



**STUDENT RECRUITMENT &
UNDERGRADUATE ADMISSIONS**

2018-2019 Undergraduate Recruitment Plan

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Introduction

In January 2016, the Division of Strategic Enrollment Management was created to manage enrollment strategies. In June 2016, the Undergraduate Office of Admissions and the Undergraduate Recruitment Office merged into one office. A Campus tour office was also created along with the onboarding of a YouVisit virtual [campus tour](#) showcasing the Las Vegas campus and residence halls for more global recruitment efforts of students, faculty, staff and administrators.

Director

Provides management and leadership for efficient and effective day-to-day operations of the Office of Student Recruitment & Undergraduate Admissions; shapes and implements the comprehensive strategy for student recruitment initiatives; planning, initiating, and directing of all undergraduate admission activities; establishes collaborative partnerships across campus and develops global exposure for Highlands.

Admissions Counselors

The admissions counselor team encourages students to visit, apply, and enroll to Highlands. This is accomplished through recruitment initiatives that include, but are not limited to developing marketing materials, building partnerships, executing high school and community college visits, attending college fairs, hosting campus visits, sponsoring yield events, managing communications, and processing admissions. Building relationships with secondary and postsecondary school staff is key.

Campus Visit Experience

Facilitate individual and group visits to campus and development of on-campus yield events; support campus visit requests for faculty, staff and administrator recruitment and alumni.

Admissions

Compiles and reviews applications for admission; archive correspondence received for future and current students; evaluate secondary, postsecondary and international transcripts; manage student application records in Banner; determine admissibility of applicants; communicate with applicants by email, letter and telephone; respond to requests, assist and liaison with NMHU academic and administrative departments, colleges and center staff.

The annual undergraduate recruitment plan drives the Strategic Enrollment Management plan. The undergraduate recruitment plan will be updated annually in July based on three years of historical data in preparation for the upcoming recruitment cycle which occurs a year in advance of enrollment.

2022 President Enrollment Goals

President Minner has set an overarching enrollment goal of achieving a total NMHU enrollment of 4500 students by 2022. To accomplish this goal various plans have been created and implemented.

2018-2019 Strategic Enrollment Management Plan

The Strategic Enrollment Management Plan is the overarching plan that will be used to guide New Mexico Highlands University's efforts in recruiting, enrolling, serving, retaining, and graduating a diverse student population in order to achieve strategic enrollment management while adhering to

our core values. Representatives from the faculty, staff, student, and administrative bodies within the university created the SEM plan. The undergraduate recruitment plan will implement strategies that will attempt to accomplish yearly goals that will drive the accomplishment of goals set within the broader SEM Plan.

2018-2019 Marketing Plan

The institutional marketing plan is designed to increase New Mexico Highlands University's visibility, strengthen the university's reputation, build interest of our academic programs among prospective students, assist with fundraising efforts, and align communication efforts across the institution's Las Vegas campus and centers in Albuquerque, Rio Rancho, Santa Fe, and Farmington. To support a consistent, unified brand centered on the Highlands Family while supporting academic and non-academic units, this plan outlines tactics and strategies to achieve that end.

2018-2019 Undergraduate Recruitment Plan

The undergraduate recruitment plan will drive the various marketing, recruiting, and statistical predictive modeling strategies that will be implemented by the office of student recruitment and undergraduate admissions. The recruitment team will develop student raw leads into inquiries that will be engaged throughout the rest of the student lifecycle using specialized communication flows and on campus events based on student classification and lifecycle stage. This plan will be revised yearly based on the previous year's accomplishments and new strategy development and implementation.

Institutional Background

Nestled against the foothills of the Sangre de Cristo Mountains, a chain of the southern Rockies, is the historic city of Las Vegas, New Mexico, the home to New Mexico Highlands University (NMHU), a state-supported institution offering bachelor's and master's degrees in a variety of disciplines.

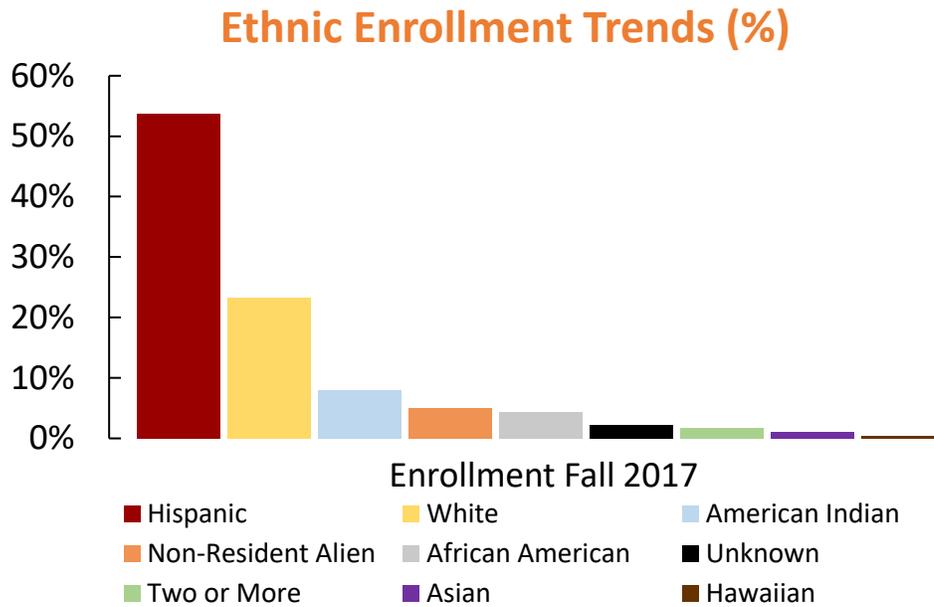
The university was established in 1893 as the New Mexico Normal School and has served northern New Mexico, the country and the world ever since through providing quality education at an extremely affordable cost. The university offers one of the most affordable educations in the entire Southwest region. Modern classroom settings and new laboratory spaces, highlighting state-of-the-art analytical equipment and modern safety features, provide students with hands-on, student-centered learning environments. NMHU provides a wide range of undergraduate and graduate degree programs, and features an enrollment of approximately 3,200 students. The size of the diverse student body allows for small class sizes and close attention for students both in and out of the classroom.

At New Mexico Highlands University, students are family. Whether students are taking courses in Las Vegas, Santa Fe, Rio Rancho, Albuquerque, Farmington or online, students get one-on-one attention to inspire them to reach their goals. New Mexico Highlands University offers a broad range of majors to fit student needs.

Institutional Data

Highlands has a student population that closely mirrors the New Mexico population. FY2016 student enrollments consisted of 52 percent Hispanic; 23 percent white, 7 percent American Indian, 4 percent African American and 3 percent international. Ethnic enrollment trends for the past four years have remained relatively flat for each ethnic group (figure 1).

Figure 1. Enrollment trends by percent ethnicity for fall semesters 2014 through 2017.

