

What is CNM Connect?

This approach of the Central New Mexico Community College (CNM) *connects* students with information, resources, and guidance. With CNM Connect, we remove and lessen the barriers that prevent students from completing their educational goals. In contrast to traditional college support programs, we don't limit our focus to areas like academic advisement or financial aid. We know that stressors and hurdles for students often extend beyond the classroom.

CNM Connect provides comprehensive, one-on-one academic coaching, benefits access, legal counseling, free tax preparation, and critical financial coaching. Students learn about relevant community resources, such as emergency food and clothing, childcare, and housing help. This is coordinated in concert with traditional interventions like academic advisement and financial aid. CNM Connect is provided free of cost.

CNM Connect is "really about how they take care of each student to make sure that they're getting access to the services within CNM on the inside, but getting them connected to external services just to make sure they have everything they need to be successful."

- Juan Sepulveda
Executive Director of the White House Initiative
on Education Excellence for Hispanic Americans

What Strategies Does CNM Connect Use?

- ▶ **Comprehensive and Integrated Services:** CNM Connect aims to help students with all issues regarding *being* and *succeeding* at CNM. We found one-third of our students who dropped out did so due to non-academic struggles. This is why CNM Connect helps students with issues outside of academics. We do so in an integrated and holistic manner, working with students to understand their situation and provide individualized wrap-around solutions.
- ▶ **Achievement Coaches:** This integrated and comprehensive service set is provided by Achievement Coaches, who are trained to provide one-on-one support to students. They help students define short and long-term goals, identify potential barriers and strengths, and link with services to help

reach those goals and prevent or overcome challenges.

- ▶ **Accessibility:** With CNM Connect, our goal is to provide a "no wrong door" service. Rather than referring students to another department or another phone number, we have built a one-stop-shop for information about services at the college and in the community. It is accessible in person, by phone, and online.
- ▶ **Proactive Support:** In addition to the role of Achievement Coaches in identifying possible hurdles and solutions, we utilize the CNM Contact Center to reach out to students. Outbound call campaigns have included contacting graduates about employment status and assistance needs, notifying students just placed on suspension to take care of the cost of their classes before being dropped, auditing graduation status for students at risk of losing financial aid, following-up with students about residency status, and more.

Who Does CNM Connect Support?

CNM Connect is available to students (attending at any CNM campus or via distance learning). The target market for this comprehensive assistance is low-income students facing multiple barriers to education and at risk of dropping out or stopping out of college. Generally, these students are trying to balance families, work, and school. Characteristics of students previously served by CNM Connect revealed the following:

- ▶ 57% female and 75% minority
- ▶ 67% with children
- ▶ 75% between ages of 20-40
- ▶ 71% have trouble paying monthly bills
- ▶ 47% have debts they are unable to pay off (further, a financial survey revealed that 58% had collection accounts and 14% had been through Chapter 7 Bankruptcy)

A full 60% of the general CNM enrollees are "first generation" college students, and many lack informational resources and contextual awareness that other students received at home—a gap that CNM Connect helps bridge.

A recent note from a CNM Connect participant illustrates the importance of this work:

I would like to take a minute and deliver to you my most sincere thanks. With your help and sympathetic council, we were able to pull resources to pass through this crisis successfully. My wife has been hired for a job, I successfully passed the 5 Class A [commercial driving] permit tests and proceeded to the next course, we were rewarded with the RUST scholarship, our church has pitched in as a sort of work study advance, and family responded with kindness. Though these resources were granted from many sources, it was your council that had the largest impact, encouraging us and presenting open doors when all seemed closed."

What Services does CNM Connect Provide?

Key CNM Connect areas and services are as follows.

- ▶ **Life Coaching and Learning Strategies:** Time management, study skills information, stress management, and test anxiety management.
- ▶ **CNM Education Resources:** Exploration of educational opportunities at CNM, workshops on academic excellence, and connecting students with on-campus resources.
- ▶ **Financial Planning Help:** Financial education workshops, one-on-one financial coaching, help creating a personal budget, and access to asset building products (e.g. Individual Development Accounts).
- ▶ **Supplemental Financial Resources:** Financial aid and scholarship information, screening for 16 public benefit programs, help filling out applications.
- ▶ **Community Resources:** Guidance accessing emergency food, shelter, or clothing; childcare support; and legal help.

What are the Structural Components?

- ▶ **On-Site Offices:** A CNM Connect site is located in the general Student Services area of each of our campuses. Overall, staffing includes Achievement Coaches, team leaders for larger campuses, administrative staff, a multi-campus director, and Executive Director.
- ▶ **CNM Contact Center:** CNM Connect works closely with the college's Contact Center, which fields

telephone and online chat inquiries from students. In the first six months of 2011, the center received more than 57,000 calls, connecting students with more complex problems to Achievement Coaches.

