

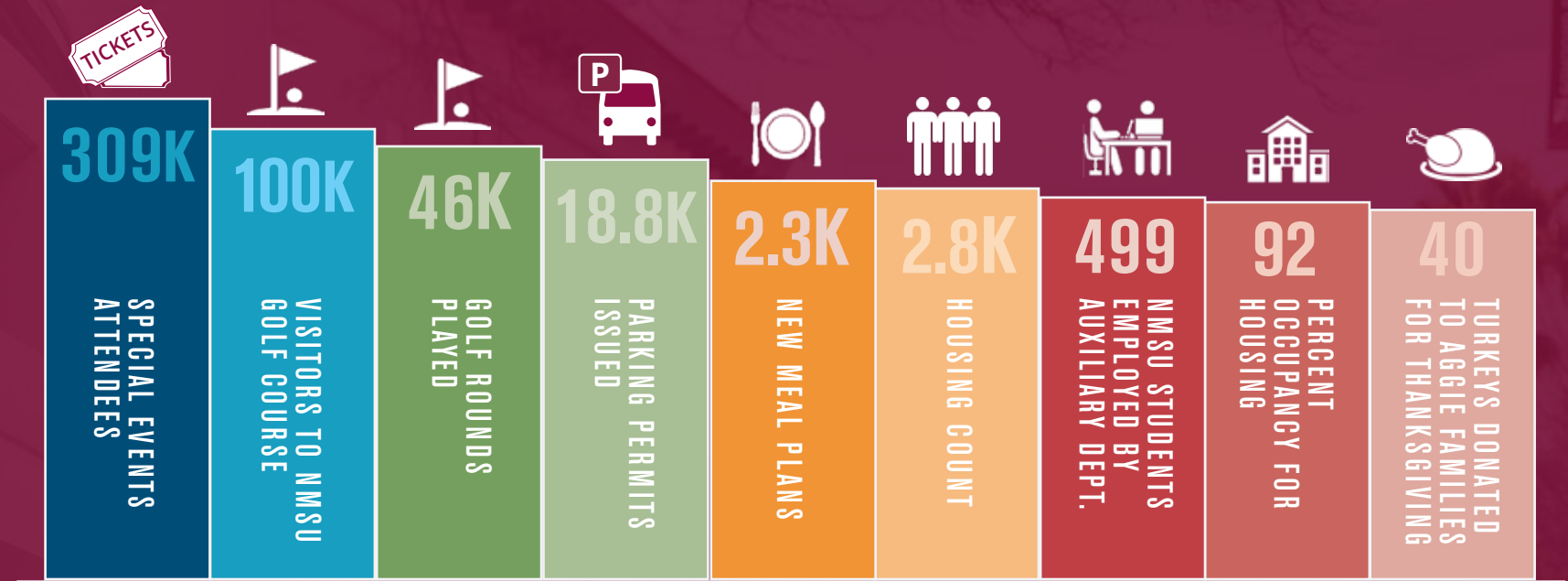
NMSU AUXILIARY SERVICES

BY THE NUMBERS

REVENUES FISCAL YEAR 2018 (ESTIMATES)

CORBETT CENTER	\$1,286,000
TRANSPORTATION & PARKING	\$1,771,000
GOLF COURSE	\$1,922,000
SPECIAL EVENTS	\$2,443,000
BOOKSTORE*	\$7,894,000
DINING & CATERING*	\$9,623,000
HOUSING & RESIDENTIAL LIFE	\$13,061,000

*INCLUDES REVENUE FROM CONTRACTED VENDORS (I.E. BARNES & NOBLE | SODEXO)



- AVERAGE OF 690 STUDENTS UTILIZED THE TECHNOLOGY-EQUIPPED STUDY ROOMS IN CCSU EACH WEEK DURING THE ACADEMIC YEAR
- THESE EFFORTS ARE BEARING FRUIT AS THE NUMBER OF PUBLIC EVENTS HELD IN CCSU INCREASED BY 44% OVER 2016.
- IN FY17, NMSU GC EMPLOYED OVER 45 STUDENTS, WITH A TOTAL STUDENT PAYROLL OF \$75,989.

DEPARTMENT INITIATIVES

REDUCING COSTS

New Mexico State University is a major public, land-grant research university and the oldest public institution of higher education in New Mexico. It offers 28 doctoral, 58 master's, and 96 bachelor's degrees to more than 15,000 students.

