

**Mission** The mission of the Office of Student Recruitment and Undergraduate Admissions is to strategically and collaboratively recruit, admit, and enroll qualified students from diverse local, regional, and national populations.

**Vision** Our vision is to foster an inclusive and welcoming experience to increase enrollment and retention.

**Department/Program:** Office of Student Recruitment & Undergraduate Admissions

**Main Contact:** Director Jessica Jaramillo, MPA

**Email:** jessica@nmhu.edu

**Phone:** (505) 454-3256

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
1. <i>Highlands University will achieve academic excellence, academic integration and student success.</i>	N/A	N/A	N/A	N/A	N/A	N/A
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
-		-		-		

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>2. Highlands University will achieve strategic enrollment management.</b></p>	<p>Develop a comprehensive undergraduate recruitment plan annually.</p>	<p>First Time Freshmen Transfer Dual Credit FAFSA submission students who haven't applied Alumni friends and family members</p>	<p>Formal plan in place</p>	<p>Director of Admissions &amp; Communications Coordinator</p>	<p>On the fiscal year, July 1-June 31</p>	<p>May 2019</p>
	<p>Develop an undergraduate recruitment plan by Admissions Counselor annually.</p>	<p>First Time Freshmen Transfer Dual Credit FAFSA submission students who haven't applied Alumni friends and family members.</p>	<p>Formal plan in place</p>	<p>Director of Admissions &amp; Communications Coordinator &amp; Admissions Counselors</p>	<p>On the fiscal year, July 1-June 31</p>	<p>May 2019</p>
	<p>Launch Slate Undergraduate Application</p>	<p>Launch online application, application status page, and application communication</p>	<p>Online application will promote NMHU excellence, checklist will ensure application completion and improve communication among prospective students.</p>	<p>Director of Admissions &amp; Communications Coordinator</p>	<p>Fall 2018 for Spring 2019 soft launch &amp; Fall 2018 for Fall 2019 official launch</p>	<p>Ongoing</p>
	<p>Increase the number of leads each year by 10%.</p>	<p>Domestic and International high school and transfer prospective students  High School Sophomores, Juniors, and Seniors in NMHU's top four markets  Transfer Students  Dual Credit Students</p>	<p>Name buys from NRCCUA, ACT, COLLEGE BOARD AND COLLEGE FISH</p>	<p>Director of Admissions, Communications Coordinator</p>	<p>Ongoing</p>	<p>Ongoing</p>

	<p>Increase the number of conversions from lead to inquiry by 10%.</p>	<p>Domestic and International high school and transfer prospective students</p> <p>High School Sophomores, Juniors, and Seniors in NMHU's top four markets</p> <p>Transfer Students</p> <p>Dual Credit Students</p> <p>FAFSA submission students, but haven't applied</p> <p>Alumni friends and family members</p>	<p>Strategic Digital Marketing using web, both NMHU web sites, social media, radio and geo-referencing, and other digital outlets</p> <p>Hard copy direct mailing of infographics, postcards, brochures, and letters</p> <p>Statistical Predictive Modeling to purchase prospective student names by market</p> <p>Admissions Counselor high school college fair participation</p> <p>Strategic admissions counselor visits to high yield high schools</p> <p>In-house transfer admissions counselor at high yield community colleges (CNM)</p> <p>Transfer admissions counselor participation at transfer student college fairs</p> <p>Strategic transfer admissions counselor visits to community colleges</p>	<p>Director of Admissions, Director of University Relations, Directors of NMHU Centers</p>	<p>Ongoing</p>	<p>Ongoing</p>
--	--	--	--	--	----------------	----------------

	<p>Increase the number of inquiries each year by 10%</p>	<p>Domestic and International high school and transfer prospective students</p> <p>High School Sophomores, Juniors, and Seniors in NMHU's top four markets</p> <p>Transfer Students</p> <p>Dual Credit Students</p> <p>FAFSA submission students, but haven't applied</p> <p>Alumni friends and family members</p>	<p>Personalized email from President and VPSEM offices</p> <p>Strategic Digital Marketing using web, both NMHU web sites, social media, radio and geo-referencing, and other digital outlets</p> <p>Hard copy direct mailing of infographics, postcards, brochures, and letters</p> <p>Statistical Predictive Modeling to purchase prospective student names by market</p> <p>Admissions Counselor high school college fair participation</p> <p>Strategic admissions counselor visits to high yield high schools</p> <p>In-house transfer admissions counselor at high yield community colleges (CNM)</p> <p>Transfer admissions counselor participation at transfer student college fairs</p> <p>Strategic transfer admissions counselor</p>	<p>President, VPSEM, Director of Admissions, Director of University Relations, Directors of NMHU Centers, Academic Departments, Alumni</p>	<p>Ongoing</p>	<p>Ongoing</p>
--	--	--	--	--	----------------	----------------

	<p>Increase the conversion rate of UG inquiries to applicants each year by 10%.</p>	<p>Domestic and International high school and transfer prospective students</p> <p>High School Sophomores, Juniors, and Seniors in NMHU's top four markets</p> <p>Transfer Students</p> <p>Dual Credit Students</p> <p>FAFSA submission students, but haven't applied</p> <p>Alumni friends and family members</p>	<p>visits to community colleges</p> <p>Personalized email from President and VPSEM offices</p> <p>Strategic Digital Marketing using web, both NMHU web sites, social media, radio and geo-referencing, and other digital outlets</p> <p>Hard copy direct mailing of infographics, postcards, brochures, and letters</p> <p>Statistical Predictive Modeling to purchase prospective student names by market</p> <p>Admissions Counselor high school college fair participation</p> <p>Strategic admissions counselor visits to high yield high schools</p> <p>In-house transfer admissions counselor at high yield community colleges (CNM)</p> <p>Transfer admissions counselor participation</p>	<p>Director of Admissions, Director of Financial Aid, Director of International Education Center, Director of Academic Support, Coordinator of Native American Center, Coordinator of Customer Relations Office, Directors of NMHU Centers</p>	<p>Ongoing</p>	<p>Ongoing</p>
--	---	--	---	--	----------------	----------------

