



From the Office of the President

Wednesday, November 8, 2017

Good Morning,

Enrollment at New Mexico Tech is an all-hands-on-deck priority. I'm happy to report that our collective efforts are working. Through the end of October, Tech has received more undergraduate applications and more students have accepted their offer of admission than at any point in time since 2014. Furthermore, Tech hosted nearly 150 potential students (high school students grades 9-12) and their families at our Exploration Day. Of those in attendance, nearly a quarter accepted their offer for the fall of 2018 semester on the spot. Kudos to Tony Ortiz and his staff for all the hard work driving this effort.

In what is yet another accolade reflecting the tremendous caliber of education available at our institution, CBS News released a list of the best colleges in each state, and has named New Mexico Tech the best university in New Mexico. You can see CBS's listing at the following link:

<https://www.cbsnews.com/pictures/best-colleges-by-state/31/>

One of my key goals is to raise the visibility of our university. To assist in achieving this goal, I have charged the Communication & Marketing office with raising the profile of New Mexico Tech. All of us on campus know the amazing things that happen at Tech, however, many times others outside of our community don't hear the news. I am happy to announce that we have entered into a new advertising agreement with KOB-TV, the NBC affiliate for the state of New Mexico, that will allow us to significantly increase brand awareness through exposure during that station's prime time lineup, which includes their top-rated newscasts and even the Tonight Show. Keep your eyes open not only for commercial advertisements, but also numerous short vignettes showcasing the significant academic accomplishments at Tech. Thanks to our communication team of Dave, Randall, Edie, Thom, and Benson for putting this great opportunity together!

Best regards,

Stephen Wells
President, New Mexico Tech