New Mexico Highlands University
HLC Campus Forum: Enrollment Management (4C)
Date: February 25, 2019

Audience-generated ideas for supporting strategic enrollment management efforts
- Better and more extensive marketing of programs
- Promote student involvement in SEM efforts
- Develop an institutional "tagline" or motto to promote Highlands brand
- Increase student-related campus activity to promote a more vibrant and attractive campus
- Redesign of web site – make it more user friendly and attractive
- Expand social media presence
- Demystify the process of recruitment and enrollment (i.e. make it easier!)
- Emphasize individual attention, low student to faculty ratio; opportunities for students to interact with faculty
- Create better residence hall experience – need to create a feeling of home
- Help students identify career goals and understand how HU can help them achieve those goals; do career assessment at beginning of freshman year and end of sophomore year
- Have a family day for freshmen – introduce them to faculty, facilities etc.
- Develop an extended orientation; promote better communication across departments so that everyone knows what is going on
- Develop a summer bridge program
- Build a customer service kiosk
- Enhance and promote academic content: how can we set ourselves apart? Need content relevant for a student in the 21st century. How can we integrate modern technology with solid content?
- Find ways to help students find their calling
- Develop peer-to-peer initiatives that promote retention and recruitment
- Promote better communication and cooperation so that we see ourselves working together as a community to promote enrollment management
- Find better ways to use technology to address common student questions
- Have coffee breaks with work-study students; find other ways to set up relationships between campus stakeholders and students
- Elicit suggestions from students for improvements in enrollment management processes; where are the "pain" points?
- Develop new programs that will attract different types of student
- Be more student-centered; develop SWOT plans with our students
- Provide more opportunities for student interaction with faculty and staff
- Make sure that we using the same terminology as students
- Build an after hours "safe place" for students to socialize
- Address needs of adult learners more effectively

Some additional ideas that were emailed in after the forum
- Application process improvement: Do we currently ask our students about their experiences at highlands as they are being registered? Do we know what students go through when they are trying to fill out the application for enrollment? Can the enrollment process be simplified for our students? Is all of the information we ask of our students when they register actually

required, or just "good to know"? Are there opportunities to simplify the existing process, so that we don't scare away our students before they actually are able to take classes here?

- New Programs: Several other people in the forum today indicated that we as a University need to stick out by having programs offered that no other local institutions have offered. There has been a lot of talk nationally about the new green deal, and what that means for the national economy. What is higher education's role in assuring that we have a pipeline of educated people that can work in this industry? Battery technologies for cars, turbine mechanics for wind generation systems, engineers for the development of hydrogen cell technology, etc. Who is going to be able to troubleshoot these systems as they are being developed if not our graduates?

- On-Line Program Offerings: On-line students can work full time and go to school at the same time, making on-line programs a perfect fit for many NM residents. We are largely missing an opportunity to administer more on-line programs. We need to have an honest conversation on campus about removing the barriers we have put in place that keeps this campus from moving forward in this area. Students will go with other universities offerings because we do not offer them. Plain and simple.

- Policy: Is the University aware of policies that have been adopted that keeps enrollments at bay? Are we following policies blindly, with the knowledge that we are missing enrollments or losing students that are already here? Do we have a formal process for reevaluating policies on campus so they can be updated with changing times?

- Tuition: If we really want to stand out with our students, we could change the paradigm where we continue to raise tuition rates, then complain when our enrollment numbers drop off. What if we were to be able to advertise that we have the lowest tuition rates for public universities in the state of New Mexico? If we have to be known for one thing…isn't this it?

- Survey Improvement: We already have numerous student surveys we are running on campus. If we want to know what type of programs our students would like to take, couldn't we proactively look at our student facing surveys and reevaluate what we want them to inform us of? Does anyone on campus know how many different surveys each office administers? We could probably do a better job at taking a look at what is currently in place, and how we might be able to extract more useful information from survey sources across campus.