

Mission

The mission of the Office of Strategic Enrollment Management is to build and sustain an inclusive, dynamic, engaged, and diverse student community at New Mexico Highlands University.

Vision

The vision of the Office of Strategic Enrollment Management is to have a university that uses a data driven approach to enrollment management, including recruitment, access, retention, educational plans, enrollment pattern data, and constraints of financial, physical and human resources while in support of the University’s strategic plan and Mission.

Department/Program: Office of Strategic Enrollment Management

Main Contact: Edward Martinez Email: eamartinez@nmhu.edu Phone: 505.454.3366

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>1. Highlands University will achieve academic excellence, academic integration and student success.</p>	<p>1. Provide an efficient automated application & transition process for prospective students from the applied to the enrolled stage every semester.</p>	<p>1.a. Ongoing-To oversee and assure that all SEM offices communicate and work effectively with each other. 1.b. Ongoing-To locate all SEM offices into the Felix Martinez Building to create a one stop shop for prospective and current students. 1.c. Ongoing-Conduct new student orientations throughout the summer. 1.d. Ongoing-Proactively reach out to admitted students by using a communication plan (phone bank, postcards, etc). 1.e. Ongoing-Conduct financial aid literacy workshops on campus and at centers. 1.f. Collaborate with the NMHU business office to implement online under graduate student application payment system using TouchNet or Slate. 1.g. Collaborate with the</p>	<p>1. a. Calendar 1.b. Office Plan 1.c. Registration, sign in sheets, and enrolled students 1.d. Sign In sheets, CRM tracking information, #of student called, # of postcards sent 1.e. Sign in sheets and number of completed FAFSA 1.f. Online payments 1.g. TES in use</p>	<p>1. All SEM personnel & various NMHU offices</p>	<p>1. June 2019</p>	<p>1. Monthly</p>

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	<p>2. Develop and implement strategies yearly, to academically integrate current NMHU subpopulations and provide metrics to determine strategy effectiveness on student retention.</p>	<p>academic affairs office, registrar’s office and STEMfast to implement use of TES. 1.h. Collaborate with the Graduate School to revise the graduate student admission policy to align with logic in Slate. 1.i. In collaboration with Graduate School build and implement the graduate student application in Slate in alignment with new admission policy. 1.j. Collaborate with the NMHU business office to implement an online graduate student application payment system using TouchNet or Slate</p> <p>2.a. Ongoing-To create prospective and current student events and workshops to increase student academic & social integration and success. 2.b. Ongoing-To communicate and advise student with high credits to determine possible pathways to graduation 2.c. Ongoing-Develop Melody Hall (MH) Initiative to engage and retain NA students. 2.d. Ongoing-Develop Student Success Contract for students that are admitted within 35 days of first day of class, are on probationary admissions, and/or have an ACT score of <13.</p>	<p>1.h. Approved policy in place 1.i. Online application in place 1.j. Online payment option in place</p> <p>2.a. number of students attended, retention rates, and student satisfaction 2.b. Returning students and graduation rates for these students 2.c. Retention rate for NA students @ MH 2.d. Retention rates for students on contract 2.e. # of</p>	<p>2. All SEM personnel and Retention Advisory Council</p>	<p>2. End of each Term</p>	<p>2. December and May of every year</p>
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		<p>2.e. Ongoing- Develop long term goals with every first time freshmen student on campus.</p> <p>2.f. Ongoing- Conduct an International Student Orientation through the IEC office to inform students of visa changes and NMHU policy & procedures.</p> <p>2.g. Ongoing- Provide a welcome back dinner event for Native American students through the Melody Hall Initiative to engage NA students with other NA students.</p> <p>2.h. Ongoing- Collaborate with Retention Advisory Council and Sub-population strategy groups to review data and identify specific retention strategies by sub-population.</p> <p>2.i. Collaborate with the Retention Advisory Council and Sub-population strategy groups to track and measure strategies identified.</p> <p>2.j. Collaborate with the Retention Advisory Council and Sub-population strategy groups to analyze data for each sub-population retention strategy and make recommendations to continue or discontinue strategies</p>	<p>students completing long term goals</p> <p>2.f. Sign in sheets and retention rates</p> <p>2.g. sign in sheet for event and retention rates</p> <p>2.h. Report from Sub-population strategy groups</p> <p>2.i. Data to measure strategies</p> <p>2.j. Analyzed data for recommendations</p>			
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendations</p>	<p>Challenge(s)</p>	<p>Budget Consideration (Yes/No)</p>		

