a pre-meeting reception with light refreshments. No public business will be discussed during the reception.

**AGENDA ITEMS**

- |  |                    |
|--|--------------------|
| 1. CALL TO ORDER   | BOARD CHAIR ELKINS |
| 2. PLEDGE OF ALLEGIANCE  | ALL                |
| 3. QUORUM ESTABLISHMENT  | ROLL CALL          |
| 4. APPROVAL OF MINUTES FROM 4/10/2023  | ACTION ITEM        |
| 5. GENERAL COUNSEL UPDATES-ATTY. LANE MARTIN                                       | DISCUSSION         |
| 6. SENMC UPDATES & RECOGNITIONS-DR. KEVIN BEARDMORE                                |                    |
| A) UPDATES (see attached)  | DISCUSSION         |
| 7. OLD BUSINESS  |                    |
| A) APPROVE PURSUIT OF OFF-CAMPUS RENTAL SPACE<br>FOR WORKFORCE DEVELOPMENT         | DISCUSSION/ACTION  |
| 8. NEW BUSINESS  |                    |
| A) REVIEW AND APPROVE PRIVACY POLICY-DR. BEARDMORE<br>(See attached)               | DISCUSSION/ACTION  |
| B) REVIEW AND APPROVE POLICY ON NON-CONTENT EDITS-<br>DR. BEARDMORE (See attached) | DISCUSSION/ACTION  |
| C) REVIEW QUOTE TO PAINT SENMC SIGN-DR. BEARDMORE                                  | DISCUSSION/ACTION  |
| 9. EXECUTIVE ADMINISTRATION STAFF REPORTS OR COMMENTS                              |                    |
| A) DR. ANDREW NWANNE, Exec. VPAA   |                    |
| B) DR. KARLA VOLPI, VP-BUSINESS & FINANCE  |                    |
| C) JUANITA GARCIA, VP-STUDENT AFFAIRS  |                    |
| D) DR. MONTY HARRIS, INT VP-WORKFORCE DEVELOPMENT &<br>COMMUNITY ENGAGEMENT        | DISCUSSION         |
| 10. HR DIRECTOR’S UPDATE-STEVEN GONZALES   | DISCUSSION         |

11. EMPLOYEE REPRESENTATIVE COMMENTS (**OPTIONAL**)

- A) FACULTY
- B) ADMINISTRATIVE STAFF
- C) CLASSIFIED STAFF
- D) STUDENT GOVERNMENT

DISCUSSION

12. COLLEGE AND COMMUNITY COMMITTEE UPDATE-CHAD INGRAM

DISCUSSION

13. PUBLIC COMMENTS

Public Comments shall be limited to three minutes. The Board will not respond to public comments at or during Meeting.

14. BOARD COMMENTS

15. ANNOUNCEMENT OF NEXT REGULAR BOARD MEETING

BOARD CHAIR ELKINS

16. ADJOURNMENT

BOARD CHAIR ELKINS

Board Packet should be available to the public upon request through Andrea Dodson at [adodson@senmc.edu](mailto:adodson@senmc.edu) or 575-234-9211.

**If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the Southeast New Mexico College in Carlsbad, New Mexico at 575-234-9200 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the Office of Southeast New Mexico College if a summary of other type of accessible format is needed.**

## BOARD OF TRUSTEES MEETING MINUTES

Date: 4/10/23

Time: 6:00 pm

Session Location: SENMC RM 153

Board Members present:

Chairman, Ned Elkins

Member, Bill Murrill

Member, Sarah Bowman

Type of Meeting:

Regular     Work

Special

Secretary, Tiffany Frintz

Member, Mark Cage

Board Members absent: None

1) **Call to Order**

Time: 6:00 pm

2) **Pledge of Allegiance**

3) **Establish Quorum – Roll Call**

4) **Approval of minutes (amended) from the previous meeting – 3/20/2023**

Motion: **Sarah Bowman**    Second: **Tiffany Fritz**    Nays: **0**

5) **General Counsel: Lane Martin** (via Zoom) He's been working with the Administration on various issues and communicating with Dr. Beardmore. He said he thinks SENMC is in good shape regarding the memo from NMSU.

