

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
<p>1. Highlands University will achieve academic excellence, academic integration and student success.</p>	<p>1. Goal is to allow for professional development of recruitment staff to learn best practices in the industry.</p>	<p>1.1 Register for National Conference for Student Recruitment, Marketing, and Retention in Denver, CO July 26-28, 2017</p>	<p>1.1 Strategic enrollment planning, student retention and success, web and e-recruitment</p>	<p>1.1 Jessica Jaramillo Student Recruiters</p>	<p>Summer 2017</p>	
	<p>2. Goal is to allow for professional development of admissions staff in the industry.</p>	<p>2.1 Register for National Association for College Admissions Counseling Conference in Boston, MA September 14-16, 2017</p>	<p>2.1 Strategic enrollment planning, college access and success, serve diverse student populations with regard to race and deferred action for childhood arrivals</p>	<p>2.1 Jessica Jaramillo Admissions Team</p>	<p>Fall 2017</p>	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
<p>1.1 Recruitment team attend RNL Conference</p>	<p>7/26/17-7/28/17</p>					<p>Yes</p>
<p>2.1 Admissions team will not attend NACAC conference in Boston in Fall 2017, will wait until Spring 2018 to attend a AACRAO</p>	<p>3/25/18-3/28/18</p>	<p>AACRAO conference is better suited for student admissions and enrollment management versus NACAC conference</p>				<p>Yes</p>

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>2. Highlands University will achieve strategic enrollment management.</p>	<p>1. Goal is to appropriately staff a full and functioning student recruitment & undergraduate admissions team</p>	<p>1.1 Maintain and support 3 undergraduate admissions staff.</p>	<p>1.1 Ensure positions remain filled by increasing overall morale.</p>	<p>1.1 Jessica Jaramillo Melissa Bassett</p>	<p>1.1 Fall 2016-ongoing</p>	
		<p>1.2 Confirm permanent employee status for interim data entry specialist staff member.</p>	<p>1.2 Posted position internally and permanently filled with interim employee.</p>	<p>1.2 Jessica Jaramillo HR Department</p>	<p>1.2 Fall 2016</p>	
		<p>1.3 Confirm permanent employee status for interim administrative assistant staff member.</p>	<p>1.3 Posted position internally and permanently filled with interim employee.</p>	<p>1.3 Jessica Jaramillo HR Department</p>	<p>1.3 Fall 2016</p>	
		<p>1.4 Hire 3 undergraduate student recruitment staff.</p>	<p>1.4 Posted positions competitively and on boarded 3 student recruiters.</p>	<p>1.4 Jessica Jaramillo Hiring Committee HR Department</p>	<p>1.4 Fall 2016</p>	
		<p>1.5 Hire 1 graduate assistant to coordinate prospective student campus tours.</p>	<p>1.5 Posted position competitively and on boarded 1 graduate assistant.</p>	<p>1.5 Jessica Jaramillo Mary Cole HR Department</p>	<p>1.5 Fall 2016</p>	
		<p>1.6 Hire 4 undergraduate student employees to assist with data entry, campus tours, and customer service.</p>	<p>1.6 Posted position competitively and on boarded 4 student employees.</p>	<p>1.6 Jessica Jaramillo Mary Cole Melissa Bassett HR Department</p>	<p>1.6 Fall 2016</p>	

