

**Mission:** *To promote international awareness, knowledge and experiences by recruiting, enrolling, retaining and graduating a diverse global community.*

**Vision:** *A global campus where international and U.S. students, faculty, staff and the community learn from each other individually and through programming that fosters appreciation of global diversity*

**Department/Program:** *International Education Center*

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Strategic Goals for 2020 Planning for FY18-FY21	Unit Goals	Unit Actions/Strategies	Measurable Outcome(s)/	Person(s) Responsible	Indicators and Time Frame for Assessment	Date(s) for Review
<p><b>1. Highlands University will achieve academic excellence, academic integration and student success.</b></p>	<p><b>1.</b> The goal of the International Education Center is to have a well-informed international student population regarding NMHU and USA policies and regulations pertaining to Int'l Students.</p>	<p><b>1. a.</b> Conduct a mandatory International Student Orientation to inform newly arrived Int'l students of American Academic standards, U.S. and State laws that must be obeyed (DWI, Substance abuse, domestic relations, health care system and insurance....</p> <p><b>1. b.</b> Conduct a mandatory International Student Orientation to inform newly arrived Int'l students of Regulations required by the U.S. government regarding study in the United States through F-1 and J-1 Visas.</p>	<p><b>1.</b> One orientation per semester for new international students</p>	<p><b>1.</b> International Education Center Director, Coordinator and Staff</p>	<p><b>1.</b> One orientation held in August and January of every year</p>	<p><b>1.</b> August 30<sup>th</sup> 2018, January 30 2018 August 30, 2019</p>

**Notes** *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><b>2. Highlands University will achieve strategic enrollment management.</b></p>	<p><b>1.</b> The goal of the International Education Center is to increase International Student enrollment to 200 students by 2020.</p> <p><b>2.</b> The goal of the International Education Center is to establish an Intensive English Language Program at NMHU</p> <p><b>3. Contract with International</b></p>	<p><b>1. a.</b> Update the International Student recruitment plan.</p> <p><b>1. b.</b> Collaborate with Departments and University Relations to create informational materials appropriate for the International Student market</p> <p><b>1. c.</b> Coordinate with Education USA Centers worldwide to host NMHU webinars.</p> <p><b>1. d.</b> Recruit International students enrolled at community colleges with large international student enrollments</p> <p><b>2. a.</b> Manage an existing IELP to develop MOU detailing establishment of an IELP on the NMHU campus</p> <p><b>2. b.</b> Offer classroom space to rent for IELP needs,</p> <p><b>2. c.</b> Offer our student residence halls and meal plans to students enrolled at the IELP.</p> <p><b>2. d.</b> Allow students enrolled at the IELP to enroll at NMHU as non-degree seeking students.</p> <p><b>3 a.</b> Reach out to agencies to create partnerships</p>	<p><b>1.</b> a. International Student Recruitment Plan accomplishments and outcomes of activities completed.</p> <p><b>1.</b> b. Four brochures with varying information for international students</p> <p>1. c. Number of webinars</p> <p>1. d. Number of international students transferring to NMHU</p> <p>2. Establishment of IELP on NMHU Campus</p> <p><b>3</b> Number of agents NMHU has contracted with.</p>	<p><b>1.</b> International Ed. Center Director, International Committee, and VPSEM</p> <p><b>2.</b> International Ed. Center Director, VP of Enrollment Management, President and VP for finance, Housing Director</p> <p><b>3 International Ed. Center Director, International</b></p>	<p><b>1.</b> Every fall session</p> <p><b>2.</b> Fall 2020</p> <p><b>Fall 2019</b></p>	<p><b>1.</b> Every September</p> <p><b>2.</b> Fall 2020</p> <p>October 1, 2019</p>
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	<p><b>Student recruiters to increase and retain more international students</b></p> <p><b>4. Retain more International Students to completion</b></p>	<p>3b. Collaborate with NMHU Athletics to recruit International student athletes.</p> <p>3c. Collaborate with NMHU VPEM and VPF to create a commission structure to entice recruiting agents</p> <p>3d Collaborate with VPEM and VPF to establish a discounted cost of attendance for students recruited by agents , goal is to reach a 15,000 COA.</p> <p><b>4a. Increase the quality of customer service at the IEC</b></p> <p><b>4b. Increase the number of events held by the International club</b></p> <p><b>4c. Directing International students to participate in activities held by other departments on campus</b></p>	<p>3b. goal is to recruit and International athlete for every sport NMHU offers</p> <p>3c Completion of commission structure and contract</p> <p>3d Agreement</p> <p>4a Number of student retained / semester</p> <p>4b. count the number of events and participants every semester</p> <p>4c Request an response from students who are interested in participating in the event</p>	<p><b>Student Coordinator, Dir. Of NMHU Athletics, VPEM, VPF</b></p> <p><b>International Ed. Center Director</b></p> <p><b>International Student coordinator</b></p> <p><b>International student coordinator</b></p>	<p><b>May 2019</b></p>	<p><b>May 30 2019</b></p>
<p><b>Strategic Goals for 2020 Planning for FY18-FY21</b></p>	<p><b>Unit Goals</b></p>	<p><b>Unit Actions/Strategies</b></p>	<p><b>Measurable Outcome(s)/</b></p>	<p><b>Person(s) Responsible</b></p>	<p><b>Indicators and Time Frame for Assessment</b></p>	<p><b>Date(s) for Review</b></p>