6) **SENMC general status report: Dr. Kevin Beardmore** provided his April Top Ten list. 1 & 2) Dr. Monty Harris, Interim VP for Workforce Development and Community Engagement will report on the plans for the Trades x Technologies building and the Department of Energy grant proposal. 3) Vice President for Student Services Juanita Garcia will report on applications for fall 2023 compared to fall 2022. 4) Dr. Beardmore shared the report from the state showing 10-year enrollment trends at New Mexico colleges and universities (for full-time enrollment (FTE) defined as 15 credit hours). Both SENMC and UNM-LA showed a 7% decrease in enrollment. Western New Mexico showed the smallest decrease (2%). He went on to say dual-credit enrollments have helped SENMC and he expects the Trades x Technologies programs will help growth. He said we need to make things easy for the students that are considering transferring, even to out of state schools such as Texas Tech and UTEP, and make those options more affordable. 5) He has opened discussions with the architects about updating/renovating existing SENMC facilities to make optimal use of the space in the Main building to reduce the space needs in the new building. He added that SENMC already has \$410,000 in grants funding (Federal grants to Hispanic Serving Institutions (HSIs)) to use for construction. 6) A candidate for the position of Coordinator of Institutional Research will be on campus next week to interview; 7) The response period for the Great Colleges to Work For survey has closed. There was a 47% response rate from the SENMC employees that were invited to participate. We should have the results in August. Continued efforts toward operational transparency include the monthly President's Forum and articles for local papers and the SENMC website. 8) The governor has signed SB 20 establishing alternative retirement for SENMC. She also signed bills that award nearly \$900K to SENMC for purchasing vehicles and replacing the HVAC system. Many thanks to Representative Brown for her efforts on behalf of SENMC. Dr. Beardmore will be working remotely the week of April 17-21 for participation in the US Department of Education's financial aid training for presidents of new colleges. Financial Aid Director Diana Campos will do her training in June. SENMC is purchasing Vector Solutions' training suite to provide faculty, staff, and students with required

training. We'll start using it in September. The Human Resources department has moved back under the President's Office. Dr. Beardmore thanked Dr. Volpi and her team for all the work they did while Human Resources was under the supervision of Business and Finance. SENMC will host a Capital Outlay Summer Hearing on July 25<sup>th</sup>. 9) Using grants money, SENMC has purchased Merit, a program designed to increase student and community engagement. It will be customized for us. 10) Representatives from the Higher Learning Commission (HLC) will be on campus this October for the accreditation visit. Dr. Beardmore, Dr. Nwanne, Dr. Harris, and Registrar Amy Dewey attended the HLC Annual Conference in Chicago March 25-28. At the March meeting there were questions about college signage around town. Sky Soto, Director of Marketing and Publications, is working with the state to update signage near Ocotillo Trail and Main and Greene Streets. A sign on DOT land will cost approximately \$104,000. The issue of power for this sign needs to be resolved. Dr. Beardmore said there have been numerous comments regarding the logo colors (turquoise looks good on a dark background, copper on a lighter background). He said one suggestion is to make the turquoise darker so it will show up on light or dark backgrounds. He would like to wait until the new building is situated to take advantage of signage on the side of the building. SENMC's graduation ceremony will be on Friday, May 12<sup>th</sup> at 6:00 pm in the Walter Gerrels Performing Arts Center. Board members should arrive by 5:30. The nurses' pinning ceremony will be on Saturday, May 13<sup>th</sup> at 1:00 pm at the Carousel House. Dr. Beardmore thanked the Board for their willingness to take a group photo at the end of each board meeting. He said a board photo encouraged a recent applicant.

## 7) Old Business

### A. Affirm Approval of Policy Changes presented on March 20, 2023

Because the March 20 agenda had not specifically listed the Request for Approval of Policy Changes as an action item it is presented tonight for members to affirm the previous vote to accept the policy changes presented in March.

### B. Affirm Approval of Retiree Health Insurance presented on March 20, 2023

Because the March 20 agenda had not specifically listed the Approval of Retiree Health Insurance as an action item it is presented tonight for members to affirm the previous vote to approve retiree health insurance as presented in March

Motion for approval: **Sarah Bowman**                      Second: **Mark Cage**                      Nays: **0**                      Abstain: **1**

## 8) New Business

A. **Review and Approve Proposed Budget (Dr. Karla Volpi)** – Dr. Volpi presented two exhibits to aid in her presentation of the proposed budget for 2023-2024. She noted that she is requesting approval without final numbers as the budget must be submitted to the state by May 1<sup>st</sup>. After the budget is approved it will be available, with exhibits, on the state's budget website. **Bowman** asked about investments for Institutional Support, wanting to know how long this will continue. Volpi expects it will go on for about five years. Dr. Beardmore added that there will be an increase of approximately \$250K in salaries with the new building. The 2023-2024 budget documents were approved as presented.