	<p>Increase the number of applicants each year by 5%</p>	<p>All prospective students that have inquired or submitted an application</p>	<p>at transfer student college fairs</p> <p>Strategic transfer admissions counselor visits to community colleges</p> <p>Fall, Spring, and Summer Phone Bank events</p> <p>On-campus yield Events (HS Counselor Day; Senior Day; NMHU Open House; etc.)</p> <p>Admissions Counselor high school college fair participation</p> <p>Strategic Admissions Counselor visits to high yield high schools</p> <p>Strategic Transfer Admissions Counselor at high yield community college (CNM)</p> <p>Transfer admissions counselor at transfer student college fairs</p> <p>Strategic transfer admissions counselor visits to community colleges</p>	<p>Director of Admissions, Director of Financial Aid, Director of International Education Center, Director of Academic Support, Coordinator of Native American Center, Coordinator of Customer Relations Office, Directors of NMHU Centers</p>	<p>Ongoing</p>	<p>Ongoing</p>
--	--	--	---	--	----------------	----------------

	<p>Increase the conversion rate of UG inquiries to admit each year by 3%.</p>	<p>All prospective students that have inquired or submitted an application</p>	<p>Fall, Spring, and Summer Phone Bank events</p> <p>On-campus yield Events (HS Counselor Day; Senior Day; NMHU Open House; etc.)</p> <p>Admissions Counselor high school college fair participation</p> <p>Strategic Admissions Counselor visits to high yield high schools</p> <p>Strategic Transfer Admissions Counselor at high yield community college (CNM)</p> <p>Transfer admissions counselor at transfer student college fairs</p> <p>Strategic transfer admissions counselor visits to community colleges</p>	<p>Director of Admissions, Director of Financial Aid, Director of International Education Center, Director of Academic Support, Coordinator of Native American Center, Coordinator of Customer Relations Office, Directors of NMHU Centers</p>	<p>Ongoing</p>	<p>Ongoing</p>
--	---	--	--	--	----------------	----------------

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
-		-	-	-		



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
3. <i>Highlands University will achieve a vibrant campus life.</i>	N/A	N/A	N/A	N/A	N/A	N/A
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
-		-		-		-

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>4. Highlands University will be a community partner.</b></p>	<p>Goal is to become most visible in the Las Vegas community.</p>	<p>Partner with Robertson HS to house a space at RHS for an engaged NMHU presence.</p>	<p>NMHU designated space with monthly workshops for students, families, and educators</p>	<p>Director of Admissions, Admissions Counselors, Director of AcademicSupport, Director of Financial Aid, CoordinatorNative American Coordinator RHS Superintendent</p>	<p>Fall 2018</p>	<p>Fall 2018</p>
		<p>Partner with West Las Vegas HS to house a space at RHS for regular NMHU presence.</p>	<p>NMHU designated space with monthly workshops for students, families, and educators</p>	<p>Director of Admissions, Admissions Counselors, Director of AcademicSupport, Director of Financial Aid, CoordinatorNative American Coordinator WLVHS Superintendent</p>	<p>Fall 2018</p>	<p>Fall 2018</p>
		<p>Partner with Luna Community College to facilitate transfer for LCC students to NMHU.</p>		<p>Director of Admissions, Communications Coordinator, Transfer Admissions Counselor, Admissions Specialist</p>	<p>Fall 2018</p>	<p>Fall 2018</p>

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)
-		-	-	

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
5. <i>Highlands University will achieve technological advancement and innovation.</i>	N/A	N/A	N/A	N/A	N/A	N/A
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
-		-		-		-

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>6. Highlands University will achieve enhanced communication and efficiency.</b></p>	<p>6.1 Goal is to effectively communicate with prospective first time freshman students from inquiry to matriculation by phone, email, USPS and in person.</p>	<p>6.2 Develop a first time freshman communication flow plan from the Office of Student Recruitment &amp; Undergraduate Admissions.</p>	<p>6.1 Facilitate and enhance clear communication to increase yield using Slate CRM</p>	<p>VPSEM, Director of Admissions, Communications Coordinator</p>	<p>Fall 2018</p>	<p>Fall 2018</p>
	<p>6.2 Goal is to create and effectively communicate with prospective transfer students from inquiry to matriculation by phone</p>	<p>6.2 Develop a transfer communication flow plan from the Office of Student Recruitment &amp; Undergraduate Admissions.</p>	<p>6.2 Facilitate and enhance clear communication to increase yield using Slate CRM</p>	<p>VPSEM, Director of Admissions, Communications Coordinator</p>	<p>Fall 2018</p>	<p>Fall 2018</p>
<p><b>Action Status w/Description (Achieved, Ongoing, Stop)</b></p>	<p><b>Completion Date(s)</b></p>	<p><b>Recommendation(s)</b></p>		<p><b>Challenge(s)</b></p>		<p><b>Budget Consideration (Yes / No)</b></p>