	<p>2. Goal is to streamline application process for first time freshman</p>	<p>2.1 Revise online undergraduate application</p>	<p>2.1 Launch online application with simplified instructions, update application fields for tribal affiliation, citizenship, and criminal conviction.</p>	<p>2.1 Jessica Jaramillo Melissa Bassett IT</p>	<p>2.1 Spring 2017</p>	
		<p>2.2 Revise paper undergraduate application</p>	<p>2.2 Launch online application with simplified instructions, update application fields for tribal affiliation, citizenship, and criminal conviction.</p>	<p>2.2 Jessica Jaramillo Melissa Bassett IT</p>	<p>2.2 Spring 2017</p>	
		<p>2.3 Develop first time freshman admissions checklist</p>	<p>2.3 Checklist will ensure application completion and improve communication among prospective students.</p>	<p>2.3 Crystal Burch Student Recruiters</p>	<p>2.3 Fall 2016</p>	
	<p>3. Goal is to streamline application process for transfer students</p>	<p>3.1 Develop transfer admissions checklist</p>	<p>3.1 Checklist will ensure application completion and improve communication among prospective students.</p>	<p>3.1 Crystal Burch Student Recruiters</p>	<p>3.1 Fall 2016</p>	
	<p>4. Goal is to develop a target recruitment plan for first time freshman</p>	<p>4.1 Develop High School visit strategy</p>	<p>4.1a Launch outlook shared calendar to manage student recruiter travel and ensure coverage.</p> <p>4.1b High school visits, followed by post visit survey monkey to</p>	<p>4.1a Jessica Jaramillo Student Recruiters Mary Cole IT</p> <p>4.1b Jessica Jaramillo</p>	<p>4.1a Spring 2017</p> <p>4.1b Spring 2017</p>	

			<p>assess recruitment visit and provide improvement feedback to student recruiter.</p>	<p>Student Recruiters Mary Cole IT</p>		
		<p>4.2 Strategize communication touch points with CRM</p>	<p>4.2 Strategize using RNL recommendations for strategic recruiting based on various analytics and use of CRM.</p>	<p>4.2 Jessica Jaramillo VPSEM Student Recruiters</p>	<p>4.2 Fall 2017</p>	
		<p>4.3 Develop territory identified recruiter</p>	<p>4.3 Deseree → Northeast NM Sharon → Northwest NM Jesse → Southeast NM and SE ABQ Metro Joshua → Southwest NM and SW ABQ Metro</p>	<p>4.3 Jessica Jaramillo VPSEM Student Recruiters Center Recruiters</p>	<p>4.3 Fall 2016</p>	
		<p>4.4 Process and procedures to disseminate correct NMHU information regarding programs, campus life, residence life, etc.</p>	<p>4.4 Arrange training sessions with various academic programs on campus to learn about program offerings, research, and faculty</p>	<p>4.4 Jessica Jaramillo Student Recruiters</p>	<p>4.4 Summer 2017</p>	
		<p>4.5 Process and procedures for submitting inquiries, and application materials</p>	<p>4.5a Submit inquiries via an excel spread sheet to recruitment@nmhu.edu for upload into banner, and communication via a new CRM.</p>	<p>4.5a Jessica Jaramillo Student Recruiters Mary Cole</p>	<p>4.5a Spring 2017</p>	

	<p>5. Goal is to develop a recruitment plan for transfer students</p>	<p>4.6 Response to inquiries and application materials plan</p> <p>5.1 Develop community college visit strategy.</p> <p>5.2 Strategize communication touch points with CRM</p>	<p>4.5b Submit paper applications to data entry specialist for input into banner.</p> <p>4.6 Launch of new CRM</p> <p>5.1a Launch outlook shared calendar to manage student recruiter travel and ensure coverage.</p> <p>5.1b High school visits, followed by post visit survey monkey to assess recruitment visit and provide improvement feedback to student recruiter.</p> <p>5.2 Strategize using RNL recommendations for strategic recruiting based on various analytics and use of CRM.</p>	<p>4.5b Student Recruiters Mary Cole</p> <p>4.6 VPSEM Jessica Jaramillo Student Recruiters Mary Cole</p> <p>5.1a Jessica Jaramillo Student Recruiters Mary Cole IT</p> <p>5.1b Jessica Jaramillo Student Recruiters Mary Cole IT</p> <p>5.2 Jessica Jaramillo VPSEM Student Recruiters</p>	<p>4.5b Fall 2016</p> <p>4.6 Fall 2017</p> <p>5.1a Spring 2017</p> <p>5.1b Spring 2017</p> <p>5.2 Fall 2017</p>	
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		<p>5.3 Develop community college territory identified by recruiter</p>	<p>5.3 Deseree → Northern New Mexico Community College, Pueblo Community College, Trinidad Junior College, UNM Taos, UNM Los Alamos, Santa Fe Community College, Mesalands Community College</p> <p>Sharon → San Juan Community College, UNM Gallup</p> <p>Jesse → Clovis Community Colleges UNM Valencia, ENMU Roswell, NM Military Institute, NMSU Carlsbad, New Mexico Junior College Luna Community College,</p> <p>Joshua → CNM, UNM, NMSU Grants, Southwestern Indian Polytechnic Institute</p>	<p>5.3 Jessica Jaramillo VPSEM Student Recruiters Center Recruiters</p>	<p>5.3 Fall 2016</p>	
		<p>5.4 Process and procedures to disseminate correct NMHU information regarding programs, student support services pertinent to transfer students, etc.</p>	<p>5.4 Arrange training sessions with various academic programs on campus to learn about program offerings, research, and faculty</p>	<p>5.4 Jessica Jaramillo Student Recruiters</p>	<p>5.4 Summer 2017</p>	
		<p>5.5 Process and procedures for submitting inquiries, and</p>	<p>5.5a Submit inquiries via an excel spread</p>	<p>5.5a Jessica Jaramillo</p>	<p>5.5a Fall 2017</p>	