Motion for approval: **Tiffany Frintz**                      Second: **Sarah Bowman**                      Nays: **0**

B. **Approve Ameresco Contract (Dr. Karla Volpi)** – Dr. Volpi introduced a presentation by Ameresco where they outlined the goals and budgets for three projects, a new parking lot featuring solar-covered parking (\$1.5 million), HVAC roof-top replacement (\$1.8 million), and other campus projects as noted on site walks (to address the deferred maintenance backlog-cost to be determined). The carport/parking lot project features two arrays, one located near the Allied Health building and the other near the main meter. The HVAC project will remove existing roof tiles and replace them. There will also be an upgrade to the controls-according to Daniel Hunter, Sr. Business Development Manager, much of the maintenance currently done is tied to control issues. He said we want to get to a place of preventive maintenance instead of reactive. They've identified nine items to be part of the

third project. These include interior lighting, lighting controls, parking lot lights, tinting windows, and adjusting temperature set points. **Bowman** asked how temperature collaboration would be managed. Hunter explained they would test several temperatures and talk to occupants about acceptable temperatures. The estimated savings realized from Project 3 are \$175,000. The timeline to complete Projects 2 and 3 is six months. **Frintz** wondered about a warranty/guarantee on the solar panels regarding wind velocity and hail. Hunter said these are Tier 1 panels with a 30 year warranty on the modules and 10 years on the inverters. He said wind is a structural engineering issue. **Elkins** inquired about the things the warranty does NOT cover. Hunter responded that damage caused by vehicles hitting the panels or the supports on which they are mounted is not covered by the warranty. Dr. Volpi explained that she selected Ameresco because she trusts the man (Glen Haubold) who recommended the company. She said she saw many positive things in the presentation and she wants to move forward. Volpi needs Board approval to move forward with the IGA (Investment Grade Audit).

Motion for approval: **Sarah Bowman** Second: **Tiffany Frantz** Nays: **0** Abstain: **1**

C. **Approval to Pursue Off-Campus Rental Space for Workforce Development (Dr. Monty Harris) –**

Dr. Harris explained they need to lease space off campus because there is not enough space on campus. He said the space in the Carlsbad Mall that used to house Western Outfitters will suit their needs, including the necessary paved space for the CDL program. **Lane Martin** has concerns about some of the language in the lease agreement and wants to get those resolved before anything is signed. Currently the lease provides for 7,500 square feet of space at a cost of \$6,000 per month. **Cage** commented that he was pleased to see assistance to the community by working with the mall. **Murrill** has concerns that there may be spaces on campus that are not being used. Dr. Harris explained that the Industrial Maintenance shop does not have sufficient space for the equipment that they'll need. The Board was unanimous in its decision to table further discussion but agreed to allow Dr. Harris to pursue a lease subject to concerns of the Board and legal concerns. **Lane** asked if the Board would give approval for Dr. Beardmore to act. **Elkins** said copies of completed documents should be sent to all the members of the board to review and if they have concerns raise them to him.

Motion to table: **Sarah Bowman** Second: **Bill Murrill** Nays: **0**

9) **Executive administration staff reports or comments - Representatives reported on the following:**