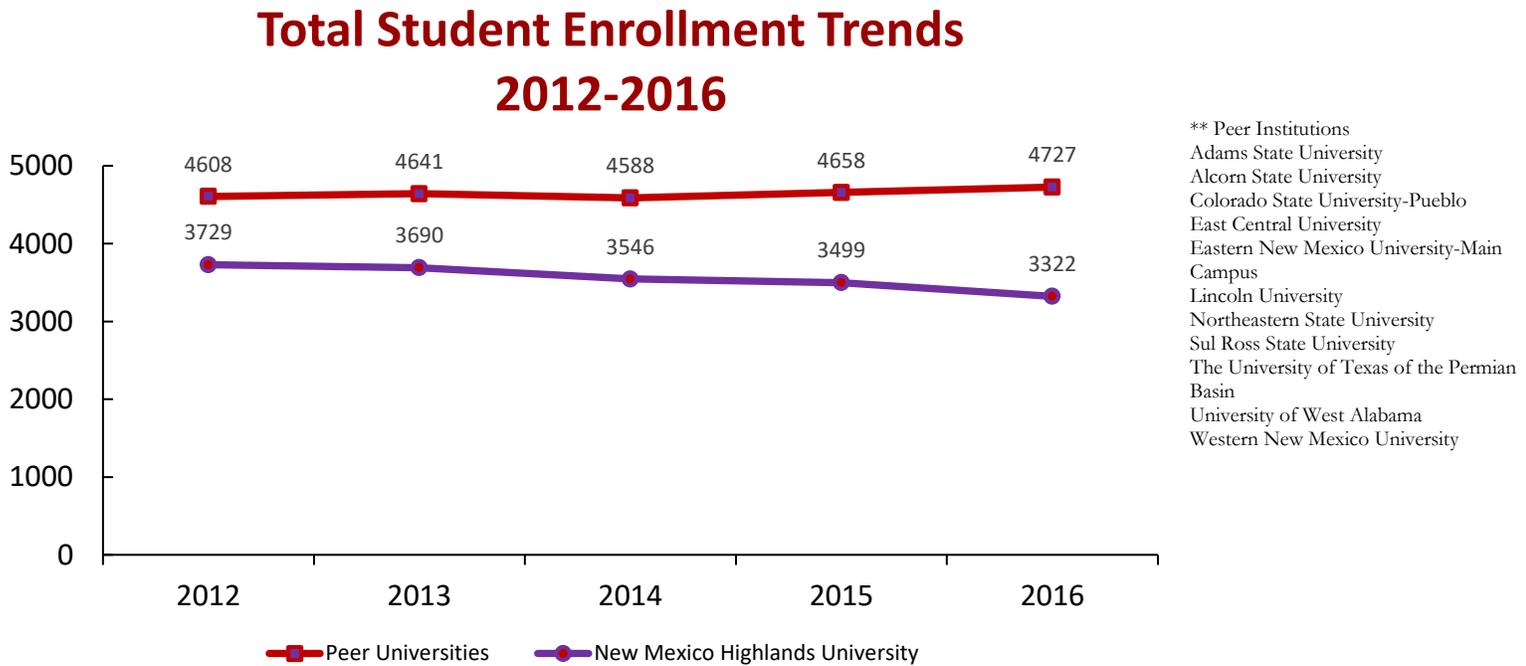


Fall Semester	2014	2015	2016	2017
African American	4.6%	4.4%	4%	4.4%
American Indian	6.6%	7.1%	7.3%	8%
Asian	0.8%	0.9%	0.9%	1.1%
Hawaiian	0.5%	0.4%	0.5%	0.4%
Hispanic	53.2%	52.4%	51.9%	53.8%
Non-Resident Alien	5.7%	5.8%	5.2%	5.1%
White	23.8%	24.6%	23.2%	23.4%
Two or More	1.2%	1.4%	1.6%	1.7%
Unknown	3.6%	3.1%	2.6%	2.3%

Source: NMHU Office of Institutional Effectiveness and Research

Total student enrollment at Highlands peaked at 3,806 students in 2010, and since the peak-year, enrollment has steadily declined to 3,284 students in 2017. The establishment of the Highlands centers in the high-population centers of Rio Rancho, Santa Fe, Farmington, and Albuquerque in 2000 aided in the student population peak in 2010. However, due to the various national and state challenges mentioned above along with the Higher Learning Commission probation status imposed on Highlands in 2016, the institution has faced a decreasing enrollment year after year with its lowest enrollment in 17 years in 2017. Figure 2 provides this data as well as how NMHU compares to its peer institutions.

Figure 2. Total NMHU and Peer Institution Student Enrollment Trend from 2012 to 2016

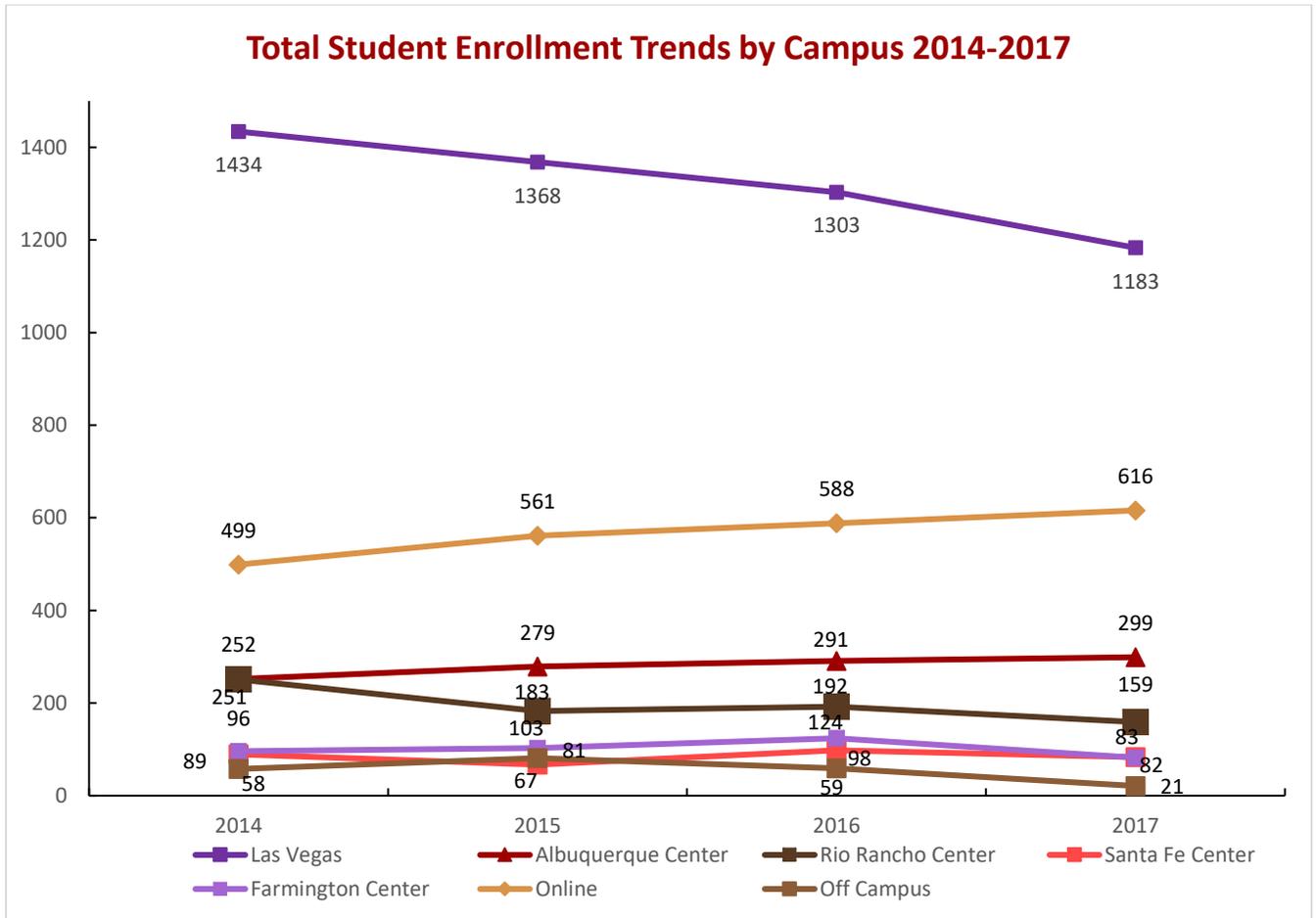


Fall Semester	2012	2013	2014	2015	2016
Headcount for Peer Institutions	4608	4641	4588	4658	4727
Headcount for Highlands University	3729	3690	3546	3499	3322

Source: NMHU Office of Institutional Effectiveness and Research

For the past four years, full-time-equivalent enrollment of both graduate and undergraduate students has been flat or decreasing at each location except online where a slight increasing trend is evident (figure 3). The most dramatic decrease is at the Las Vegas campus.