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<p>1. Highlands University will achieve strategic enrollment management.</p>	<p>1. Increase retention of all NMHU student types yearly by 2%.</p> <p>2. Enroll Prospective and current NMHU students every semester through effective and efficient advising and registration processes.</p>	<p>1.a. Ongoing-Oversee and enhance Office of Academic Support student advising</p> <p>1. b. Ongoing-Partner with other divisions on campus to develop & submit grant proposals</p> <p>2. a. Ongoing-Oversee and enhance the Office of Recruitment and Undergraduate Admissions efforts</p> <p>2. b. Ongoing-Oversee and enhance International Educational Center operational and recruitment efforts</p> <p>2. c. Ongoing-Oversee and enhance Native American Center community partnership-building efforts</p> <p>2.d. Ongoing-Partner with Graduate Studies Office to develop Graduate Studies Recruitment Plan</p>	<p>1.a. Track number of advisements</p> <p>1.b. Number of submitted grants.</p> <p>2.a. New processes and procedures, new events and recruitment plan</p> <p>2.b. New processes and procedures, new events and international student recruitment plan</p> <p>2.c. MOU's and Agreements</p> <p>2.d. New processes and procedures, new events and graduate recruitment plan</p>	<p>1.a. All SEM Personnel</p> <p>1.b. All SEM Personnel</p> <p>2. All SEM Personnel</p>	<p>1.a. Annually</p> <p>1.b. Annually</p> <p>2. Annually</p>	<p>1.a. January to December of every year</p> <p>1.b. Yearly</p> <p>2. Yearly</p>