- A) **Dr. Andrew Nwanne, Executive VPAA:** 1) A program to earn a certificate in Cyber Security is being developed. The Curriculum Committee has met and approved the plan. The next step is review by the President. The course is expected to be offered in both online and face to face formats. This could increase enrollment. 2) Library and Learning Technology is hosting a Professional Development forum on April 21<sup>st</sup>. This is an opportunity for faculty and staff to present to each other. A STEAM event is scheduled for April 13<sup>th</sup>. There will be representatives from the Bureau of Land Management, the National Parks Service, and the Living Desert State Park, to name a few. There will be live animals on campus. Rick Wiedenmann was instrumental in helping coordinate this event. On April 12<sup>th</sup> Allied Health and Nursing will host a Health Pathway Summit for an evening of appreciation, networking, and education. All three events are opportunities to bring the community to the campus. 3) Fire Science is preparing an ambulance simulator.
- B) **Dr. Karla Volpi, VP of Business and Finance** – Nothing to report.
- C) **Juanita Garcia, VP of Student Affairs** – Ms. Garcia said there are exciting things happening at SENMC. On April 18<sup>th</sup> we'll host nearly 300 students from Artesia Junior High School for a College Access and Awareness event. The annual Career and Transfer Fair will be on April 19<sup>th</sup> from 4-6 pm. There will be more than 15 organizations and institutions available to provide information about internship, career, and employment opportunities as well as tips for completing the FAFSA and pursuing higher education on a budget. In her Anthology update Juanita reported they've signed off

on the Phase 1 Go Live which includes Student Functionality with the exception of Financial Aid Processing. They're waiting on approval from Title IV to process financial aid. This functionality is expected to be included in Phase 2 Go Live. They are currently double checking all their processes for Anthology Student in preparation for registration to start on April 13<sup>th</sup>. Juanita commended everybody at SENMC that participated in the development of the Student Information System and data entry as well as their daily work. She also acknowledged the assistance of Lisa Edwards from Ferrilli, as well as Project Manager Bo'Lynne Modzeleswki. There are other programs still being configured and developed including Finance whose Go Live is scheduled for July; REACH (Recruiting & Admissions) and Navigate which includes an appointment scheduler and early alert system, scheduled for Go Live in October; and HR/Payroll with Go Live Readiness scheduled for January 2024. Other projects include integrations of LMS, ACI and National Clearinghouse and other additional features. They've also been working with Grants Services First Year Experience to help students transition to all the recent changes. The First Year Experience includes peer mentoring. Student Services is also participating in the Career Pathways SNAP E & T Technical Assistance Project. In collaboration with National Skills Coalition, community colleges in New Mexico can boost college enrollment, completion, and holistic student support.

- D) **Dr. Monty Harris, Interim VP of Workforce Development and Community Engagement:** 1) Grant – We have submitted updated budget projections and are waiting for the outcome of the review. 2) 9 Degrees Architecture and Design is applying the input from the Building Planning Committee for space allocation and configuration. Additional planning will proceed pending Board approval. A meeting will be scheduled for 9 Degrees to present their summation to the Board. 3) Dr. Harris and members of the Workforce Development team are meeting with a representative from Phoenix Truck Driving School on April 11<sup>th</sup>. They'll discuss details of the program as well as the space and parking lot at the Carlsbad Mall. This program will be co-branded with both SENMC and Phoenix logos. They've also met with Blair Flanagan, Permian Basin Site Director for Skillpoint Alliance. Skillpoint Alliance wants to develop a presence in New Mexico and will work with SENMC. Flanagan will return with staff to develop program recruitment and job placement strategies with stakeholders. The first program will be a pre-apprenticeship in electrical with both industrial and residential applications. The second will be pre-apprenticeship HVAC. A local business owner has offered to assist with HVAC and provide connections to potential instructors. Harris has also reached out to Multi-Skill Training Services to explore production of trainers and curriculum for a Lease Operator program for Oil and Gas. We have provided a Lease Pumper's Handbook and a list of subjects to be covered (as resource material). They'll meet again after Multi-Skill Training Services has had time to review the material and determine if they can produce what we need. The team is looking forward to offering classes in both English and Spanish in areas such as MSHA training (mining industry), OSHA and PEC Safeland (Oil and Gas), as well as three pathways through Porter House, Inc. including Radiation Control Tech, Industrial Tech, and Nuclear Waste Handler. These will be done in the lab space on a rotating schedule. Workforce has also recently launched an online program with the CE Shop for Real Estate pre-licensing and Mortgage Loan Originators. They expect to add Home Inspection by the end of the summer term. Dr. Harris has spoken to local media professionals about developing curricula for the broadcast media program through SENMC's Workforce Development. 4) The Community Education department reported successful fall and winter terms with 61 students in the fall (14 Youth and 47 Adults) and 218 during the winter term (165 Youth, 53 Adults). Dr. Harris attributes the growth to our partnership with the Boys and Girls Club and the City of Carlsbad. Those partnerships have continued into the spring term. The partnership has been extended to include the Public Library and additional departments within the city. 5) The Workforce Development team has been expanded by the addition of a part-time Administrative Assistant.