Figure 3. Total Highlands student enrollment trends by campus 2014 through 2017



Location	2014	2015	2016	2017
Las Vegas Campus	1434	1368	1303	1183
Albuquerque Center	252	279	291	299
Rio Rancho Center	251	183	192	159
Santa Fe Center	89	67	98	83
Farmington Center	96	103	124	82
Online	499	561	588	616
Off Campus	58	81	59	21

National and State Data

According to the Western Interstate Commission for Higher Education (WICHE) *Knocking at the College Door* report (<https://knocking.wiche.edu/data>), the number of high school graduates from across the nation peaked in 2013 and will not surpass those numbers again until 2024. The same report projects that the number of high school graduates is on a decreasing trend from 2018 to 2032 with a decline of approximately 3.4 to 3.2 million respectively. Similarly, the state of New Mexico is facing substantial decreases in the number of high school students graduating between 2018 and 2032. New Mexico saw its peak of high school graduates in 2012 with 21,523 students graduating. According to the *Knocking at the College Door* report, New Mexico high school graduates will decrease from the 2013 high of 21,523 to a low of 18,373 students in 2032. At the same time, the Lumina Foundation (<https://www.luminafoundation.org/todays-student-statistics>) reports that adult learners make up 38 percent of undergraduates, and the National Center for Education Statistics 2009 report projected that this demographic would increase.

The decreasing trend of New Mexico high school graduates clearly indicates that NMHU must increase out-of-state and out-of-country student enrollments as well as market to other prospective populations such as transfers, adult learners and graduate students. Additionally, due to the high number of higher education institutions in New Mexico, competition for students is very high within the state. For example, in 2015-2016 New Mexico high schools graduated 19,128 students. Historically, 72.4 percent (13,849) of New Mexico high school graduates go on to college, however 13.9 percent (1,928) leave the state and 50 percent (5,909) of the remaining students enrolled at University of New Mexico, Central New Mexico College, and New Mexico State University. Therefore, approximately only 6,012 students were remaining for the remaining higher education institutions to compete for, which equals 147 students per institution.

Undergraduate Recruitment Goals

To reach the president's goal of a system wide enrollment of 4,500 students by 2022, the overarching goal of undergraduate recruitment is to increase the undergraduate enrollment population by 37 percent. This will be accomplished by increasing the first-time freshmen enrollment population by 23 percent, the new transfer enrollment population by 31 percent, and the returning undergraduate enrollment population by 15 percent incrementally each year by 2022 through various marketing and communication strategies that engage prospective students throughout the student recruitment lifecycle (lead, inquiry, applied, admitted, and enrolled). The percent target goals per year within each stage of the recruitment funnel are listed below.

The goals for recruitment throughout the undergraduate student lifecycle are:

- Increase conversion rate of undergraduate raw lead to inquiry each year by 10 %;
- Increase the number of undergraduate inquiries each year by 10 %;
- Increase the conversion rate of undergraduate inquiries to applicants each year by 10 %;
- Increase the number of undergraduate applicants each year by 5 %;
- Increase the conversion rate of undergraduate applicants to admits each year by 5 %;
- Increase the number of undergraduate admits each year by 3 %;

- Increase the conversion rate of undergraduate admitted students to enrolled each year by 3 %.

Historical Enrollment Funnel Data

Table 1. shows enrollment numbers at each stage of the enrollment funnel dating back to 2012 for undergraduate first-time freshmen students. The enrollment funnel is larger at the top of the funnel (Raw Leads) and gets smaller at the bottom of the funnel (Enrolled). The purpose of the enrollment funnel is to estimate enrollment based on trends at each stage of the funnel. Ideally, the enrolled number should be closer to the admitted number to improve the overall yield of first time freshmen enrollees.

The goal is to increase the number of applicants as well as the yield to accomplish the goal of 295 first time freshmen enrolling at NMHU for the fall of 2019.

Table 1. NMHU Undergraduate First-Time Freshmen Enrollment Funnel

UNDERGRADUATE FIRST-TIME FRESHMEN STUDENT ENROLLMENT FUNNEL							
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Raw Leads	N/A	N/A	N/A	N/A	780	2447	75,000
Inquiries	N/A	N/A	4580	5726	3339	6482	3578
Applications*	4626	4249	3509	2681	3851	2239	1172
Admitted	2676	1552	1741	1479	2562	1585	825
Enrolled	443	355	284	299	320	193	273
% Yield	16.6%	22.9%	16.3%	20.2%	12.4%	12.1%	33%

Table 2. shows enrollment numbers at each stage of the enrollment funnel dating back to 2012 for undergraduate transfer students. The enrollment funnel is larger at the top of the funnel (raw leads) and gets smaller at the bottom of the funnel (enrolled). The purpose of the enrollment funnel is to estimate enrollment based on trends at each stage of the funnel. Ideally, the enrolled number should be closer to the admitted number to improve the overall yield of transfer enrollees.

The goal is to increase the number of applicants as well as the yield to accomplish the goal of 383 transfer students enrolling at NMHU for the Fall 2019.

Table 2. NMHU Undergraduate Transfer Enrollment Funnel

UNDERGRADUATE TRANSFER STUDENT ENROLLMENT FUNNEL							
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Raw Leads	0	0	0	0	N/A	N/A	N/A
Inquiries	0	0	0	391	686	639	359
Applications*	875	962	889	769	799	695	623
Admitted	546	589	554	580	597	515	486
Enrolled	409	478	369	372	397	395	348
% Yield	75%	81%	66%	64%	66%	77%	72%

Table 3. shows the returning student enrollment numbers since Fall 2015. NMHU has identified one of its Strategic Goals as “[achieving] academic excellence, academic integration and student success.” One attempt to fulfill this goal, and aid in student success, is a new initiative to engage former, inactive students to return to NMHU to complete their program of study.

The goal is to increase the number of returning students yield to accomplish the goal of 246 returning students at NMHU for the Fall 2019.

Table 3. Undergraduate Returning Student Funnel

UNDERGRADUATE RETURNING STUDENT ENROLLMENT FUNNEL				
	Fall 2015	Fall 2016	Fall 2017	Fall 2018
Returning	190	234	230	234

Table 4. showcases the 2017-2018 enrollment numbers for first time freshmen, transfer and returning students. It also includes the target number of first time freshmen, transfer and returning students for the 2018-2019 recruitment cycle. By accomplishing the annual goal for the upcoming three years, enrollment will meet Dr. Minner’s 2022 presidential enrollment goals.

Table 4. 2018-2019 Student Recruitment Targets by Student Type

	2017-2018 Enrollment	2018-2019 Enrollment Targets	% Increase
First-Time Freshmen	273	295	8%
Transfer	348	383	10%
Returning	234	246	5%

Historical Recruitment Data

Historical data from the last three years was analyzed to determine in-state and out of state recruitment travel priority assignments and recruitment coverage for each admissions counselor and finally data in table 5 guided the plans for recruitment of transfer students from the top feeder community colleges and universities of transfer students.

Data shown in table 5. determines the states of New Mexico, Arizona, and California have high potential for increasing yield of new students, we will use this data to plan out of state travel for the upcoming fall and spring recruitment periods.