	<p>6. Goal is to revamp the campus tour program to provide a more robust experience for prospective students</p>	<p>application materials</p> <p>5.6 Response to inquiries and application materials plan</p> <p>6.1 Launch automated on campus tour reservation system.</p> <p>6.2 Outfit Campus Tour Hospitality room in Student Union Building.</p>	<p>sheet to recruitment@nmhu.edu for upload into banner, and communication via a new CRM.</p> <p>5.5b Submit paper applications to data entry specialist for input into banner.</p> <p>5.6 Launch of new CRM</p> <p>6.1 Enhance productivity by automating reservations and reduce disorganization. Better management of student employee workload.</p> <p>6.2 Serve as information HUB for walk-in campus visitors. Serve as check-in point for campus tour guests. Purchase seating and refrigerator. Obtain a phone line, and computer. Display department brochures.</p>	<p>Student Recruiters Mary Cole</p> <p>5.5b Student Recruiters Mary Cole</p> <p>5.6 VPSEM Jessica Jaramillo Student Recruiters</p> <p>6.1 Jessica Jaramillo Leo Garcia University Relations</p> <p>6.2 Jessica Jaramillo Mary Cole Leo Garcia Facilities Campus Life</p>	<p>5.5b Fall 2016</p> <p>5.6 Fall 2017</p> <p>6.1 January 2017</p> <p>6.2 January 2017</p>	
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		6.3 Reserve Student Governance Room for campus tour informational sessions.	6.3 Comfortably accommodate 20 people.	6.3 Jessica Jaramillo Leo Garcia Campus Life	6.3 November 2016	
		6.4 Obtain access to residence halls	6.4 Showcase residence halls (Melody and Viles & Crimmin).	6.4 Leo Garcia Housing	6.4 November 2016	
		6.5 Coordinate campus visit lunch in the campus dining hall.	6.5 Setup open PO for lunch visits.	6.5 Leo Garcia Mary Cole Aviand's	6.5 January 2017	
		6.6 Coordinate campus visit overnight stays in the residence halls and/or local hotel.	6.6 Setup open PO for overnight stays.	6.6 Leo Garcia Mary Cole Housing Local Vendors TBD	6.6 January 2017	
		6.7 Post Campus Tour Survey	6.7 Utilize university survey monkey account to survey campus tour experience.	6.7 Jessica Jaramillo Leo Garcia Mary Cole Institutional Research	6.7 September 2016	
		6.8 Purchase and launch YouVisit, a virtual campus tour program.	6.8 Launch YouVisit on the NMHU homepage, on the Athletics homepage, on the HR homepage.	6.8 Jessica Jaramillo Leo Garcia Housing University Relations	6.8 November 2016	