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		<p>2.e. Ongoing-Establish partnerships & MOU/Agreements with community colleges and high schools</p> <p>2.f. Ongoing-Create the NMHU 5 year SEM plan</p> <p>2.g. Ongoing-Review scholarship data to include recipients and retention data. Develop and implement plan.</p> <p>2.h. Ongoing-Partner with University Relations to develop marketing material for transfer, graduate, and adult students.</p> <p>2.i. Ongoing-Partner with University Relations to update and enhance website.</p> <p>2.j. Ongoing-Collaborate with the academic support office and faculty to advise and enroll admitted students prior to their orientation and first day of class.</p> <p>2.k. Ongoing-Assure that all SEM offices are collaborating with Academic Affairs and Student Affairs offices and Center director/managers to implement a student preregistration blitz.</p> <p>2.l. Ongoing-Assure that all SEM offices are collaborating with Academic Affairs and Student Affairs offices to offer incentives to students for preregistering for classes.</p>	<p>2.e MOU's and Agreements</p> <p>2.f. Plan in place</p> <p>2.g. Plan in place</p> <p>2.h. Completion of marketing material</p> <p>2.i. Updated website</p> <p>2.j. Number of students enrolled before first day of class</p> <p>2.k. Preregistration Blitz event</p> <p>2.l. Number of incentives offered</p>			
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	<p>3. Develop and implement strategies yearly, to socially integrate current NMHU subpopulations and provide metrics to determine strategy effectiveness on student retention.</p> <p>4. Increase retention of all NMHU student types yearly by 2%.</p>	<p>2.m. Collaborate with academic departments to create preregistration events by major to preregister students.</p> <p>2.n. Collaborate with the Persistence and Completion Academy Team and Faculty Senate to review current student advising model.</p> <p>3.a. Ongoing-Collaborate with Undergraduate Recruitment and Admissions Office to provide prospective student social event programming.</p> <p>3.b. Ongoing-Provide current and prospective Native American students social event programming.</p> <p>3.c. Ongoing-Collaborate with Student Affairs, First year Experience, and ARMAS to provide social event programming to NMHU students.</p> <p>4.a. Ongoing-Provide weekly advising to all new freshmen through the Office of Academic Support.</p> <p>4.b. Ongoing-Implement the Enrollment Success Program through the Office of Academic Support.</p> <p>4.c. Ongoing-In collaboration with Academic Affairs, develop a student success plan for all student on academic probation.</p>	<p>2.m. Number of events</p> <p>2.n. Review of model</p> <p>3. Sign in sheet with student attendance at social events</p> <p>4.a # of students advised</p> <p>4.b. # of signed contracts</p> <p>4.c. Plan in place</p>	<p>3. All SEM Personnel</p> <p>4.a. Academic Support Office</p> <p>4.b. Academic Support Office</p> <p>4.c. Academic Support/Academic Affairs</p> <p>4.d. SEM Personnel/RAC</p>	<p>3. Every semester</p> <p>4. Annually</p>	<p>3. Yearly</p> <p>4. Yearly</p>
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	<p>5. Increase yield of all NMHU prospective student types yearly by 2%.</p>	<p>4.d. In collaboration with the Retention Advisory Council identify new and continue to implement student retention strategies. 4.e. In collaboration with the Graduate School, develop graduate student retention goals and strategies.</p> <p>5.a. <i>Ongoing</i>-Collaborate with University Relations office to develop both hard copy and digital marketing material for prospective transfer students 5.b. Collaborate with University Relations office and Graduate School to develop both hard copy and digital marketing material for prospective graduate students. 5.c. Develop a communication plan for every specific prospective student type (freshman, transfer, graduate) 5.d. Implement communication plan using Slate for every specific prospective student type (freshman, transfer, graduate) 5.e. Collaborate with each academic department to develop specific messaging to prospective students (freshman, transfer, graduate) 5.f. Engage prospective students (freshman, transfer, graduate) with messaging using Slate.</p>	<p>4.d. Developed strategies in place 4.e. Developed goals and strategies in place 5.a. Materials 5.b. Materials 5.c. Comm. plan 5.d. Plan in place 5.e. Messaging</p>	<p>4.e. SEM Personnel/ Graduate Office 5.SEM Personnel, University Relations, & Academic Departments</p>	<p>5. Every semester</p>	<p>5. Every two years</p>
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	<p>6. Increase the number of community college partnerships through MOUs and academic program articulations by one agreement per year.</p>	<p>6.a. Ongoing-Collaborate with UNM-Taos to create transfer student agreement and course articulations. 6.b. Ongoing-Collaborate with CNM to create transfer student agreement and course articulations. 6.c. Collaborate with SFCC to create transfer student agreement and course articulations. 6.d. Collaborate with Mesalands CC to create transfer student agreement and course articulations. 6.e. Collaborate with Community College of Denver to create transfer student agreement and course articulations. 6.f. Collaborate with San Juan Collage to create transfer student agreement and course articulations. 6.g. Collaborate with Pueblo Community College to create transfer student agreement and course articulations. 6.h. Collaborate with Dona Ana Community College to create transfer student agreement and course articulations 6.i. Collaborate with Dine to create transfer student</p>	<p>5.f. Number of messages sent to prospective students</p> <p>6. Agreements /Articulations</p>	<p>6. SEM Personnel</p>	<p>6. Every semester</p>	<p>6. Every year</p>
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	<p>7. Increase the number of financially literate prospective student and their families yearly by 1%.</p> <p>8. By 2020 develop a financial aid program that effectively leverages student scholarships and student financial aid to increase student enrollment.</p> <p>9. Enhance the newmexicohighlands.com web site with appropriate marketing information to advertise NMHU to prospective students following the yearly</p>	<p>agreement and course articulations 6.j. Collaborate with SIPI to create transfer student agreement and course articulations 6.k. Collaborate with Northern NM College to create transfer student agreement and course articulations</p> <p>7.a. Ongoing-Host financial literacy workshops at NM high schools for prospective students and their families. 7.b. Ongoing-Host financial literacy workshops for current NMHU students.</p> <p>8.a. Create scholarship and financial aid leveraging plan based on data analysis. 8.b. Propose scholarship and financial leveraging plan to the Executive Management Team.</p> <p>9.a. Ongoing-Assure that every SEM office collaborates with university Relations to update department specific content on both NMHU websites.</p>	<p>7. Sign in sheets & number of participants</p> <p>8. Proposal/Plan</p> <p>9. Updated website</p>	<p>7. SEM Personnel</p> <p>8. VPSEM</p> <p>9. SEM Personnel & University Relations</p>	<p>7. Every semester</p> <p>8. Annually</p> <p>9. Annually</p>	<p>7. Every year</p> <p>8. Every year</p> <p>9. Every year</p>
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	<p>student recruitment cycle.</p> <p>10. Increase the number of international partnerships through MOUs by one agreement per year</p>	<p>10.a. Engage English Language Schools in the US to develop partnerships. 10.b. Engage universities abroad to develop partnerships. 10.c. Engage Agents for international students recruitment partnerships. 10.d. Collaborate with Faculty to assist in the development of agreements with universities abroad.</p>	<p>10. Number of agreements /partnerships.</p>	<p>10. SEM Personnel</p>	<p>10. Annually</p>	<p>10. Every year</p>
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<p>3. Highlands University will achieve a vibrant campus life.</p>	<p>1. Provide assistance in the development and implementation of student activities every semester on the Las Vegas and Center campuses.</p>	<p>1.a. Ongoing-Host on-campus social events for current students in collaboration with Student Affairs. 1.b. Ongoing-Host on-campus events for prospective freshmen students and high school counselors. 1.c. Ongoing-Host on-campus events for prospective transfer students and community college student advisors.</p>	<p>1.a. Number of events & students attending events 1.b. Number of students attending events that</p>	<p>1. All SEM personnel</p>	<p>1. Annually</p>	<p>1. Yearly</p>