Table 5. Top 10 States – Freshmen Enrollment Funnel

	Applicants	Admitted	Enrolled		Applicants	Admitted	Enrolled		Applicants	Admitted	Enrolled
State	Fall 2016	Fall 2016	Fall 2016	State	Fall 2017	Fall 2017	Fall 2017	State	Fall 2018	Fall 2018	Fall 2018
Total	4033	2594	330	Total	2327	1612	267	Total	1338	862	287
NM	1841	1426	256	NM	1500	1136	212	NM	923	592	227
CA	1569	931	32	CA	477	267	14	CA	135	87	15
TX	180	48	13	TX	80	39	12	TX	34	26	11
CO	89	50	9	IL	24	18	6	AZ	27	11	4
AZ	195	51	5	LA	7	6	6	FL	7	5	4
WA	15	9	5	CO	62	41	4	IL	69	54	3
UNK	56	27	2	AZ	62	35	4	GA	9	5	3
IL	11	5	1	NV	9	6	2	NJ	5	3	3
NV	10	4	1	UNK	39	25	1	CO	21	17	2

Data shown in table 6. identifies the top feeder high schools in New Mexico that have high potential for increasing yield of new students, we will use this data to plan in state travel for the upcoming fall and spring recruitment periods.

Table 6. Top 10 High Schools – Freshmen Enrollment Funnel

New Mexico	Applicants	Admitted	Enrolled	New Mexico	Applicants	Admitted	Enrolled	New Mexico	Applicants	Admitted	Enrolled
	Fall 2016	Fall 2016	Fall 2016		Fall 2017	Fall 2017	Fall 2017		Fall 2018	Fall 2018	Fall 2018
Total	4033	2594	330	Total	2327	1612	267	Total	1338	862	287
Robertson High School	72	65	36	Robertson High School	72	67	35	Robertson High School	77	66	39
West Las Vegas High School	54	45	28	West Las Vegas High School	43	43	28	West Las Vegas High School	61	56	34
Grants High School	23	20	11	Mora High School	22	19	9	Mora High School	22	21	11
Taos High School	35	31	7	Moriarty High School	15	12	7	Pecos High School	33	21	5
Bloomfield High School	44	37	6	Taos High School	20	17	5	Espanola Valley High School	12	11	5
Pojoaque High School	34	31	6	Espanola Valley High School	11	10	5	V Sue Cleveland High School	12	7	5
Espanola Valley High School	17	16	6	Belen High School	66	54	4	Sandia High School	7	6	5
Los Alamos High School	8	8	6	Zuni High School	9	8	4	Academy For Tech And Classics	6	6	5
Shiprock High School	102	73	5	Pecos High School	29	26	3	Tierra Encantada Charter	14	12	4
V Sue Cleveland High School	13	11	5	Volcano Vista High School	11	8	3	Monte Del Sol Charter School	10	10	4
Cibola High School	10	6	5	Coronado High School	9	9	3	Zuni High School	7	6	4
Moriarty High School	27	25	4	Clovis High School	109	82	2	Springer High School	5	5	4
Mora High School	25	21	4	Capital High School	65	48	2	Cibola High School	5	4	4
Manzano High School	20	12	4	Dulce High School	22	20	2	Santa Fe High School	24	14	3
Santa Rosa High School	19	16	4	Estancia High School	22	17	2	Los Lunas High School	7	6	3
Bernalillo High School	14	9	4	Santa Rosa High School	20	17	2	Highland High School	6	4	3
Escalante High School	10	6	4	Los Lunas High School	17	17	2	Belen High School	5	3	3
								Miyamura High School	4	4	3

The data shown in figure 7. identifies the top feeder two year and four year institutions in New Mexico that have high potential for increasing yield of transfer students, we will use this data to plan in state travel for the upcoming fall and spring recruitment periods.

Figure 7. Top seven transfer institutions feeding transfer students to NMHU



In Table 8, Table 9 and Table 10, the data collected and preliminary research shows that between the academic years of 2013-2014 and 2017-2018, 375 undergraduate students left NMHU having completed ninety or more credit hours. These students did not earn a degree at NMHU and (as of report) have not completed a 4-year degree at any other institution. Additionally, a large number of this population, 268, currently do not have an outstanding balance at NMHU. Of the 268 students, 182 left the institution with a GPA equal to or greater than a 3.0 (see Tables 8-10).

We are evaluating this data to help to improve the returning student enrollment funnel. This initiative allows NMHU to provide students with another opportunity to complete their undergraduate degree, but will also potentially improve NMHU’s graduation rate

Table 8. Total number of students from 2013-2014 to 2017-2018 that separated from NMHU with 90-120 accumulated credit hours.

90-120 CREDITS				
Balance/cGPA	2.50-2.99	3.00-3.49	3.50-4.00	Total
\$	32	42	48	122
\$1-99	0	6	7	13
\$100-199	2	2	0	4
\$200-299	2	0	1	3
\$300-399	2	0	1	3

\$400-499	1	1	1	3
\$500-999	3	6	8	17
\$1000-1499	0	0	0	0
\$1500+	0	0	0	0
Total	42	57	66	165

Table 9. Total number of students from 2013-2014 to 2017-2018 that separated from NMHU with 121-150 accumulated credit hours.

121-150 CREDITS				
Balance/cGPA	2.50-2.99	3.00-3.49	3.50-4.00	Total
\$	48	30	40	118
\$1-99	6	8	6	20
\$100-199	2	1	1	4
\$200-299	2	0	3	5
\$300-399	1	1	0	2
\$400-499	0	0	0	0
\$500-999	3	10	3	16
\$1000-1499	0	0	0	0
\$1500+	0	0	0	0
Total	62	50	53	165

Table 10. Total number of students from 2013-2014 to 2017-2018 that separated from NMHU with 151 or more accumulated credit hours.

151+ CREDITS				
Balance/cGPA	2.50-2.99	3.00-3.49	3.50-4.0	Total
\$	6	12	10	28
\$1-99	0	5	2	7
\$100-199	1	1	1	3
\$200-299	0	0	0	0
\$300-399	0	0	0	0
\$400-499	1	0	0	1
\$500-999	3	2	1	6
\$1000-1499	0	0	0	0
\$1500+	0	0	0	0
Total	11	20	14	45

NMHU Community Partnership Strategies

The office of student recruitment and undergraduate admissions has developed various partnerships with community and organizations and within the university to enhance recruitment strategies from a holistic community approach to meet and exceed enrollment goals mentioned above.

Alumni Recruitment Efforts

For the 2018-2019 recruitment cycle, the Highlands Alumni Student Recruitment Program has been developed to incorporate alumni volunteers interested in supporting the university's recruitment efforts nationally and globally. In partnership with the NMHU Alumni Office, volunteers supported recruitment opportunities in the communities they live and work. Alumni volunteers will assist with recruitment efforts by expressing interest to the Director of Alumni who facilitates the introduction to the Director of Admissions for further follow-up. The volunteers will work closely with the communication coordinator to undergo recruitment training in preparation for upcoming recruitment opportunities. An alumni student recruiter training manual has also been created to further support alumni recruitment efforts. This manual includes helpful information about NMHU's academic program offerings, important dates, enrollment steps and student support services information.

Alumni volunteers will commit at least one year of service as a recruitment volunteer, alumni support will launch in Roswell, New Mexico and San Antonio, Texas.

Local High Schools Collaboration

For the 2018-2019 recruitment cycle, a space has been secured at Robertson High School near the Counseling Corner and West Las Vegas High School near the front office to promote an NMHU-centric approach for our local college bound students. We will have regular presence at each school by hosting biweekly office hours to promote recruitment, process admissions, assist with FAFSA and scholarships, career exploration and academic advisement. We will also hold enrollment workshops for staff and parents annually.

Athletics Collaboration

Ongoing coordination of campus visits for potential student athletes by the campus visit specialist. Targeted assistance with the enrollment process of these prospective student athletes throughout the year for all NCAA sports teams and club sports (rugby).

New Mexico Education Council

As an active member of the New Mexico Education Council, NMHU partners with the New Mexico Education Assistance Foundation and 17 public and private colleges in New Mexico to promote higher education in New Mexico. Two admissions counselors from NMHU will plan to serve on the council this upcoming year to ensure NMHU's voice and position is represented. This council primarily is responsible for supporting annual college programs geared towards recruitment, admissions, and financial aid events statewide.

