**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 FY18-FY21

<table>
<thead>
<tr>
<th>Strategic Goals for 2020 Planning for FY18-FY21</th>
<th>Unit Goals</th>
<th>Unit Actions/Strategies</th>
<th>Measurable Outcome(s)/Person(s) Responsible</th>
<th>Indicators and Time Frame for Assessment</th>
<th>Date(s) for Review</th>
</tr>
</thead>
</table>
| 1. **Highlands University will achieve academic excellence, academic integration and student success.** | 1. The Customer Relations Coordinator will participate in Professional Development trainings annually to keep abreast in student services best practices.  
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. | 1. Seek trainings to attend  
2. Participate in department meetings. | 1. Each year, the CRC will attend a minimum of 5 trainings.  
2. Each year, the CRC will participate in a minimum of 5 department meetings. | 1. Customer Relations Office  
2. Customer Relations Office | 1. Annually  
2. Annually |

### Action Status w/ Description (Achieved, Ongoing, Stop)

<table>
<thead>
<tr>
<th>Completion Date(s)</th>
<th>Recommendations</th>
<th>Challenge(s)</th>
<th>Budget Consideration (Yes/No)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/26/2017</td>
<td></td>
<td>None determined at this time</td>
<td></td>
</tr>
<tr>
<td>10/26/2017</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>11/30/2017</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>11/30/2017</td>
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<td></td>
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**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.
### 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.

<table>
<thead>
<tr>
<th>An Inclusive Campus (co-presented)</th>
<th>1/25/2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clearinghouse Trainings</td>
<td>1/2018</td>
</tr>
<tr>
<td>Managing Email</td>
<td>1/22/2018</td>
</tr>
<tr>
<td>Approach to Student Success</td>
<td>3/1/2018</td>
</tr>
<tr>
<td>Verbal Judo</td>
<td>3/22/2018</td>
</tr>
<tr>
<td>Active Shooter Training</td>
<td>3/22/2018</td>
</tr>
<tr>
<td>CCME Conference (CA)</td>
<td>3/26-29/2018</td>
</tr>
<tr>
<td>Accounts Payable Proc.</td>
<td>4/26/2018</td>
</tr>
<tr>
<td>Conflict, Communication, and Change</td>
<td>5/8-9/2018</td>
</tr>
<tr>
<td>Closing the Loop (Presented)</td>
<td>5/24/2018</td>
</tr>
<tr>
<td>Running an Effective Mtg.</td>
<td>6/28/2018</td>
</tr>
</tbody>
</table>

**Department meetings:**
- 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
### 2. Highlands University will achieve strategic enrollment management.

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<tr>
<td>Achieved:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016 First-time Freshman Cohort data summary</td>
<td>1/5/2018</td>
<td>1. It is recommended that the Customer Relations Coordinator participate in Access training.</td>
<td>1. Limited training opportunities available.</td>
<td>No</td>
</tr>
<tr>
<td>2015 First-time Freshman Cohort data summary</td>
<td>3/2018</td>
<td>2. It is recommended that the Customer Relations Coordinator be granted access to select views and tables in Banner.</td>
<td>2. Pending approval on access.</td>
<td></td>
</tr>
<tr>
<td>2014 First-time Freshman Cohort data summary</td>
<td>7/2/2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Note: Data summary includes retention data and transfer and balance information for each First-time Freshman cohort.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

### 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.
## NMHU Strategic Planning - Customer Relations

**FY18-FY21**

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</table>
| Achieved:  
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 |

### 5. Highlands University will achieve enhanced communication and efficiency.

1. The Customer Relations Coordinator will demonstrate effective communication with current and prospective NMHU students daily.

   **Achieved:**
   1a. Phone number established  
   1b. Email address established  
   1c. Online Inquiry portal developed  
   1d. Live chat launched  
   1e. Zoom meeting sessions launched

   **Completion Date(s):**
   1a. 10/16/17  
   1b. 10/16/17  
   1c. 11/15/17  
   1d. 4/4/18  
   1e. 6/4/18

   **Recommendations:**
   - It is recommended that the Customer Relations Coordinator periodically announce the availability of the Customer Relations Office contact information and availability via Social Media.

   **Challenges:**
   - 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.

   **Budget Consideration:**
   - 1d. Yes

### 6. Highlands University will achieve enhanced communication and efficiency.

1a. Administer prompt responsiveness to current and prospective NMHU students via all communication methods.

   **Achieved:**
   1a. 10/16/17  
   1b. 10/16/17  
   1c. 11/15/17  
   1d. 4/4/18  
   1e. 6/4/18

   **Recommendations:**
   - It is recommended that the Customer Relations Coordinator periodically announce the availability of the Customer Relations Office contact information and availability via Social Media.

   **Challenges:**
   - 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.

   **Budget Consideration:**
   - 1d. Yes

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<tr>
<td>Achieved: Status and data reports regarding communication with students are submitted weekly, monthly, and annually to the VPSEM.</td>
<td>Weekly, monthly, annually.</td>
<td></td>
<td>None determined at this time.</td>
<td>No</td>
</tr>
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