

**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.*

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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. The Customer Relations Coordinator will participate in Professional Development trainings annually to keep abreast in student services best practices.</b></p> <p><b>2. 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.</b></p>	<p><b>1. Seek trainings to attend</b></p> <p><b>2. Participate in department meetings.</b></p>	<p><b>1. Each year, the CRC will attend a minimum of 5 trainings.</b></p> <p><b>2. Each year, the CRC will participate in a minimum of 5 department meetings.</b></p>	<p><b>1. Customer Relations Office</b></p> <p><b>2. Customer Relations Office</b></p>	<p><b>1. Annually</b></p> <p><b>2. Annually</b></p>	<p><b>1. Annually</b></p> <p><b>2. Annually</b></p>
Action Status w/ Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendations		Challenge(s)		Budget Consideration (Yes/No)
<p><b>Achieved:</b></p> <p><b>Trainings:</b></p> <p>Excelling with Excel</p> <p>Directing Traffic</p> <p>Effective PowerPoint</p> <p>Excel Part 2</p>	<p>10/26/2017</p> <p>10/26/2017</p> <p>11/30/2017</p> <p>11/30/2017</p>			<p>None determined at this time</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.

An Inclusive Campus (co-presented)	1/25/2018			Yes
Clearinghouse Trainings	1/2018			
Managing Email	2/22/2018			
Approach to Student Success	3/1/2018			
Verbal Judo	3/22/2018			
Active Shooter Training	3/22/2018			
CCME Conference (CA)	3/26-29/2018			
Accounts Payable Proc.	4/26/2018			
Conflict, Communication, and Change	5/8-9/2018			
Closing the Loop (Presented)	5/24/2018			
Running an Effective Mtg.	6/28/2018			
<i>Department meetings:</i>				
Admissions	10/19/2017			
Business Office	10/20/2017			
Financial Aid	10/26/2017			
Athletics	10/26/2017			
International Education	11/1/2017			
Registrar's Office	11/2/2017			
Native American Center	11/2/2017			
ITS	11/6/2017			
Switchboard	11/8 & 10/2017			
Housing	11/9/2017			
Graduate Office	11/9/2017			
HU CARES	11/13/2017			
Dean of Students	11/14/2017			
Farmington Center	11/16/2017			
Academic Support	11/17/2017			
Academic Affairs	11/21/2017			
Faculty Senate	11/29/2017			
Psychology Dept.	12/1/2017			
Social Work Dept.	1/12/2018			
Biology Dept.	1/19/2018			
English Dept.	2/9/2018			
Sociology/Anth. & CJ Dept.	2/16/2018			

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<p><b>2. Highlands University will achieve strategic enrollment management.</b></p>	<p><b>1. The Customer Relations Coordinator will assist in the compilation of NMHU's non-retained student population each fall semester.</b></p>	<p><b>1.</b> Organize Clearinghouse and Banner report findings of first-time freshman cohort retention data.</p>	<p><b>1.</b> Each fall semester, a report summarizing cohort outcomes at will be completed and submitted to the VPSEM.</p>	<p><b>1.</b> Customer Relations Office and OIER</p>	<p><b>1.</b> End of fall semester</p>	<p><b>1.</b> End of fall semester</p>
<p><b>Action Status w/ Description (Achieved, Ongoing, Stop)</b></p>	<p><b>Completion Date(s)</b></p>	<p><b>Recommendations</b></p>		<p><b>Challenge(s)</b></p>		<p><b>Budget Consideration (Yes/No)</b></p>
<p><b>Achieved:</b> 2016 First-time Freshman Cohort data summary 2015 First-time Freshman Cohort data summary 2014 First-time Freshman Cohort data summary <i>Note: Data summary includes retention data and transfer and balance information for each First-time Freshman cohort.</i></p>	<p>1/5/2018 3/2018 7/2/2018</p>	<p>1. It is recommended that the Customer Relations Coordinator participate in Access training. 2. It is recommended that the Customer Relations Coordinator be granted access to select views and tables in Banner.</p>		<p>1. Limited training opportunities available. 2. Pending approval on access.</p>		<p>No</p>
<p><b>3. Highlands University will achieve a vibrant campus life.</b></p>	<p><b>1.</b></p>	<p><b>1.</b></p>	<p><b>1.</b></p>	<p><b>1.</b></p>	<p><b>1.</b></p>	<p><b>1.</b></p>
<p><b>4. Highlands University will be a community partner.</b></p>	<p><b>1.</b></p>	<p><b>1.</b></p>	<p><b>1.</b></p>	<p><b>1.</b></p>	<p><b>1.</b></p>	
<p><b>5. Highlands University will achieve technological advancement and innovation.</b></p>	<p><b>1. The Customer Relations Coordinator will utilize available technology to expand the availability of services provided by</b></p>	<p><b>1a.</b> Establish phone number for CR Office <b>1b.</b> Establish email address for CR Office <b>1c.</b> Establish online inquiry portal</p>	<p><b>1a-e.</b> Increase availability of Customer Relations Office services to all NMHU students by 100%.</p>	<p><b>1a.</b> Customer Relations and IT Offices <b>1b.</b> Customer Relations and IT Offices <b>1c.</b> Customer and University</p>	<p><b>1a-e.</b> Monthly</p>	<p><b>1a-e.</b> Monthly, End of Term, &amp; Annually</p>