Recruitment First Time Freshmen Strategies

The recruitment of freshmen students to NMHU involves various strategies from high school visits to implementing the communication plans throughout the student funnel. The below are strategies implemented for the 2018-2019 recruitment cycle specifically to recruit freshmen.

Travel Fall and Spring

Based on the historical recruitment data shown above, the admissions counselors will be responsible for executing and managing a geographic recruitment territory. Travel will occur for 7-9 weeks during the fall and 5-6 weeks during the spring. The admissions counselors cover an array of schools and states, click [here](#) for territory assignments.

During recruitment travel, the admissions counselors develop inquiries by making contact with prospective students, parents, administrators and community members. The admission counselors also advise applicants on next enrollment steps by text, phone, and email. The inquiries are also placed in the departments communication plan for further engagement that varies based on the enrollment funnel stage and time of year for a more active and intentional engagement.

During the 2018-2019 recruitment cycle the admissions counselors will visit 350 high schools. In our primary market in New Mexico, 225 high schools will be visited. In our secondary market in Texas, Arizona and California, 125 high schools will be visited. In our tertiary market is made up of all other states, there will be 0 in person visits due to budgetary constraints. Prospective students from our tertiary market will be recruited via social media, phone, email messaging, direct mail, and zoom.

Table 10. Projected 2018-2019 recruitment visits by market

	2017-2018 Visits	Projected 2018-2019 Visits
Primary Market (NM)	165	225
Secondary Market (AZ, TX, CA)	138	125
Tertiary Market (USA)	5	0

First Time Freshmen High School Visits

The admissions counselors' detailed list of visits by location and date can be viewed [here](#). The schedule commences in August for the upcoming fall and spring enrollment terms.

First Time Freshmen Scholarships Awarded upon Admission

Freshmen scholarships are offered to students based on their admission status within two weeks of university admissions pending there is still money available at the time of admission. A scholarship application is no longer required, reducing the barriers to student enrollment at NMHU.

Based on enrollment trends, NMHU will emphasize on out of state recruitment efforts to improve enrollment numbers. To improve our recruitment efforts, we revised our out-of-state scholarship award from \$500 to \$2000 per semester to incentivize and garner more interest.

Continued engagement with prospective first time freshmen students

An NMHU enrollment timeline (see below) for first time freshmen has been developed to increase the number of students within each phase of the enrollment funnel. The purpose of this timelines is to assist prospective students with a pathway to navigate next steps in the enrollment process at NMHU. The recruitment team will continue engagement by email and phone with a prospective student after an inquiry, high school visit, college fair, on campus visit, yield event, email exchange, etc.

NMHU Enrollment timeline

- 1) [Apply to NMHU online](#)
- 2) [Fill out Free Application for Federal Student Aid \(FAFSA\)](#)
 - a. NMHU School Code 002653
- 3) [Request Official Transcripts](#) from high school(s) attended or GED Certification
- 4) If applicable, submit
 - a. Dual Credit College Transcripts from all colleges attended while in high school
 - b. ACT/SAT Test scores (these are not required for admission, but required for scholarship award consideration and course placement)
 - c. AP/IB Scores (these are not required for admission, but required for scholarship award consideration and course placement)
- 5) Send transcripts and test scores to NMHU:
 - a. admissions@nmhu.edu
or
 - b. New Mexico Highlands University
Office of Student Recruitment & Undergraduate Admissions
Box 9000 Las Vegas, NM 87701
- 6) Once admitted, students will receive an acceptance letter along with an NMHU Admissions Packet in the mail with next enrollment steps.
- 7) Set-up your NMHU Email and *MYNMHU* Portal (Instructions will be provided to you in your acceptance letter).
- 8) With a 2.0+ high school GPA, you may qualify for a merit-based scholarship. NMHU considers all admitted students for merit-based scholarships, based on the GPA on the transcript submitted for admissions as well as ACT scores.
 - a. Check your NMHU email regularly for a scholarship offer for the upcoming fall term.
 - b. Once you get an offer via email, accept it!
- 9) For additional money, apply for NMHU Foundation Scholarships
 - a. [List of Foundation Scholarships](#)
 - b. [Apply for Foundation Scholarships](#)

- 10) Register for [New Student Orientation](#). This is a great way to learn about Highlands and meet new friends.
- 11) Contact Housing and fill out your [Housing Application](#) to secure your on-campus living and your meal plan.
- 12) Contact our Business Office for available payment plans, payment dates, disenrollment dates, and to make a [payment](#)
 - a. New Mexico Highlands University
Business Office
(505) 454-3444
sar@nmhu.edu
- 13) Register for the upcoming term
 - a. [View first day to register here](#)
 - b. [Course Offerings](#)
 - c. [How to Register for Courses](#)

First Time Freshmen College Circuit Visits

In addition to high school visits occurring September 2018-December 2018, and February 2019-May 2019, the recruitment team also participates in college circuits recruiting first time freshmen to NMHU. College circuits consist of weeklong recruitment tabling events in a particular region within a state, often times, 3-4 events per day. Throughout the 2018-2019 recruitment cycle, circuits will be attended in the states of New Mexico, Texas and Arizona.

New Mexico Education Council Circuit- <https://www.nmeaf.org/new-mexico-education-council/>

Northeast Region 09/4/18-9/7/18

Northwest Region 9/10/18-9/14/18

Southeast Region 9/17/18-9/21/18

Metro Region 9/24/18-9/28/18

Southwest Region 10/1/18-10/5/18

Texas Association of Collegiate Registrars and Admissions Officers Circuit- <http://www.tacrao.org/>

Dallas Metro Region 9/10/18-9/14/18

Dallas Metro Region 9/17/18-9/21/18

Rio Grande Valley Region 9/24/18-9/28/18

Central Texas Region 9/24/18-9/28/18

Panhandle Region 10/8/18-10/12/18

El Paso Region 10/22/18-10/25/18

Arizona College Consortium- <https://www.az-cc.org/>

Northwestern Region Week 5 10/1/18-0/5/18

Southeastern Region Week 7 10/15/18-10/19/18

Recruitment Transfer Strategies

The recruitment of transfer students to NMHU involves various strategies from community college visits to implementing the communication plans throughout the student funnel. The below are strategies implemented for the 2018-2019 recruitment cycle specifically to recruit transfer students.

Student-Centric Transferability Recognition

Students who are transferring with an earned associate of arts (AA) or associate of science (AS) degree from a regionally accredited institution of higher education will have New Mexico Highlands University proficiency, extended core, and outstanding state core, and minor requirements waived. Education majors have special requirements that may preclude waiver of some University requirements. An associate of applied science (AAS) degree waives University proficiency and extended core requirements but does not waive the state-mandated core or University minor requirements. All other University requirements, including the University's state-mandated 35-hour common core, program, residency, and the 45 upper-division credit requirements must be met before granting of the baccalaureate degree.

Transfer Articulation Agreements

NMHU Centers and Las Vegas campus personnel will work closely with the students from community colleges within their communities and online to boost enrollment. In an ongoing effort to support our transfer students, Highlands University has established articulation agreements and memoranda of understanding with a number of in and out-of-state universities and community colleges. These agreements support the recruitment and admission of transfer students for a seamless transition to NMHU. The agreements list the acceptable courses that will transfer and fulfill specific program requirements. Follow the below link to view active articulation agreements. There are plans to develop additional articulation agreements.