- 10) **Steven Gonzales, HR Director:** 1) He presented board members with his report and shared the following: Employee report – 216 full-time, part-time, and temporary and student employees. Two of the new hires will start in the fall. There are currently five faculty and ten staff vacancies which include Vice President of Workforce Development and Community Engagement and Vice President of Academic Affairs. Ads for the vice president positions have been placed in Higher Ed Jobs. We've received 125 resumes for the VP WF/CE position and 15 for VPAA. 2) Steven Gonzales and Juanita Garcia will participate in Vector Solutions training this summer; 3) April's Employee of the Month is Ruth Martin.
- 11) **Employee representative comments (optional)**
- A) **Faculty:** Rick Wiedenmann gave a brief report on the Coffee with First Responders event and complimented Dr. Karima Mourhat and Sky Soto for their efforts in putting this together. He also acknowledged Rocio Espinoza and Erick Dominguez as the biggest parts of organizing the STEAM event.
  - B) **Administrative Staff:** Nothing to report.
  - C) **Classified Staff:** Nothing to report.
  - D) **Student Govt:** Nothing to report.
- 12) **College & Community Committee** – No report
- 13) **Public Comments: Carol Thomas (Ferrilli)** took a moment to congratulate the team that has worked so hard to get SENMC to its current phase of its transition to Anthology.
- 14) **Board comments: FRINTZ:** Great Job! Glad to see the community activities and getting people back on campus. She is excited about the Workforce expansion and training. Thank you for your service and commitment to the college and thank you to the vice presidents for your leadership. **BOWMAN** – “I don't think I could have said it better myself”. **ELKINS** – The people in the community ask about SENMC and I'm proud to report all the things that are happening.
- 15) **Announcement of next regular board meeting:**  
**Date:** May 8, 2023      **Time:** 6:00 pm      **Place:** SENMC Room 153
- 16) **Adjournment – Chairman Ned Elkins** adjourned the meeting at 8:30 pm.

