

Mission: *The Customer Relations Office will provide exceptional, timely service to all NMHU students, no matter their location, with the goal of ensuring the resolution of their inquiries and concerns.*

Vision: *To aid in the support of all HU students at a university that provides excellent customer service.*

Main Contact: Michelle Bencomo **Email:** michelle@nmhu.edu **Phone:** ext. 3006

Strategic Goals for 2020 Planning for FY19-FY21	Unit Goals	Unit Actions/Strategies	Measurable Outcome(s)/	Person(s) Responsible	Indicators and Time Frame for Assessment	Date(s) for Review
<p>1. Highlands University will achieve academic excellence, academic integration and student success.</p>	<p>1. The Customer Relations Coordinator will work to successfully contact and advise former and current HU students with a high number of credit hours and no degree completed each semester.</p> <p>2. The Customer Relations Coordinator will participate in Professional Development trainings annually to keep abreast in student services best practices.</p>	<p>1a. Organize Clearinghouse and Banner report findings of former students with high credit hours and no degree completed.</p> <p>1b. Contact former students to offer support in returning to NMHU to complete degree.</p> <p>1c. Contact current students to offer support in maintaining enrollment at NMHU to complete degree.</p> <p>2. Seek trainings to attend</p>	<p>1a-b. Each semester, a minimum of 10 students will be contacted to discuss their possible return to NMHU.</p> <p>1c. Each semester, a minimum of 10 students will be contacted to discuss their continued plans for enrollment at NMHU.</p> <p>2. Each year, the CRC will attend a minimum of 5 trainings.</p>	<p>1a. Customer Relations Office and OIER</p> <p>1b-c. Customer Relations Office</p> <p>2. Customer Relations Office</p>	<p>1a-c. End of each semester</p> <p>2. Annually</p>	<p>1a-c. End of each semester</p> <p>2. Annually</p>

Notes: Submit plans to your direct supervisor (Dean/Director/VP) by _____. Deans/Directors/VP will coordinate review and return with feedback by _____. Final unit plans will be submitted with the budget requests on _____. Units are generally defined by budget. Units do not have to address every strategic goal in their unit plans. However, units are encouraged to include plans for Goals 5 and 6.

	3. The Customer Relations Coordinator will meet with academic and student support departments annually to keep abreast of departmental changes and offer support out of the CR Office.	3. Participate in department meetings.	3. Each year, the CRC will participate in a minimum of 5 department meetings.	3. Customer Relations Office	3. Annually	3. Annually
2. Highlands University will achieve strategic enrollment management.	1. The Customer Relations Coordinator will assist in the compilation of NMHU's non-retained student population each fall semester.	1. Organize Clearinghouse and Banner report findings of first-time freshman cohort retention data.	1. Each fall semester, a report summarizing cohort outcomes at will be completed and submitted to the VPSEM.	1. Customer Relations Office and OIER	1. End of fall semester	1. End of fall semester
3. Highlands University will achieve a vibrant campus life.	1. The Customer Relations Coordinator will implement and oversee the customer service desk in the Felix Martinez Building.	1. Supervise and provide training to student employees, assigned to the Felix Martinez customer service desk, in the areas of customer service and basic student support services	1. Increase customer service desk assistance by 100%	1. Customer Relations Office and student employees	1. Daily/ Monthly	1. Daily/ Monthly
4. Highlands University will be a community partner.	1.	1.	1.	1.	1.	
5. Highlands University will achieve technological advancement and innovation.	1.	1.	1.	1.	1.	1.

Notes: Submit plans to your direct supervisor (Dean/Director/VP) by _____. Deans/Directors/VP will coordinate review and return with feedback by _____. Final unit plans will be submitted with the budget requests on _____. Units are generally defined by budget. Units do not have to address every strategic goal in their unit plans. However, units are encouraged to include plans for Goals 5 and 6.

<p>6. Highlands University will achieve enhanced communication and efficiency.</p>	<p>1. The Customer Relations Coordinator will demonstrate effective communication with current and prospective NMHU students daily.</p>	<p>1a. Administer prompt responsiveness to current and prospective NMHU students via all communication methods. The CRC will respond to all inquiries or concerns within 8 hours.</p> <p>1b. Provide follow-up services to current and prospective students to ensure issues are resolved. The CRC will follow-up on select inquiries or concerns <i>within one week</i> of initial contact.</p> <p>1c. Utilize live chat as a means to provide assistance to students online.</p>	<p>1a. The CRC will respond to 90% of students contacting the Customer Relations Office within 8 hours.</p> <p>1b. The CRC will follow-up with 90% of students, who require a follow-up, within one week of initial contact with the Customer Relations Office.</p> <p>1c. The CRC will be available to students via live chat no less than 30 hours per week.</p> <p>2. The CRC will travel to the Center Campuses <i>monthly</i> for in-person availability during the Fall and Spring semesters.</p> <p>3. A minimum of 5 presentations will be provided to students, faculty, or staff annually.</p>	<p>1a. Customer Relations Office</p> <p>1b. Customer Relations Office</p> <p>1c. Customer Relations Office</p> <p>2. Customer Relations Office</p> <p>3. Customer Relations Office</p>	<p>1a. Daily</p> <p>1b. Weekly</p> <p>1c. Weekly</p> <p>2. Monthly</p> <p>3. Annually</p>	<p>1a. Weekly/Annually</p> <p>1b. Weekly/Annually</p> <p>1c. Weekly/Annually</p> <p>2. Weekly/Annually</p> <p>3. Annually</p>
	<p>2. The Customer Relations Coordinator will provide in-person assistance to NMHU students located at the Center Campuses each semester.</p>	<p>2. Travel to Center Campuses.</p>				
	<p>3. The Customer Relations Coordinator will provide presentations to students, faculty, and staff for the</p>	<p>3. The CRC will present Customer Relations Office services to students, faculty, and staff as requested each fall and spring semester.</p>				

Notes: Submit plans to your direct supervisor (Dean/Director/VP) by _____. Deans/Directors/VP will coordinate review and return with feedback by _____. Final unit plans will be submitted with the budget requests on _____. Units are generally defined by budget. Units do not have to address every strategic goal in their unit plans. However, units are encouraged to include plans for Goals 5 and 6.

	<p>purpose of informing the campus community of the services provided by the Customer Relations Office.</p>					
--	--	--	--	--	--	--

Notes: Submit plans to your direct supervisor (Dean/Director/VP) by _____. Deans/Directors/VP will coordinate review and return with feedback by _____. Final unit plans will be submitted with the budget requests on _____. *Units are generally defined by budget. Units do not have to address every strategic goal in their unit plans. However, units are encouraged to include plans for Goals 5 and 6.*