<http://www.nmhu.edu/office-of-the-Registrar/articulationandtransferagreements/>

Central New Mexico Community College Based Transfer Admissions Counselor

Based on three years of past enrollment data (figure 7), a transfer admissions counselor position will be based at the CNM Main campus in Albuquerque, NM in the fall of 2018. The primary responsibility of the transfer admissions counselor is to facilitate the successful transition from a two-year institution to New Mexico Highlands University. This data drives admission counselor visits to Central New Mexico Community College, University of New Mexico-Taos, Luna Community College and Southwestern Indian Polytechnic Institute for the Fall 2018-Spring 2019 cycle in preparation for Fall 2019 and Spring 2020 enrollment. Below is a listing of specific dates and locations where the transfer admissions counselor will be recruiting.

New Mexico

CNM 9/20/18 Montoya Campus
CNM 9/27/18 South Valley Campus
CNM 10/4/18 West Side Campus
CNM 10/11/18 Rio Rancho Campus
CNM 10/17/18 Main Campus Mixer for Communication, Humanities, and Social Sciences and Math, Science & Engineering students.
CNM 10/18/18 Montoya Campus
CNM 10/25/18 South Valley Campus
CNM 10/29/18 Main Campus (Spring Transfer Event)
CNM 10/30/18 Main Campus (Spring Transfer Event)
CNM 10/31/18 Main Campus (Spring Transfer Event)
CNM 11/1/18 Montoya Campus (Transfer Hours Event)
SIPI Fall Transfer Day 11/8/18 Albuquerque Campus
CNM 11/15/18 Main Campus (Heritage Day)
CNM 11/29/18 Rio Rancho Campus
UNM Taos 12/13/18
CNM 1/30/19 Main Campus
SIPI 2/5/19 Albuquerque Campus
LCC 2/12/19
UNM-Taos 2/13/19
SIPI 3/5/19 Albuquerque Campus
LCC 3/12/19
UNM-Taos 3/13/19
SIPI 4/1/19 Albuquerque Campus
LCC 4/9/19
UNM-Taos 4/10/19
SIPI Spring Transfer Day TBD
LCC Spring Transfer Day TBD
UNM-Taos Transfer Day TBD

Transfer Yield Events on Main Campus

Work with partner institutions to host transfer students on the Las Vegas campus to meet one-on-one with faculty and learn about course transferability, tour the campus, and meet with current students. Transportation and lunch will be provided when possible.

UNM Taos Transfer Day 11/2/18

CNM, LCC, UNM-Taos and SIPI Transfer Day 11/16/18

Transfer Scholarships Awarded upon Admission

Transfer scholarships will be offered to students based on their admission status within two weeks of university admissions pending available funding at the time of admission. A scholarship application is no longer required, reducing the barriers to student success at NMHU.

In addition to eliminating the scholarship application for both in-state and out-of-state transfer students, the scholarship criteria will be revised to reflect a more attractive incentive for high achieving students (see scholarship information at newmexicohighlands.com).

Transfer Faculty Engagement

CNM transfer students have historically transferred to NMHU to pursue degrees in STEM and Arts and Humanities. For this reason, we are coordinating two faculty visits to CNM Main Campus. The first visit in March 2019 will be focused on STEM disciplines (Human Performance and Sport, Biology, Biochemistry, Computer Science, Forestry, Environmental Geology, and Conversation Management). The second visit in April 2019 will be focused on Arts and Humanities disciplines (Media Arts, Music, Fine Arts, History, Political Science, Social and Behavioral Sciences).

Recruitment Centers Strategies

The location of the NMHU Centers provide an added advantage to recruit transfer students from three New Mexico community colleges and other nearby community colleges. Staff from each of the Center locations works closely with the Las Vegas campus admissions counselor team to effectively recruit transfer students.

Albuquerque Center works closely with Central New Mexico Community College and social work transfer students from the NMHU Main Campus. The center staff attend CNM Main campus and CNM Montoya campus events in the fall, and spring semesters, and attends the annual CNM Transfer Fair.

Farmington Center works closely with San Juan College to attend FAFSA, student rush and veterans days. The center staff also attend the following fairs: Dine' College Transfer Fairs (Shiprock and Tsaile, AZ), Southern Ute Career Fairs (Ignacio, CO), SJC FAFSA Fair, Four Corners Conference for Professional Development (Farmington), local high schools by invitation (Farmington area), ENLACE family outreach events (Farmington), Navajo Technical University Transfer Fairs (Crownpoint), Mercy Regional Hospital Professional Development Fairs (Durango, CO), Mountain Ute Career Fairs (Towoac, CO) and Northern Navajo Regional Hospital Career Fairs (Shiprock)

Santa Fe Center works closely with Santa Fe Community College. The center staff spend time at SFCC for their transfer days and career days, and host a recruitment day at the Higher Education Center. The Santa Fe Center also spend times at County and City career days, veterans appreciation days, chamber of commerce events, Los Alamos national lab events and workforce development initiatives. The Santa Fe center also schedules times with individual programs like business, human services and social work to target transfer students into NMHU's BA BSW and BBA programs.

Rio Rancho Center works closely with transfers from the Central New Mexico Community College Westside campus and Rio Rancho campus, along with facilitating communication among transfer students from the Main Campus to the Rio Rancho campus. Center staff attend transfer events at CNM and Southwestern Indian Polytechnic Institute.

Transfer Yield Events at Centers

The transfer admissions specialist will work with Centers to develop and plan intentional transfer events on their respective campuses. Currently Centers do not host yield events for center students.

Transfer Raw Leads

Transfer names (73, 478) have been purchased from the National Phi Theta Kappa Honor Society in efforts to increase access to educational opportunities for high-achieving transfer-bound community college students nationally. These students receive timely communication encouraging transfer enrollment at NMHU.

Continued engagement with prospective transfer students

An NMHU enrollment timeline for transfer students has been developed to increase the number of students within each phase of the enrollment funnel. The purpose of this timelines is to assist prospective students with a pathway to navigate next steps in the enrollment process at NMHU. The engagement by email and phone with a prospective student after an inquiry, email exchange, advisement visit, college fair, yield event, etc. This timelines assists students with an enrollment pathway to navigate next steps.

NMHU Enrollment timeline

- 1) [Apply to NMHU online](#)
- 2) [Fill out Free Application for Federal Student Aid \(FAFSA\)](#)
 - a. NMHU School Code 002653
- 3) Request official transcripts from each college previously attended to NMHU:
 - a. admissions@nmhu.edu
 - or*
 - b. New Mexico Highlands University
Office of Student Recruitment & Undergraduate Admissions
Box 9000 Las Vegas, NM 87701
- 4) Once admitted, students will receive an acceptance letter via email, along with a degree audit to showcase the transfer students academic progress towards degree completion.

- 5) Set-up NMHU Email and *MYNMHU* Portal. (Instructions will be provided to you in your acceptance letter).
 - a. [Monitor your Academic Progress towards Degree Completion](#)

- 6) With a 3.0+ cumulative college GPA, you may qualify for a merit-based scholarship! NMHU considers all admitted students for merit-based scholarships, based on your cumulative college GPA.
 - a. Check your NMHU email regularly for a scholarship offer for the upcoming term.
 - b. Once you get an offer, accept it!

- 7) For additional money, apply for NMHU Foundation Scholarships!
 - a. [Click here for a List of Foundation Scholarships](#)
 - b. [Click here to Apply for Foundation Scholarships](#)

- 8) Connect with your NMHU faculty advisor. This person will advise you on the classes you're going to take at NMHU. You can locate your faculty advisor and their contact information within your [Degree Audit](#).

- 9) Contact the NMHU Business Office for available payment plans, payment dates, disenrollment dates, and to make a [payment](#).
 - a. New Mexico Highlands University
Business Office
(505) 454-3444
sar@nmhu.edu

- 10) Register for the upcoming term:
 - a. [View registration dates here](#)
 - b. [Click here for course offerings](#)
 - c. [Click here to view course registration instructions](#)

- 11) Once all final grades and the Associates Degree (AA or AS) posts on your transcript, [send NMHU an updated official transcript](#). This is crucial. Your NMHU faculty advisor can then account for all your transferrable credits as they advise you on the course you will take.