**Approved**

\_\_\_\_\_  
Tiffany Frintz, Secretary

\_\_\_\_\_  
Date

## President's Report Outline/Summary

### Top 10 Priorities – Working list for May 2023

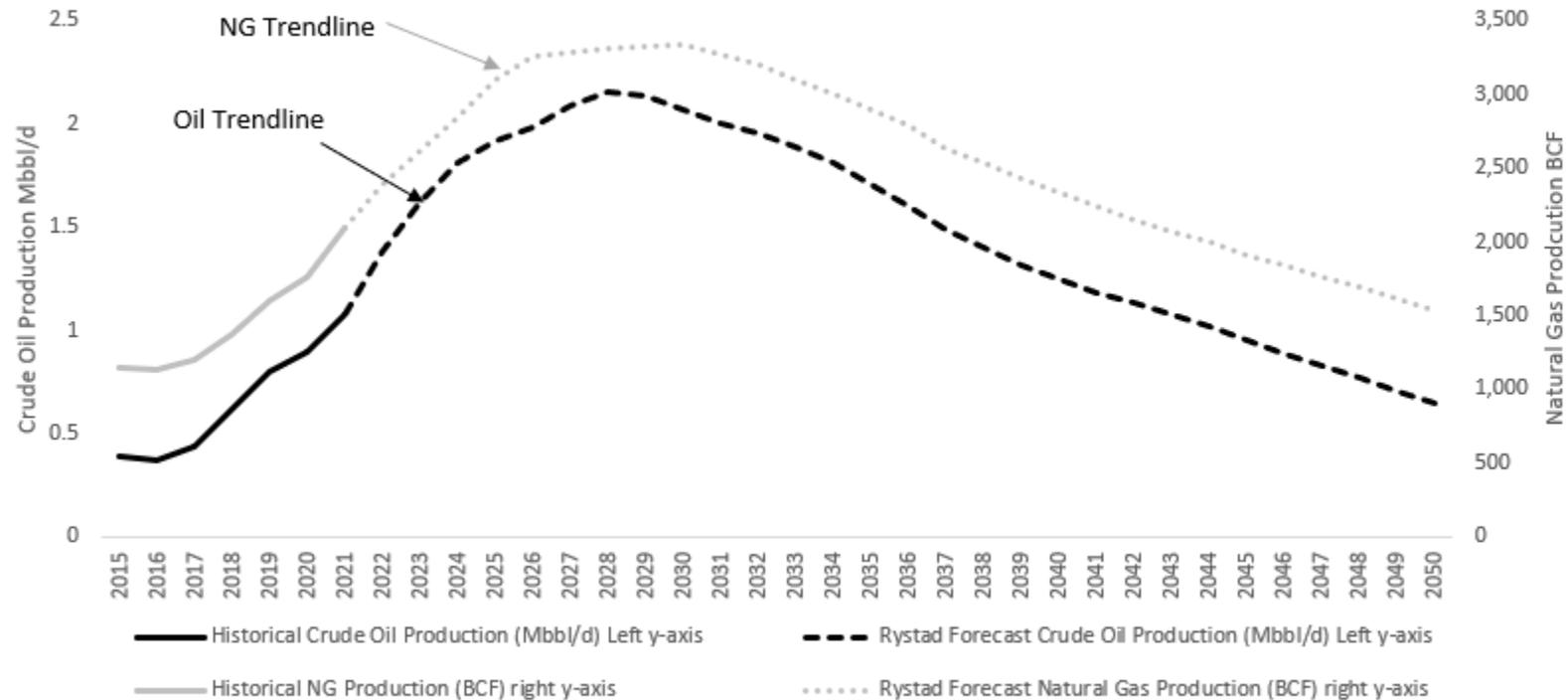
1. Complete the plans for the Trades x Technologies Building – VP Harris
2. Complete the Department of Energy grant proposal – VP Harris
3. Grow the number of applicants for Fall 2023 compared to Fall 2022 – VP Garcia
4. Grow the number of enrolled students for Fall 2023 compared to Fall 2022 – VP Garcia
5. Update and Renovate current SENMC facilities
  - a. Visit by AMERESCO – Dr. Volpi
  - b. Health Clinic
6. Select potential key public performance measures - Coordinator of Institutional Research Search update
7. Explore options for operational transparency
  - a. Monthly open forum
  - b. Article published in Carlsbad Current-Argus, Carlsbad Local, SENMC website
  - c. Great Colleges to Work For survey – Response rate was 47%, which was disappointing to me, but I learned that the national average was 43%, so we did better than I originally thought.
8. Establish the independence of SENMC
  - a. Completed the US Department of Education financial aid training for presidents of new colleges, April 17-21
  - b. Setup of Everbridge emergency notification system underway
  - c. We are one of seven New Mexico Independent Community Colleges that are participating in a study of the college's economic impact. Lightcast (formerly Emsi/Burning Glass) will be conducting the study.
9. Increase student and community engagement – Grant events for April
  - a. Title V Ascender Grant
    - Financial Literacy: Credit Card Basics – Approximately 20 attendees
    - Financial Literacy: Saving and Investing Basics – Approximately 20 attendees
    - Lake Arthur Municipal School – College Readiness Presentation - More than 30 students
    - Hagerman Municipal School – College Readiness Presentation - 20 students
    - Sensory Program in Collaboration with Library – 15 attendees
  - b. Title III SR2/ Centro Grant
    - Transfer in career fair – 42 agencies and universities and 45-50 attendees
    - STEAM Expo – 15+ agencies and approximately 120 students and community members
    - Data Carpentry Workshop – 12 members of our college including faculty and students
    - Divide and Conquer Camp - Chemistry and Algebra tutoring for our students and members of the community – Approximately 12 participants

- Mind CTLR Workshop – 16 attendees – We are receiving excellent feedback which helps to promote mental health awareness in the community and at our college.
  - c. Title V Adelante Grant
    - Artesia Junior HS Campus Tour – 200+ students
10. Prepare for Higher Learning Commission accreditation visit – October 2023 – Assessment Day – Friday, May 5.