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
1.1 Undergraduate admissions team is in place.	As of Fall 2016	Working on cross training admissions staff to ensure operation continues when staff are out of the office.		No		
1.2 Data entry specialist position has been repurposed to a Campus Tour Specialist/Recruiter role.	As of Fall 2017	N/A		Yes		
1.3 Administrative assistant was made permanent and then vacated role. Data entry specialist moved into admin role.	As of June 2017	N/A		Yes		
1.4 Student recruitment team is in place.	As of November 2016	N/A		Yes		
1.5 Graduate assistant hired to coordinate campus tours 20 hours a week.	As of October 2016	Campus tour coordination has exceed the 20 hours hours a week a GA can work. Repurposing data entry specialist position to a campus tour specialist/recruiter		Yes		

<p>1.6 Hired 4 undergraduate student employees to assist with data entry, campus tours, and customer service.</p>	<p>As of October 2016</p>			<p>Yes</p>
<p>2.1 Revised online undergraduate application in banner</p>	<p>Fall 2016</p>	<p>Upon launch of new application in Slate CRM (expected launch October 2017), will add tribal affiliation on new application.</p>		<p>Yes</p>
<p>2.2 Revised undergraduate paper application to reflect updates in online application</p>	<p>Fall 2016</p>	<p>N/A</p>		<p>No</p>
<p>2.3 Developed first time freshman admissions checklist</p>	<p>March 2017</p>	<p>N/A</p>		<p>No</p>
<p>3.1 Developed transfer admission checklist</p>	<p>October 2016</p>	<p>Transfer students receive admission letter, and degree audit via email at the time of admission.</p>		<p>No</p>
<p>4.1 Developed high school visit strategy by launching a unified outlook calendar to manage recruiter travel and event coverage, sending post travel survey visits and sharing survey feedback with team to enhance recruitment skillset.</p>	<p>November 2016</p>	<p>Launch surveys via Slate for Fall 2017-Spring 2018.</p>		<p>No</p>
<p>4.2 Learned RNL's recommendations for strategic communication touch points based on best practice principles. Utilizing</p>	<p>Fall 2017</p>	<p>Launch Senior 2018 drip campaign August 10, 2017</p>		<p>Yes</p>

the sample emails RNL created to setup Senior drip campaign.		Work with RNL on sophomore and junior campaign beginning August 2017.		
4.3 NM territory developed, working on out of state territory.	Fall 2016	Using GIS technology, we can compare admits vs. recruitment visits.		No
4.4 Met with all academic and student support units to learn about programs and updates to share with prospective first time freshmen students.	Fall 2016	Will meet with departments annually to learn of new updates and meet new faculty.		No
4.5 Collecting first time freshmen inquiry cards and preserving inquiry data for new CRM	Ongoing	N/A		Yes
4.6 Collecting communication drafts from Admissions, Recruitment, and Campus Tour teams for first time freshmen students	Ongoing	Will launch communication in phases based on application cycle		Yes
5.1 Visited all community colleges in NM and select community colleges in CO	Ongoing	Coordinating HU Day at select community colleges in NM for Spring 2018		Yes
5.2 Drafting communication drafts targeted towards transfer recruitment	Ongoing	Will launch communication in phases based on application cycle		Yes

<p>5.3 Developed community college territory identified by recruiter.</p>	<p>Fall 2016</p>			<p>Yes</p>
<p>5.4 Met with all academic and student support units to learn about programs and updates to share with prospective transfer students.</p>	<p>Spring 2018</p>	<p>Will meet with departments annually to learn of new updates and meet new faculty.</p>		<p>No</p>
<p>5.5 Collecting transfer inquiry cards and preserving inquiry data for new CRM</p>	<p>Fall 2016</p>	<p>N/A</p>		<p>Yes</p>
<p>5.6 Collecting communication drafts from Admissions, Recruitment, and Campus Tour teams for transfer students</p>	<p>Ongoing</p>	<p>Will launch communication in phases based on application cycle</p>		<p>Yes</p>
<p>6.1 Working to build and launch automated on campus tour reservation system.</p>	<p>Spring 2018</p>	<p>Utilizing Slate CRM to build reservation system</p>		<p>Yes</p>
<p>6.2 Opened Campus Tour Hospitality room in Student Union Building called the NMHU Welcome Center and hosted an open house for the campus community to learn about the purpose and functions of the center.</p>	<p>Fall 2016</p>	<p>Obtain a sign for the SUB atrium to direct guests to the NMHU Welcome Center under the stairs.</p>		<p>No</p>