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	the Customer Relations Office to all NMHU students by summer 2018.	1d. Establish live chat  1e. Implement Zoom meeting sessions		Relations Offices <b>1d.</b> Customer and University Relations Offices <b>1e.</b> Customer Relations Office		
<b>Action Status w/ Description (Achieved, Ongoing, Stop)</b>	<b>Completion Date(s)</b>	<b>Recommendations</b>		<b>Challenge(s)</b>		<b>Budget Consideration (Yes/No)</b>
<b>Achieved:</b> 1a. Phone number established 1b. Email address established 1c. Online Inquiry portal developed 1d. Live chat launched 1e. Zoom meeting sessions launched	1a. 10/16/17  1b. 10/16/17 1c. 11/15/17  1d. 4/4/18 1e. 6/4/18	It is recommended that the Customer Relations Coordinator periodically announce the availability of the Customer Relations Office contact information and availability via Social Media.		1a. None determined at this time.  1b. None determined at this time.  1c. None determined at this time.  1d. None determined at this time. 1e. None determined at this time.		1d. Yes
<b>6. Highlands University will achieve enhanced communication and efficiency.</b>	<b>1. The Customer Relations Coordinator will demonstrate effective communication with current and prospective NMHU students daily.</b>	1a. Administer prompt responsiveness to current and prospective NMHU students via all communication methods.  1b. Provide follow-up services to current and prospective students to ensure issues are resolved.  1c. Utilize live chat as a means to provide assistance to students online.	1a. The CRC will respond to 90% of students contacting the Customer Relations Office within 8 hours.  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.  1c. The CRC will be available to students via live chat no less than 30 hours per week.	1a. Customer Relations Office  1b. Customer Relations Office  1c. Customer Relations Office	1a. Daily  1b. Weekly  1c. Weekly	1a. Weekly/ Annually  1b. Weekly/ Annually  1c. Weekly/ Annually

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	<p><b>2. The Customer Relations Coordinator will provide in-person assistance to NMHU students located at the Center Campuses each semester.</b></p> <p><b>3. The Customer Relations Coordinator will provide presentations to students, faculty, and staff for the purpose of informing the campus community of the services provided by the Customer Relations Office.</b></p>	<p><b>2. Travel to Center Campuses</b></p> <p><b>3. The CRC will present Customer Relations Office services to students, faculty, and staff as requested each fall and spring semester.</b></p>	<p><b>2. The CRC will travel to the Center Campuses <i>monthly</i> for in-person availability during the Fall and Spring semesters.</b></p> <p><b>3. A minimum of 5 presentations will be provided to students, faculty, or staff annually.</b></p>	<p><b>2. Customer Relations Office</b></p> <p><b>3. Customer Relations Office</b></p>	<p><b>2. Monthly</b></p> <p><b>3. Annually</b></p>	<p><b>2. Weekly/ Annually</b></p> <p><b>3. Annually</b></p>
Action Status w/ Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendations		Challenge(s)		Budget Consideration (Yes/No)
<p><b>Achieved:</b> Status and data reports regarding communication with students are submitted weekly, monthly, and annually to the VPSEM.</p>	<p>Weekly, monthly, annually.</p>			<p>None determined at this time.</p>		<p>No</p>

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