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<p><b>3. Highlands University will achieve a vibrant campus life.</b></p>	<p>1. The goal of the International Education Center is to have a globally informed International campus community</p>	<p>1. Conduct Cultural Activities such as Flag Hoisting Ceremony and Cultural enrichment sessions for NMHU community</p>	<p>1. a. Number of Ceremonies 1. b. Number of Cultural Enrichment Sessions</p>	<p>1. International Ed. Center staff, Int’nl Students Club in collaboration w/appropriate offices on campus</p>	<p>1. Once every semester</p>	<p>1.a. Every September and May 1. b. At the end of every Semester</p>
<p><b>4. Highlands University will be a community partner.</b></p>	<p>1. The goal of the International Education Center is to have a well-informed International Student population  2. conduct one community service event /semester</p>	<p>1. Invite organizations to the International Student Orientation and present on issues such as DWI, Sexual Harassment, City Ordinances, etc.  2. Identify local community organizations to create community service opportunities</p>	<p>1. Number of organizations/presenters at International Student Orientation  2. Participation in community service events.</p>	<p>1. International Ed. Center Director in partnership with Community organizations, banks, SS office, DMV, District Attorney’s office, campus police, NMHU Housing, business office, professors, career services, DWI program, HU Cares, NMHU student Health Center.  International Student coordinator International Ed. Center Director</p>	<p>1. Once Every semester  2 end of every semester</p>	<p>1. August and January  December May</p>

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		for International Students				
<p><b>5. Highlands University will achieve technological advancement and innovation.</b></p>	<p><b>1.</b> The goal of the International Education Center is to have an International student Web – Page that facilitates international student enrollment and retention</p> <p><b>2. On line application at UG and GRAD level</b></p>	<p><b>1. a.</b> Create an online-application for UG, GRAD and Non-degree seeking International Students.</p> <p><b>1. b.</b> Create a “Pay Now” Link on the Int’l. Web Page that will accept Foreign transactions For applicants and enrolled International Students</p> <p><b>1. c.</b> Post SEVIS information about NMHU’s recertification and re-designation approvals from Immigration and Customs Enforcement</p> <p><b>1. d.</b> Post Education USA and Organization of the American States logos on the web-site</p> <p><b>2. Complete the International Student application in SLATE</b></p>	<p><b>1.</b> Web Page</p> <p>2 Elimination of paper application</p>	<p><b>1.</b> International Ed. Center Director, VP of Enrollment Management, Business Office, University Relations, International Student Coordinator</p> <p>Recruitment, International Ed. Center</p>	<p><b>1.</b> May 2019</p> <p><b>December 2018</b></p>	<p><b>1.</b> June 2019</p> <p><b>August 2019</b></p>
<p><b>6. Highlands University will achieve enhanced communication and efficiency.</b></p>	<p><b>1.</b> The goal of the International Education Center is to have a well-informed campus community regarding</p>	<p><b>1. a.</b> Communicate with Faculty and staff about program offerings through the International Ed. Center via global emails</p>	<p><b>1. a.</b> Workshops</p> <p><b>1. b.</b> Postings on D2L Int’l Student Corner</p>	<p><b>1.</b> International Ed. Center Director, Coordinator and Staff and VPSEM</p>	<p><b>1. a.</b> Workshops held every fall and Spring semester.</p> <p><b>1. b.-f.</b> Ongoing as federal regulations and policies change</p>	<p><b>1. a.</b> Every November and April</p> <p><b>1. b.</b> July of every year</p>

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	<p>program policies and regulations pertaining to Int'l Students, faculty and Staff.</p> <p><b>2. Create more digital resources and materials for student and campus wide use</b></p>	<p><b>1. b.</b> Create e-booklets for web- page and D2L content</p> <p><b>1. c.</b> Continue to hold workshops for International students that address Federal Regulations and procedures that benefit and affect their visa status.</p> <p><b>1. d.</b> Update internal forms, policies and procedures to coincide with federal regulations as needed for NMHU and International student use.</p> <p><b>1. e.</b> Create a J-1 visa pamphlet for faculty and staff</p> <p><b>1. f.</b> Create an F-1 Visa pamphlet</p> <p><b>2. Decrease visits to the International Ed. Center for requesting paper materials needed by students.</b></p>	<p><b>1. c.</b> Workshops</p> <p><b>1. d.</b> Pamphlets</p> <p><b>1. e.</b> Pamphlets</p> <p><b>1. f.</b> Pamphlets</p> <p><b>2 Creation of information and digital on line forms for International students to access and download</b></p>	<p><b>2.</b> International Ed. Center Director</p> <p><b>3.</b> International Student coordinator</p>	<p><b>2. Throughout the semester as Federal regulations and requirements change.</b></p>	<p><b>1. c.</b> Every fall and spring semester</p> <p><b>1. d. – f.</b> July of every year</p> <p><b>End of every semester</b></p>
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