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			were admitted 1.c. Number of students attending events that were admitted			
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4. Highlands University will be a community partner.	1. Increase the number of local and regional partnerships through MOUs by one agreement per year.	1.a. Collaborate with Alamo Navajo High School to create agreement to increase number of students enrolling at NMHU 1.b. Collaborate with Santa Fe Indian School to create agreement to increase number of students enrolling at NMHU.	1.Increased MOUs & Agreements	1. All SEM Personnel	1.Annually	1. Yearly
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<p>5. Highlands University will achieve technological advancement and innovation.</p>	<p>1. The goal of the SEM Office is to improve data reporting and analysis using state of the art technology</p>	<p>1. Ongoing-Create a data warehouse that will allow for easy data retrieval and data analytics</p>	<p>1. Number of increased accurate reporting documents</p>	<p>1. All SEM Personal</p>	<p>1. Every June</p>	<p>1. Yearly</p>
	<p>2. Use technology available to make data driven decisions to increase student enrollment, retention, and graduation.</p>	<p>2.a. Ongoing-Create yearly or term specific reports to measure recruitment, enrollment, retention and student support efforts using Slate, Banner, Labtracker, Nettutor, and other technologies to improve data driven decisions.</p> <p>2.b. Ongoing-By August 2019, provided an efficient automated Banner process to package prospective student aid by November of each year.</p> <p>2.c. Ongoing-Enhance use of Banner modules to process and track international students.</p> <p>2.d. Ongoing-Purchase and implement TutorTrac</p>	<p>2. Data driven decisions</p>	<p>2. All SEM Personnel</p>	<p>2. Annually</p>	<p>2. Yearly</p>

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<p>6. Highlands University will achieve enhanced communication and efficiency.</p>	<p>1. To communicate effectively and efficiently with current and prospective student populations yearly.</p>	<p>1.a. Ongoing-Develop a master communication plan for outreach to prospective, current, and non-retained students by August 2019. 1.b. Ongoing-Develop a master communication plan for outreach to NMHU offices and departments by August 2019. 1.c. Ongoing-Develop a customer service master plan to effectively and timely assist current and prospective students by August 2019.</p>	<p>1. a. Plan 1. b. Plan 1.c. Plan</p>	<p>1. All SEM Personnel</p>	<p>1. August 2019</p>	<p>1. Semi-annually</p>

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