- ▶ **College Knowledge Base:** The Contact Center, Achievement Coaches, and faculty and staff use an online knowledge base to assist students and provide current and consistent answers to questions. The knowledge base allows any employee to access information across departments, helping students get the information that they need, when they need it.
- ▶ **Blackboard Collaborative:** Coaches and Contact Center staff use Blackboard Collaborate enterprise software to provide high-touch services to students. Blackboard enables CNM staff to facilitate campus-wide instant messaging communications, connect students to the services that will meet their needs, and use video-chat for real-time meetings with faculty or staff members who are at a different campus.

How Does CNM Connect Impact Students?

Results have been impressive for CNM Connect and the program it was born from (the Center for Working Families or "CWF"). The key measure is whether vulnerable students succeed in their educational goals. Through summer of 2010, CNM Connect/CWF participants earned 137 degrees and 183 certificates. From fall 2010 to spring 2011, the retention rate was 84.7% for students who accessed supports through CNM Connect, compared to 70.5% for all first-time students at CNM. Given the vulnerability of these students, bringing them on par or better with the retention rate of the College at large is a great achievement. Further, a 2008 analysis by Abt Associations showed that CNM students who received CNM Connect services are three times more likely to achieve a major economic outcome than if they did not receive bundled assistance.

CNM Connect is supported by CNM, the W.K. Kellogg Foundation, the Kresge Foundation, the Annie E. Casey Foundation, the Marshall L. and Perrine D. McCune Charitable Foundation, and Bank of America. For additional program information, please contact Ann Lyn Hall, Executive Director of CNM Connect at ahall@cnm.edu or 505-224-4311.

10 TIPS

**to Connect your Financial Aid
to your Financial Health.**

Want more Information?

Meet with a

CNM Achievement Coach today!

cnm.edu/achv

505-224-3000



Prepare yourself for financial success through the FIN 1010, Financial Literacy Course available to all CNM students. CNM also offers a dual credit Making Money Work program for high school students looking to become more financially savvy while getting a jump start on college.