20%
REDUCTION IN AUXILIARY BUSINESS STAFFING COSTS BY 2020

30%
IMPROVEMENT IN AGGIECASH FEES BY 2020

HOUSING GROUNDBREAKING



UNIQUE STUDENT ENGAGEMENT OPPORTUNITIES

CRIMSON CONCIERGE



PETE'S PATIO
CRIMSON CONCIERGE
PEPSI SPIRE UNVEILING

Pay your parking citation with peanut butter

425 LBS. OF PEANUT BUTTER

Story covered by:

12News
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KVIA
Las Cruces Sun News
Miami Herald
MN Daily
MSN.com

Myz99
Pinterest
Santa Fe Reporter
US News
USA Today
Ventura Broadcasting
Washington Times
Wisconsin Gazette

STUDENT'S RIGHT TO PRIVACY

It has come to our attention that a company operating outside of the university has requested information that may be deemed personal information.

You, as a student of the university, have the right to restrict the university's right to disclose directory information, under the Family Educational Rights and Privacy Act (FERPA), 20 U.S.C. § 1232g, 34 CFR Part 99b.

To suppress directory information, a student must make a written request by completing and signing the "No Release of Information" form and submitting it to the Registrar's Office at registrar@nmsu.edu.

For more information on your privacy rights please visit: <http://registrar.nmsu.edu/ferpa>

NMSU GOLF STUDENT DISCOUNT CARD

STUDENT NAME: 000-00-0000
NMSU GOLF 08/18

DEPARTMENT BRANDING AND IDENTITY OPPORTUNITIES

NEWSLETTER



Download the Official **NMSU Insider** App!