<p>6.3 Partnered with the Campus Life Office to reserve the Student Governance Room for campus tour informational sessions.</p>		<p>Also partnered with IT to obtain AV equipment for informational session usage.</p>		<p>No</p>
<p>6.4 Partnered with Housing and Student Life to obtain access to residence halls (Melody, Viles & Crimmin, Archuleta, Kennedy).</p>	<p>Fall 2016</p>	<p>Working to stage residence halls for prospective campus viewing.</p>		<p>Yes</p>
<p>6.5 Partnered with Aviand's/Sodexo to provide lunches in the campus dining hall as part of a campus tour.</p>	<p>Fall 2016</p>	<p>We are no longer funding meals in the dining hall. As a cost savings measure, working with Sodexo to honor \$5 lunch in the cafeteria to all prospective guests.</p>		<p>Yes</p>
<p>6.6 Partnered with Housing and Student Life to coordinate campus visit overnight stays in the residence halls and/or local hotel for campus visitors.</p>	<p>Fall 2016</p>	<p>We are no longer funding lodging on campus or in a local hotel. As a cost savings measure, working with local hotels to provide NMHU rate to all prospective guests.</p>		<p>Yes</p>
<p>6.7 Created a post campus tour survey using university survey monkey login credentials. Surveys are sent following a campus tour.</p>	<p>October 2016</p>	<p>Transfer survey to CRM to ensure data is added to the enrollment funnel, and automatically administered post tours.</p>		<p>Yes</p>
<p>6.8 Purchased and launched YouVisit, a virtual campus tour program in English, Spanish and Navajo.</p>	<p>November 2016</p>	<p>Transfer visitor data to CRM to ensure data is added to the enrollment funnel. Add photos and descriptions to YouVisit.</p>		<p>Yes</p>

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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
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>4. Highlands University will be a community partner.</p>	<p>4.1 Goal is to become most visible in the Las Vegas community.</p>	<p>4.1 Partner with Robertson HS to increase enrollment.</p> <p>4.2 Partner with West Las Vegas HS to increase enrollment.</p> <p>1. 4.3 Partner with Luna Community College to increase enrollment.</p>	<p>4.1 Attend RHS parades, sporting events, FAFSA nights, honor assemblies, etc.</p> <p>4.2 Attend WLVHS parades, sporting events, FAFSA nights honor assemblies, etc.</p> <p>1. 4.3 Co-host Annual College Night Monster Ball Event (currently in 18th annual year)</p>	<p>4.1 Student Recruiters</p> <p>4.2 Student Recruiters</p> <p>4.3 Office of Student Recruitment & Undergraduate Admissions LCC Campus Life Aviand's</p>	<p>4.1 Ongoing</p> <p>4.2 Ongoing</p> <p>1. 4.3 Fall 2017</p>	
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendation(s)</p>		<p>Challenge(s)</p>	<p>Budget Consideration (Yes / No)</p>	
<p>4.1 Partnering with Robertson HS, attending RHS scholarship banquet, arranged RHS visit to campus.</p> <p>4.2 Partnering with West Las Vegas HS, attending WLVHS scholarship banquet, arranged WLVHS visit to campus.</p>	<p>Fall 2017, ongoing</p> <p>Fall 2017, ongoing</p>	<p>Entered the RHS Homecoming parade Fall 2017 and Fall 2018.</p> <p>Entered the WLVHS Homecoming parade Fall 2017 and Fall 2018.</p>			<p>Yes</p> <p>Yes</p>	