# NM Oil Production Long-Term Forecast

## NM Crude Oil Production Forecast (CY 2022 to 2050)

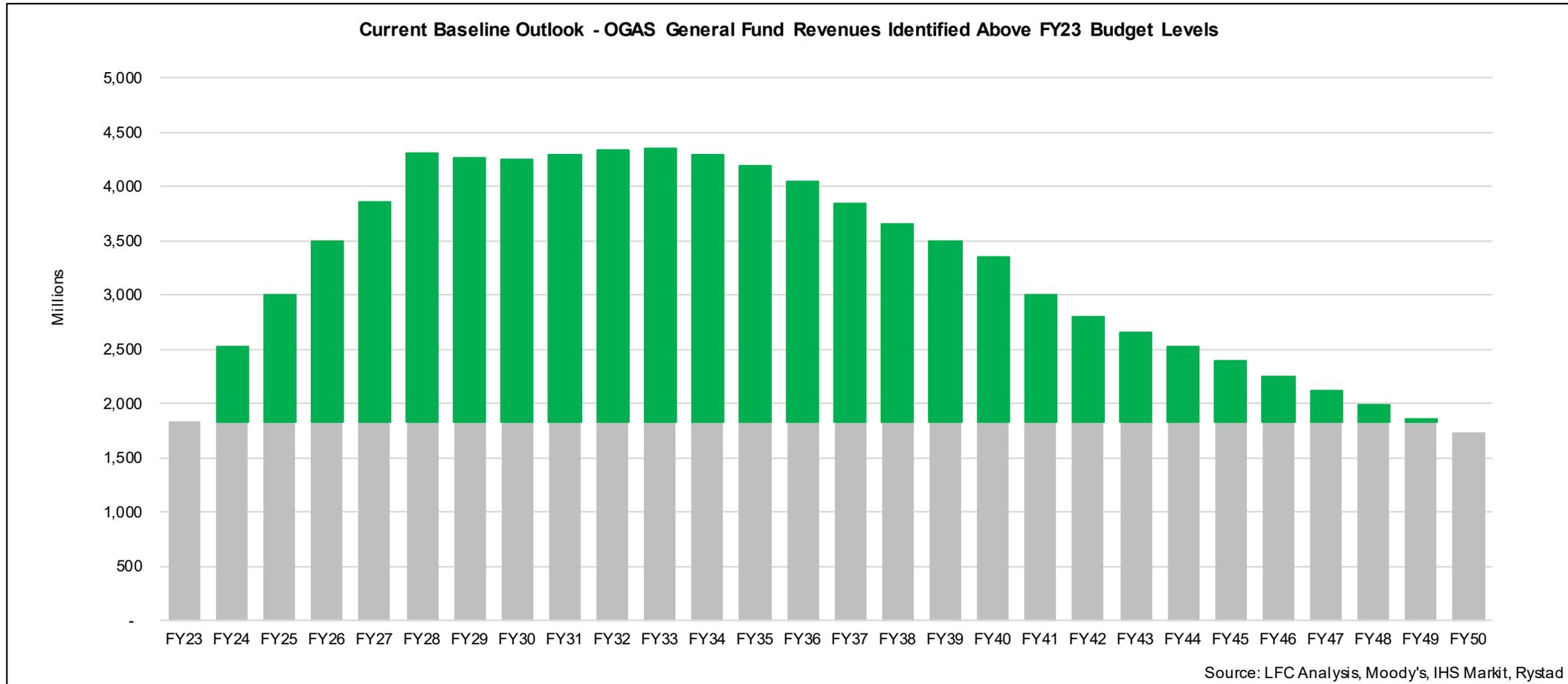
## NM Natural Gas Forecast (CY 2022 to 2040)



Source: Rystad Energy

- NM specific forecast of oil and natural gas production falls in line with national expectations

# Strong Oil Revenue Outlook – But Won't Last Forever. SB26 Important New Tool



# Web Privacy Policy\*

Welcome to the Southeast New Mexico College (SENMC) website. Protecting the privacy of visitors to our website is important to us. This policy was developed to accomplish the following:

- To educate users of our site about privacy topics relevant to the web
- To inform users of the standards and guidelines employed on the SENMC public website to protect their privacy

SENMC complies with all state and federal regulations including but not limited to, Health Insurance Portability and Accountability Act (HIPAA) and the Family Educational Rights and Privacy Act (FERPA), which prohibits the release of health and education records without student permission. For more information, view the US Department of Health and Human Services HIPAA website (<https://www.hhs.gov/hipaa/for-individuals/guidance-materials-forconsumers/index.html>) and Department of Education FERPA website (<https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>).