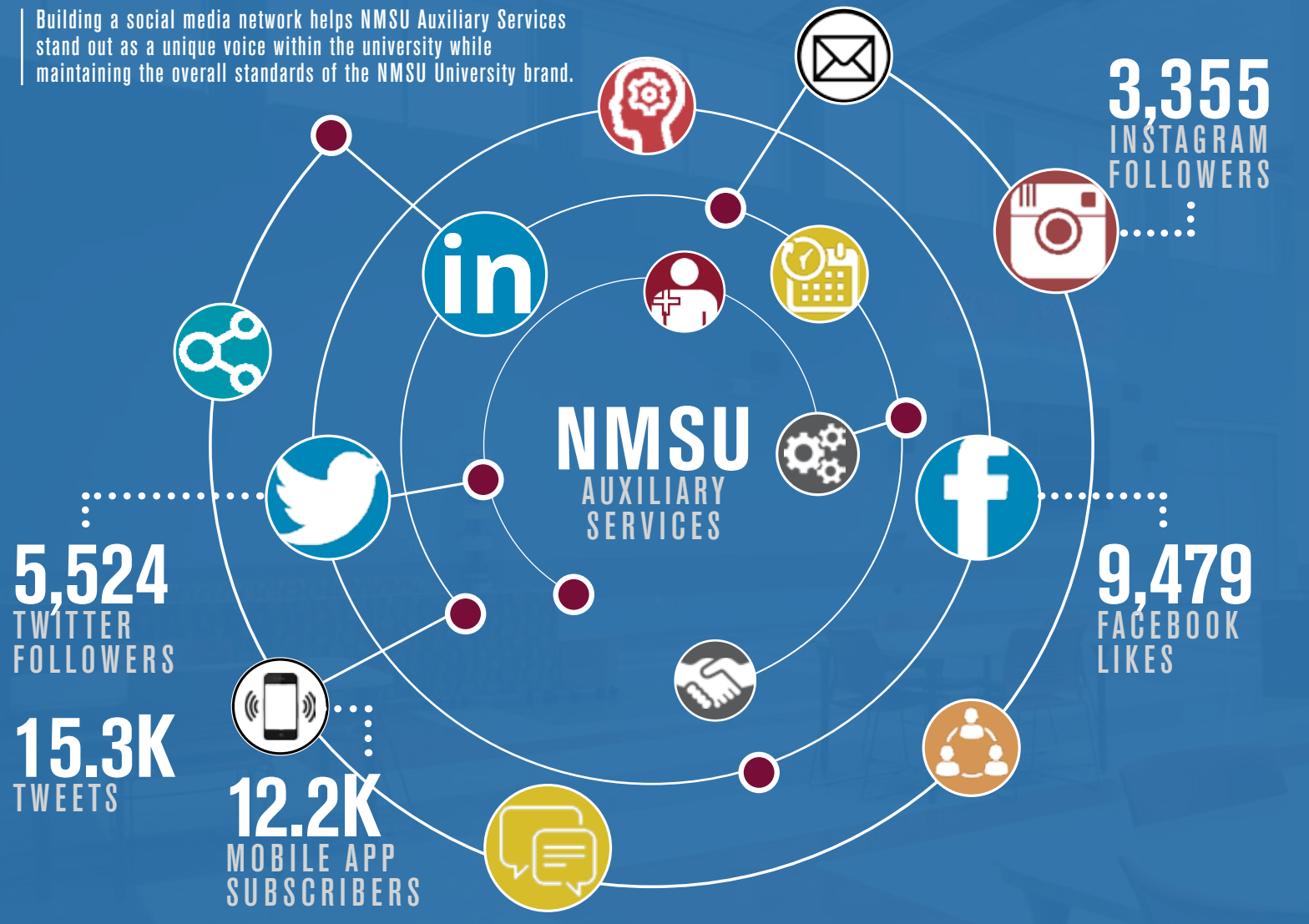


NMSU AUXILIARY SERVICES

BY THE NUMBERS

SOCIAL MEDIA NETWORK INTEGRATION

Building a social media network helps NMSU Auxiliary Services stand out as a unique voice within the university while maintaining the overall standards of the NMSU University brand.



SOCIAL MEDIA ROLE IN NMSU AUXILIARY SERVICES:

- Marketing tool for student recruitment
- Communication tool as voice of NMSU Insider
- Creates a powerful network for NMSU Brand
- Elevates awareness for department innovations
- Promotes culture, curriculum and extracurricular activities
- Engages directly with students questions
- Provides Emergency/Crisis Communication tool

➤ OFFERS UNIQUE PERSPECTIVES
 ➤ OF NMSU CULTURE—FOSTERING A
 ➤ GREATER SENSE OF COMMUNITY
 ➤ WITHIN THE UNIVERSITY SETTING.

INTERDEPARTMENTAL INTEGRATION

Partnering with various departments within the University creates a unique sense of community and pride in NMSU.

- Crimson Kickoff – Buti Glow Yoga (Campus Health & Wellness & CCSU)
- Crimson Kickoff – Laser Battle (Campus Activities & CCSU)
- Super Bowl Watch Party (ASNMSU & CCSU)
- Finals Late Night Breakfast in Fall/Spring (Sodexo, Pepsi, Barnes & Noble & CCSU)
- The Hoedown Throw-down (Aggie Activities Council, ASNMSU and CCSU)
- May the 4th (Aggie's Activities Council & CCSU)
- The Snooze Saloon (ASNMSU & CCSU)
- Pete's Party in Aggie Alley (ASNMSU & CCSU)
- Self-improvement/Resolutions
- Say I Love You in a New Language
- Spring Break Safety Tips
- Finals Study and Stress Relief Ideas
- Take What You Need/Give What You Can
- Pay It Forward/Random Acts of Kindness
- University Departments including Entomology, Weed Sciences and Turf Grass Management utilize the golf course for research

REACHING INTO COMMUNITY

- Research Exchange Undergraduate conferences
- Dream Makers and Dream Keepers Native American conferences
- Generaciones – Chicano Programs conference
- Upward Bound and Upward Bound Bridge conferences
- Youth Rally
- Space Camp
- NM PREP High School Conference
- NM PREP Middle School Conference
- ENMU – Gear Up
- 4-H STEM Camp
- 4-H Annual State Conference
- State FFA Convention
- NM MESA (Math, Engineering, Science Achievement) Regional Design Competition
- NMSU GC hosted the 2017 Sun Country Amateur Association Junior Amateur. Junior Golfers from all over New Mexico, West Texas and El Paso

FUNDRAISING

- NMSU Golf Course hosted numerous fundraising events that contribute to scholarship and charitable giving in our community, most notably: Cowboys for Cancer Research, Hispanic Scholarship Fundraiser, Hope Centers Advocating for Adoption, DACG Scholarship Fundraiser, NAMA (Agriculture Marketing scholarship fundraiser), the SPENCE Asset management's Hearts for Autism and the BKY Memorial Golf Tournament benefiting scholarships for NMSU.
- Established an annual textbook scholarship fund as well as an endowment fund as part of our contract with B&N
- Established an annual scholarship fund as well as an endowment fund as part of our contract with Sodexo