<p>4.3 Partnering with Luna Community College to increase enrollment.</p>	<p>Fall 2016</p>	<p>Co-hosted 20th Annual College Night, will continue to partner each Fall. Also setup monthly visits to LCC to encourage transfer recruitment.</p>		<p>Yes</p>
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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>5. Highlands University will achieve technological advancement and innovation.</p>	<p>5.1 Goal is to appropriately outfit staff with technological support.</p>	<p>5.1 Purchase second computer monitor.</p>	<p>5.1 Increase admissions processing, productivity, and reduce data entry errors.</p>	<p>5.1 Jessica Jaramillo IT</p>	<p>5.1 Fall 2016</p>	
		<p>5.2 Re-engineer email inbox functionality, messaging, and unify the signature line.</p>	<p>5.2 Increase productivity of response time and formalize messaging to students and colleagues.</p>	<p>5.2 Jessica Jaramillo Admissions Team IT</p>	<p>5.2 Fall 2016</p>	
		<p>5.3 Re-engineer call answering system to increase staff productivity by reducing phone interruptions.</p>	<p>5.3 Ensure phone calls are routed to appropriate staff, and answered in a timely manner.</p>	<p>5.3 Jessica Jaramillo IT</p>	<p>5.3 Fall 2016</p>	
		<p>5.4 Obtain multifunction copy/fax/scan/printer unit for in house usage.</p>	<p>5.4 Increase team productivity and enhance confidentiality.</p>	<p>5.4 Jessica Jaramillo Business Office IT</p>	<p>5.4 Fall 2016</p>	
		<p>5.5 Obtain shred box for confidential documents for in house usage.</p>	<p>5.5 Increase team productivity and enhance confidentiality.</p>	<p>5.5 Jessica Jaramillo Raul Valdez</p>	<p>5.5 Fall 2016</p>	
		<p>5.6 Purchase recycle bins for recyclable documents for in house usage.</p>	<p>5.6 Promoting environmentally friendly office, now recycling paper and plastic.</p>	<p>1.5.6 Raul Valdez</p>	<p>1.5.6 Fall 2016</p>	

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)
5.1 Purchased second monitors for all admissions and support staff to increase productivity and reduce data entry error.	Fall 2016	-	-	-
5.2 Re-engineered email inbox functionality, messaging, and unified the signature line to reflect new branding policy.	Fall 2016/Spring 2017			
5.3 Re-engineer call-answering system to increase staff productivity by reducing phone interruptions.	Fall 2016			
5.4 Obtained multifunction copy/fax/scan/printer for in house usage.	Fall 2016			
5.5 Obtained shred box for confidential documents for in house usage.	Fall 2016			
5.6 Purchased recycle bins for recyclable documents for in house usage.	Fall 2016			

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>6. Highlands University will achieve enhanced communication and efficiency.</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>6.1 Per RNL suggestion develop a first time freshman communication flow plan messaging from the Office of Student Recruitment & Undergraduate Admissions.</p>	<p>6.1 Facilitate and enhance clear communication to increase yield by 5%</p>	<p>6.1 Jessica Jaramillo Crystal Burch Melissa Bassett Matriculation Committee IT VPSEM</p>	<p>6.1 March 2017</p>	
	<p>6.2 Goal is to create and effectively communicate with prospective transfer students from inquiry to matriculation by phone, email, USPS, and in person.</p>	<p>6.2 Per RNL suggestion develop a transfer communication flow plan messaging from the Office of Student Recruitment & Undergraduate Admissions.</p>	<p>6.2 Facilitate and enhance clear communication to increase yield by 5%</p>	<p>6.2 Jessica Jaramillo Crystal Burch Melissa Bassett Matriculation Committee IT VPSEM</p>	<p>6.2 March 2017</p>	
	<p>6.3 Goal is to develop warm transfer plan for interdepartmental use for student support units.</p>	<p>6.3 Develop a warm transfer plan for collaborative interdepartmental use</p>	<p>6.3 Facilitate and enhance warm transfer from our department to various support units on campus to better support student success through a unified approach which will prevent students walking all over campus and/or</p>	<p>6.3 Jessica Jaramillo Mary Cole Academic Support Financial Aid Registrar Business Office First Year Experience VPSEM</p>	<p>6.3 March 2017</p>	

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)
6.1 Developing a first time freshmen recruitment and admission communication plan.	Fall 2017	Developing content with RNL Demand Builder help		Yes
6.2 Developing a transfer recruitment and admission communication plan.	Fall 2017	Developing content with RNL Demand Builder help		Yes
6.3 Developed warm transfer plan for interdepartmental use for student support units within the matriculation task force.	Spring 2017	Update warm transfer list as staffing changes.		Yes