Southeast New Mexico College maintains its websites on a continual basis, but it does not represent or guarantee that all information provided is accurate, complete, or current. Southeast New Mexico College renounces any and all liability for claims or damages that may result from its websites or information contained within it, including any third-party websites linked to or from Southeast New Mexico College websites, the third-party providing the information holds the responsibility. Links from Southeast New Mexico College websites in no way imply endorsement of those sites by Southeast New Mexico College.

This privacy policy covers any sites hosted on the senmc.edu domain and any subdomains.

## Information Used or Gathered on the SENMC Website

Every effort is made to ensure that confidential information is secure and that any information gathered is used appropriately. The following describes what information is used or collected and how it is protected.

### Personal Information:

SENMC collects Personally Identifiable Information (PII) only when the visitor provides this information directly to SENMC, such as by voluntarily submitting a form, creating an account, registering for classes, responding to surveys, or completing the online admission application. SENMC may also collect information through voluntary interaction with SENMC's social media platforms.

SENMC may use PII to communicate with you about academic programs, events, and other news at SENMC. SENMC may partner with outside vendors to provide certain services on our behalf, such as but not limited to, email and mail distribution, fulfillment, and shipping. These third-party vendors will have access to the information needed to perform their functions but may not use that information for any other purpose.

Any time that a user logs into SENMC resources with their SENMC account, the username and password entered are secured. Similarly, any transfer of private information on SENMC websites is secure. This means that any data sent from the user's cyber space browser to SENMC servers and cloud software (and vice versa) is encrypted.

### Information Used to Analyze Web Traffic Patterns:

Southeast New Mexico College uses Google Analytics to collect various data about visitors to SENMC websites. It is only used to assist Southeast New Mexico College in determining areas of interest and usability of SENMC websites. Examples of this information include, but are not limited to:

- The IP address from which you access our website.
- The name of the domain from which you access our website.
- The pages, files, documents, and links that you visit.
- The type of browser that you used to access our website.
- The date and time you accessed our website.
- The website address that referred you to our site by clicking on a link.

### Cookies:

Cookies are small files that are downloaded to your device when you visit a website. These files are used to improve the user's experience on a site or customize information for individual users. Cookie data is not used to collect personally identifiable information of visitors to SENMC websites. Southeast New Mexico College uses Google Analytics, Google Advertising, Google Signals, Google Tag Manager, Google Search Console, and other relevant Google Analytics Advertising Features. To learn more about Google Analytic Cookies or Google Advertising Cookies visit the Google Analytics Safeguarding Your Data webpage (<https://support.google.com/analytics/answer/6004245>). Users have the option to opt-out and can read more on the Google Analytics Opt-out process webpage (<https://tools.google.com/dlpage/gaoptout/>).

### Remarketing and Conversion Pixels:

Remarketing and conversion pixels are placed on Southeast New Mexico College's website for the use of digital advertisements, including in-app advertisements and paid keyword searches.

In addition, these pixels allow Southeast New Mexico College to advertise to past website visitors. Southeast New Mexico College's digital advertisements are served to users through third-party vendors (including, but not limited to, Facebook and Google AdWords) and ads may be seen on sites across the Internet. These third-party vendors may use cookies to serve you more relevant advertisements based on information about your visit to our website or other websites. Visitors to the Southeast New Mexico College website can opt-out of third-party vendors' use of cookies through the Network Advertising Initiative opt-out feature (<https://optout.networkadvertising.org/>).

### Chat Feature:

SENMC makes some chat features available to its users. Any information shared through a chat feature could become public information. Therefore, please do not disclose any personal information in these areas.

### Surveys:

Surveys may be found on SENMC websites at any time. Unless indicated otherwise, any confidential information gathered in a survey is only used for the purposes of the research being conducted. Unless otherwise noted, responses given in a survey are not connected to individual users in any way. Aggregate data from surveys may be shared with external third parties.

### Contact Information

For any questions regarding Southeast New Mexico College's Privacy Policy, please email [webmaster@senmc.edu](mailto:webmaster@senmc.edu).

*\*Pending Board Approval*

## House Cleaning Amendment

The College Council shall have the authority to make non-content corrections to the policies of Southeast New Mexico College once reviewed and approved by College general counsel. These corrections include the options to correct grammar, punctuation, and spelling; add missing words or delete extraneous words (for clarity), and substitute words when the substitution would provide better understanding of the policy.