Campus Visit Experience Strategies

In the Summer of 2017, a campus visit office was created to provide an exceptional campus visit experience for prospective students and their support networks. The NMHU Welcome Center was created in the Student Center, due to its central and vibrant location on campus. This space allows for an engaged campus visit with direct access to the NMHU bookstore, Donnelly Library, NMHU game room, Wayne's Convenience Store, Einstein's Coffee shop and the Cowboy Café among other key recruitment stops. Visits at NMHU are not one-size-fits-all. We care about where prospective students are in their search process and what kind of information they are looking for. We customize each campus visit to exceed prospective students' expectations, encouraging enrollment and promoting fit for each tour.

As a strategic recruitment strategy, we host high school/transfer student, group and other visits in collaboration with academic support and student support units on campus. Table 9 showcases the total number of tours by category, total number of prospective students served, and the total number of guests served on an NMHU official campus visit.

Table 9. NMHU Campus Visits Program

	# of High School/Transfer Student Visits	# of Group Visits	# of Other Visits	# of Prospective Students Served	Total Served
2018-2019	46	12	11	355	485
2017-2018	68	35	14	1797	1811

Note: In 2017-2018, we hosted a Gear-Up Event on campus for 800 students

Types of visits

High School/Transfer Student Visits are designed for currently enrolled high school students. Students will receive a university and admissions overview, learn about the financial aid and scholarship process, and experience campus first-hand on the student led campus-walking tour. Visits typically last approximately 1.5 hours.

High School Student Visit Day of Schedule includes:

Welcome & University Overview - Student Center 110 (10 minutes)

Walking tour of campus (1 hour)

Admissions and Financial Aid Overview (30 minutes)

Group Visits-designed for high school teachers, counselors or community leaders to bring prospective students who are in 9th-12th grade to campus. Group visits aim to provide students an overview of the college admissions process, promote higher education as an attainable goal, and allow students to experience campus. Groups may customize their visit by selecting sessions to meet their students' needs including an information presentation led by an admissions counselor, a student-led walking tour of campus, a presentation from one of our campus partners, a student panel presentation, an interactive activity, and an optional lunch on campus in the cowboy cafe. Visits typically last approximately 3 hours depending on the groups time constraints.

Group Visit Day of Schedule includes:

Check-in Student Center 110 (5 minutes)

Welcome & University Overview Student Governance Room (10 minutes)

Admissions Presentation Student Governance Room (5 minutes)

Walking tour of campus (1 hour)

Lunch in Cowboy café (1 hour optional)

Student Panel Student Governance Room (30 minutes optional)

Campus Partners (Financial Aid, ARMAS, Career Services, etc.) Presentation Student Governance Room (30 minutes optional)

Interactive Activity ARMAS, Melody Park, Outdoor Recreation Center (up to 1 hour optional)

Campus Visit Outreach

The campus visit specialist works with admissions counselors to promote group campus visits among high school and other prospective student groups based on historical enrollment funnel data mentioned above. Provide access to faculty, staff, and current students. Utilize these visits to promote enrollment funnel conversion and yield.

- We will continue hosting visits from our top feeder high schools.
- We will also work to host visits for schools beyond our immediate geographic region who do not appear within our enrollment funnel data and met our current student academic profile.

The campus visit specialist will also work with the transfer admissions counselor to arrange faculty visits to Central New Mexico Community College, Southwestern Indian Polytechnic Institute and UNM-Taos based on historical enrollment funnel data mentioned above.

Continued engagement with prospective students following the campus visit experience

A timeline will be developed for continued engagement after a campus visit. Campus visitors will also be entered into our enrollment funnel as an inquiry and receive intentional and targeted communication based on their entry term date, admission status and time of year.

Post campus visit survey

A post-campus visit survey will be sent to campus visitors after their campus experience and will be used to measure and evaluate the campus visit experience for all populations served. The feedback provided on the survey will guide our team with valuable information to further enhance and improve the NMHU campus visit experience for future visitors.

Individual Tour:

- Tour Rating sent to phone or email for completion post visit
 - Rating various components: tour, campus cleanliness, tour guide, Cowboy Café, & overall experience
 - 1-10 1=unsatisfactory and 10=above satisfactory.
 - Based on experience, will student be planning to apply and enroll at NMHU?
 - A space for comments, suggestions and/or questions, a response will occur with 48 hours of survey results.

Steps to take when students are ready to enroll at NMHU following a campus visit

- Follow up email through slate sent at the end of each week to all tour participants
 - How to apply
 - Upcoming deadlines
 - Enrollment dates

Group Tour:

Post campus visit survey

- Tour rating sent to all chaperones for completion
 - Rating various components: tour, campus cleanliness, tour guide, Cowboy Café, and overall experience. Would you bring students back to campus again?
 - 1-10 1=unsatisfactory and 10=above satisfactory.
 - Based on experience, will students be planning to apply and enroll at NMHU?
 - A space for comments, suggestions and/or questions, a response will occur with 48 hours of survey results.

- Follow up Email through slate sent at the end of each week to all tour participants
 - How to apply
 - Upcoming deadlines
 - Enrollment dates

Campus Yield Event Strategies

Yield events are hosted to engage with prospective students on the Las Vegas campus. Our yield events are geared towards multifaceted populations of students, campus and community partners. We will work diligently to host intentional campus yield events in partnership with campus constituents to highlight an outstanding campus choice. These events are hosted in efforts to boost interest and enrollment at NMHU by high school and transfer students. We also invite high school counselors and parents to attend the events with prospective students because of their great level of influence regarding their college choice.

Counselor Day

Audience: geared towards high school counselors, community college advisors and tribal education leaders to hear about NMHU updates. Highlight former and current students, as well as the overall dollar amount received by all students from each high school. Hosted each Fall on the Las Vegas campus.

HU Roundup Day

Audience: geared towards prospective high school seniors in the lead, inquiry, applicant, and admit enrollment funnel stages. The event highlights an in-depth day in the life of a college student. The event highlights student support services and provides a Q and A session with faculty to learn more about academic program offerings available to students. Hosted each Fall on the Las Vegas campus.

Junior Day

Audience: geared towards prospective high school sophomores and juniors in the lead and inquiry enrollment funnel stages. The event highlights college exploration, majors, and community building at NMHU followed by an athletic or co-curricular event when possible. Hosted each Spring on the Las Vegas campus.

College Night

Audience: geared towards prospective high school seniors in the lead, inquiry, applicant and admitted enrollment funnel stages. The event is co-sponsored by Luna Community College and has been hosted collaboratively for over twenty years. The event highlights college exploration, majors, and student organizations from both NMHU and LCC. Hosted each October at Wilson Complex.

Scholars Night

Audience: geared towards high school seniors in the admit enrollment funnel stage, who have been offered the Dean's, Presidential Silver, and Presidential Gold institutional freshman scholarships. The event recognizes the academic achievements of these students by hosting a banquet for them and their parents. They are recognized with a certificate during the banquet. Hosted each April and on the Las Vegas campus.

New Student Orientation

Audience: geared towards new students attending the Las Vegas campus. The event is a successful student experience that focuses on a positive academic transition and the development of learning communities for first time freshmen. These students learn about NMHU's resources, strategies for academic success and learn how to build community while on campus with other students. Through partnerships with faculty, staff, alumni, and student leaders, new student orientation is a head-start to becoming part of the HU family. The event is held on the Las Vegas campus each summer prior to the start of the Fall term and each January prior to the start of the Spring term.

Student Enrollment Funnel Strategies

A student lifecycle communication plan was developed, so prospective students can receive time sensitive information from NMHU depending on their status as an applicant, their entry term, and time of year. We are developing various forms of contact management for this process:

Traditional Mail: letters about admissions status and recruitment, scholarship information, information regarding the student's next steps for enrollment, and yield events.