cnm.edu/makingmoneywork

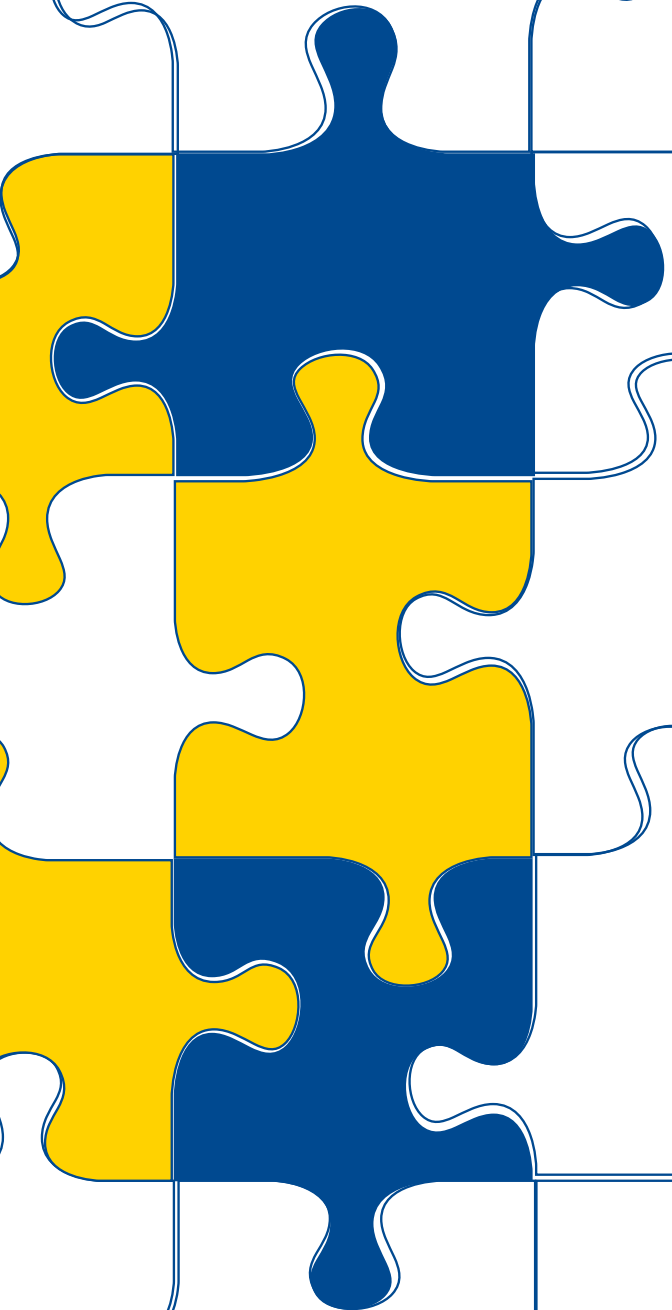


Central New Mexico
Community College

10 Tips to Connect your Financial Aid to your Financial Health for the Semester

- 1.** Create a budget/money spending plan. An Achievement Coach would be glad to help you create a budget that works for you!
- 2.** Assess your needs vs. wants (e.g. "Do I want an iPod? Or do I need to pay rent?")
- 3.** Pay rent in advance. Sometimes you can get a discount for doing this!
- 4.** Pay small debts and/or life essentials first.
- 5.** Create an emergency/rainy day fund.
- 6.** Protect yourself! Get health insurance, auto insurance or rental insurance. It could save you money in the future.
- 7.** Research debt. It is always best to try and stay out of debt, but if you have to take out a loan be cautious and read the fine print!
- 8.** Take a FIN1010, Financial Literacy course at CNM. This class is available online and in-person.
- 9.** Don't lose money cashing checks. Open a free checking/savings account. Wells Fargo cashes CNM checks for free and you don't even have to have an account!
- 10.** Keep your aid for next semester by cumulatively completing 66.67% of your classes with a 2.0 GPA and staying below Maximum Timeframe.

Puzzled?



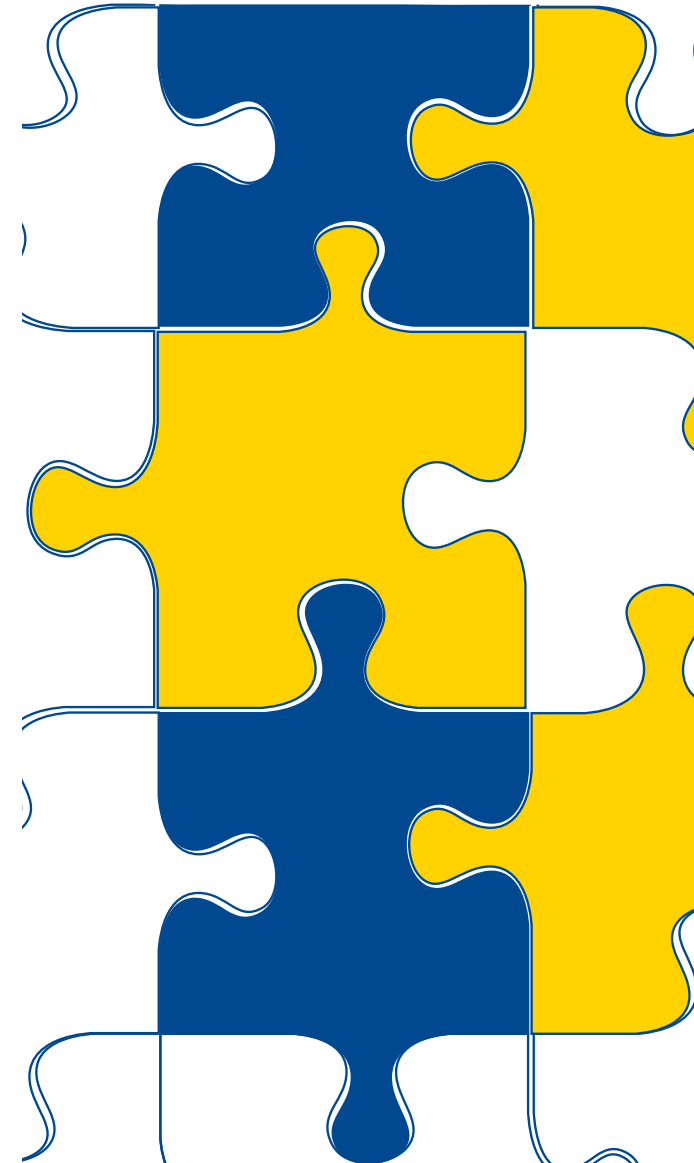
Every puzzle has
an answer.



CNM Connect



CNM Connect



SAY HELLO TO CNM CONNECT!

MAIN CAMPUS



Jennifer Cornish, Sally Moore, Michael Heim, Ann Lyn Hall

WESTSIDE CAMPUS



Rikki Duncan, Jacquelyn Walker, Chioma Heim, Martina Maturino, Holly DeWees, Anna Ortega



CONNECT TO:

- People who can guide you through your education.
- Resources that help you stay in school and succeed in class.
- Information you need to stay on top of your goals and responsibilities.

CONNECT ACHIEVEMENT COACHES WILL WORK WITH YOU:

Life Coaching and Learning Strategies

- Time management and study skills advice
- Stress management and test anxiety management

Financial Planning Help

- Financial education workshops
- One-on-one financial coaching
- Creating a personal budget

Supplemental Financial Resources

- Financial aid/scholarship information
- Benefits screening and application help

Community Resources

- Emergency food/clothing
- Child care
- Legal help

CNM Education Resources

- Major and career exploration
- Tutoring
- Workshops on academic excellence

cnm.edu/connect

Connecting the pieces of your puzzle.

SOUTH VALLEY CAMPUS



Annette Chavez y De la Cruz, Peggy Garcia-Marquez, Julie Avitia

JOSEPH M. MONTOYA CAMPUS



Eric Van, Kristin Gonzales, Shiva Hardee, Karen Gomez, Amanda Vital, Pam Olsen

RIO RANCHO CAMPUS



Daniel Garcia, Jacquelyn Walker