Email: Monthly emails that highlight our general message and benefits of NMHU, information informing applicants of missing items admissions material, email regarding admissions status and recruitment, scholarship information, and yield events. Happy New Year postcard, birthday postcard, and upcoming graduation postcards will help facilitate further engagement.

Phone: Calls are made to every applicant thanking them for applying and providing support, Phone banks are scheduled monthly to reach out to applicants encouraging enrollment. Calls are made to all students who do not complete the online application process, encouraging submission and completion of the online application.

Prospects (raw lead)

The purpose of the raw lead communication plan is to drive the raw lead to submit an application for admission. Once a student has applied to NMHU they are taken out of the raw lead communication plan and they are added to the applied communication plan. If a student does not apply they will receive continued monthly communication driving them to do so.

This category is defined as purchased contact information from a third party used to raw lead interest in the institution based on geographic market, academic profile, academic and co-curricular interest, race/ethnicity, etc.

75,000 sophomore, junior and senior names will be purchased for those graduating in 2019, 2020, and 2021. 73,478 transfer names will also be purchased for those graduating from a two-year institution in December 2018 and May 2019. Names were purchased in 2017 for first time freshmen; this is the first time transfer names will be purchased.

American College Testing (ACT) educational outreach services

- Database contains names of students who have taken the PreACT test in their sophomore year and provided permission to share their names and limited contact information with colleges and scholarship programs;
- Database contains names of student who have taken the ACT primarily in their junior and senior years and provided permission to share their names and limited contact information with colleges and scholarship programs;
- ACT scores provided to NMHU at the request of the prospective student.

College Board Scholastic Aptitude Test (SAT) student search service

- Database contains names of students who take the AP, SAT, PSAT/NMSQT, and PSAT10 exams and provided permission to share their names and limited contact information with colleges and scholarship programs.
 - AP-Advanced Placement is a program which offer college-level curricula and examinations to high school students;
 - SAT-Scholastic Aptitude Test taken by juniors and seniors to meet college entrance standards;
 - SAT Subject Tests-Scholastic Aptitude Test (specific subjects);
 - PSAT/NMSQT-Preliminary Scholastic Aptitude Test/National Merit;
Scholarship Qualifying Test, taken by juniors to qualify for the National Merit Scholarship program, exam taken in October;

- PSAT10-Preliminary Scholastic Aptitude Test taken by sophomores to familiarize themselves with the PSAT/NMSQT, exam taken in February-April.
- National Research Center for College & University Admissions (NRCCUA) Database contains names of high school students who have provided permission to share their names and limited contact information with colleges and scholarship programs as prospective freshmen.

Phi Theta Kappa Honor Society (College Fish)

- Database contains names of transfer students who have provided permission to share their names and limited contact information with colleges and scholarship programs.

Strategy:

Step 1: These raw leads are forced into Slate as a raw lead inquiry.

Step 2: A slate email with electronic viewbook is generated: www.nmhu.edu/welcome

The viewbook highlights NMHU, why NMHU, shares drone video of campus, academic programs, outdoors, campus life, athletics, and application process.

Step 3: A slate email with youvisit virtual tour is generated:

<http://newmexicohighlands.com/nmhu-visit/>

The virtual tour highlights the Las Vegas campus and residence halls.

Step 4: A slate email with e-magazine 1: www.nmhu.edu/family.

The e-magazine highlights campus life, the outdoors, clubs and organizations, academic and career resources, health and wellness resources, and notably alumni.

Step 5a: For high school seniors, a series of 5 outreach emails will be sent encouraging formal application.

Simultaneously, a series of 13 postcards will be sent to the home address promoting NMHU and encouraging application:

Why Highlands, Scholarships, NMHU at a glance, Financing your education, Affordability, Campus Life, NMHU experience, Campus resources, Hire U, and 4-Student Testimonials

Step 5b: For transfer, a series of 3 outreach emails will be developed encouraging formal application

Simultaneously, a series of 4 postcards will be sent to the home address promoting NMHU and encouraging application.

Why Highlands, Transfer Scholarships, Financing your Education, and Student Testimonial

Step 5c: For high school sophomores and juniors, a series of 9 outreach emails will be sent encouraging formal inquiry.

Simultaneously, a series of 4 postcards will be sent to the home address promoting NMHU and encouraging inquiry.

Campus life and Student Testimonials

Inquiries

The purpose of the inquiry communication plan is to drive the inquiry to submit an application for admission. Student inquiries are collected in multiple ways. Prospective students can formally inquire online by providing their contact information along with their academic interests:

<https://apply.nmhu.edu/register/inquiry2018>. Inquiries are also collected at recruitment events when admissions counselors actively engage with prospective students and collect student information. Additionally, inquiries are generated when an alumni or staff member have a prospective student in mind and provide their contact information to the recruitment office for follow-up. Inquiries are also collected at yield events for participant attendees. We are intentionally engaging with students in all stages of the enrollment funnel as defined below:

Strategy:

Step 1: Contact information is collected in slate: <https://apply.nmhu.edu/register/inquiry2018>

Step 2: A slate email is sent

If the contact is identified in slate as a raw lead inquiry, then Emag 1 with campus life information is shared www.nmhu.edu/family.

If the contact is identified as a true inquiry, then the electronic viewbook is shared www.nmhu.edu/welcome.

Step 3a: For high school seniors, a series of 5 outreach emails will be sent encouraging formal application.

Simultaneously, a series of 13 postcards will be sent to the home address promoting NMHU and encouraging application.

Why Highlands, Scholarships, NMHU at a glance, Financing your education, Affordability, Campus Life, NMHU experience, Campus resources, Hire U, and 4-Student Testimonials

Step 3b: For transfer, a series of 3 outreach emails will be developed encouraging formal application

Simultaneously, a series of 4 postcards will be sent to the home address promoting NMHU and encouraging application.

Why Highlands, Transfer Scholarships, Financing your Education, and Student Testimonial

Step 3c: For high school sophomores and juniors, a series of 9 outreach emails will be sent encouraging formal inquiry.

Simultaneously, a series of 4 postcards will be sent to the home address promoting NMHU and encouraging inquiry.

Campus life and Student Testimonials

Step 4: Phone bank efforts planned for February 2019 to boost Fall 2019 enrollment efforts.

In the future, phone banks will be planned in November 2019 and February 2020 for Fall 2020 enrollment.

*****NOTE*****

Once a student has applied to NMHU they are taken out of the inquiry communication plan and they are added to the applied communication plan. If a student does not apply they will receive continued monthly communication encouraging them to apply for admission, visit the campus and connect with current faculty, staff and students to answer remaining questions.

This category is defined as a student who has contacted the institution through any source (phone, email, website contact, campus visit, YouVisit, sent test scores, application for admission, walk-in visit, etc.). This includes all first-contact inquiries, including students who made their first recorded contact by submitting an application.

Applied

This category is defined as a student who has made formal application to the university.

The purpose of the applied communication plan is to aid the applicant through the admissions process and increase yield from applied to enrolled based on our database of raw leads, inquiries and applied.

Strategy:

Step 1: Application received confirmation email is sent to student upon receipt of application.

Step 2: If application is received but pending supplemental documents, an email and letter are sent to the applicant encouraging application completion.

Step 3: Admissions counselors will contact incomplete applicants by phone to inquire if they need assistance completing application, or need to move application to an upcoming term.

Admitted

This category is defined as a student who has made formal application to the university and has been deemed admissible by the universities published admission standards.

The purpose of the admitted communication plan is to aid the applicant through the admitted process and increase yield from admitted to enrolled based on our database of applicants.

Step 1: If application and supplemental documents are received, admission decision is rendered along with checklist of enrollment next steps.

Freshmen will receive admissions letters and a welcome packet in the mail within 3-4 days

Transfer will receive admissions letter and degree audit via email within 2 days