

NMHU Strategic Planning Annual Report - Customer Relations  
FY18-FY21

**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
<b>1. Highlands University will achieve academic excellence, academic integration and student success.</b>	<b>1. The Customer Relations Coordinator will participate in Professional Development trainings annually to keep abreast in student services best practices.</b>	<b>1. Seek trainings to attend</b>	<b>1. Each year, the CRC will attend a minimum of 5 trainings.</b>	<b>1. Customer Relations Office</b>	<b>1. Annually</b>	<b>1. Annually</b>
	<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>	<b>2. Participate in department meetings.</b>	<b>2. Each year, the CRC will participate in a minimum of 5 department meetings.</b>	<b>2. Customer Relations Office</b>	<b>2. Annually</b>	<b>2. Annually</b>
<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>

**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.

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<p><b>Achieved:</b>  <b>Trainings:</b>                  Excelling with Excel                  Directing Traffic                  Effective PowerPoint                  Excel Part 2                  An Inclusive Campus (co-presented)                  Clearinghouse Trainings                  Managing Email                  Approach to Student Success                  Verbal Judo                  Active Shooter Training                  CCME Conference (CA)                  Accounts Payable Proc.                  Conflict, Communication, and Change                  Closing the Loop (Presented)                  Running an Effective Mtg.                  Clearinghouse Academy                  How is your situational awareness                  Stress Management/Relax. Techniques (part 1)                  Advanced Excel Tech.                  Procurement Policies                  Management &amp; Leadership Training (part 1)                  Management &amp; Leadership Training (part 2)                  TutorTrack training                  Managing Email                  Active Shooter/ALICE Training                  Business Ethics Workshop                  FAFSA Training                  Zoom Training</p>	<p>10/26/2017                  10/26/2017                  11/30/2017                  11/30/2017                  1/25/2018                  1/2018                  2/22/2018                  3/1/2018                  3/22/2018                  3/22/2018                  3/26-29/2018                  4/26/2018                  5/8-9/2018                  5/24/2018                  6/28/2018                  9/26/2018                  10/25/2018                  10/25/2018                  11/29/2018                  11/29/2018                  11/27/2018                  12/4/2018                  12/18/2018                  1/24/2019                  2/28/2019                  3/1/2019                  3/11/2019                  3/21/2019</p>		<p>None determined at this time</p>	<p>Yes</p>
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<p>Stress Management/Relax. Techniques (Part 2) Yield Boot Camp</p> <p><i>Department meetings:</i></p> <p>Admissions Business Office Financial Aid Athletics International Education Registrar's Office Native American Center ITS Switchboard Housing Graduate Office HU CARES Dean of Students Farmington Center Academic Support Academic Affairs Faculty Senate Psychology Dept. Social Work Dept. Biology Dept. English Dept. Sociology/Anth. &amp; CJ Dept.</p>	<p>3/28/2019 4/3-4/2019</p> <p>10/19/2017 10/20/2017 10/26/2017 10/26/2017 11/1/2017 11/2/2017 11/2/2017 11/6/2017 11/8 &amp; 10/2017 11/9/2017 11/9/2017 11/13/2017 11/14/2017 11/16/2017 11/17/2017 11/21/2017 11/29/2017 12/1/2017 1/12/2018 1/19/2018 2/9/2018 2/16/2018</p>					
<p>2. <i>Highlands University will achieve strategic enrollment management.</i></p>	<p>1. The Customer Relations Coordinator will assist in the compilation of NMHU's non-retained student population each fall semester.</p>	<p>1. Organize Clearinghouse and Banner report findings of first-time freshman cohort retention data.</p>	<p>1. Each fall semester, a report summarizing cohort outcomes at will be completed and submitted to the VPSEM.</p>	<p>1. Customer Relations Office and OIER</p>	<p>1. End of fall semester</p>	<p>1. End of fall semester</p>

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Action Status w/ Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendations		Challenge(s)		Budget Consideration (Yes/No)
<b>Achieved:</b> 2016 First-time Freshman Cohort data summary 2015 First-time Freshman Cohort data summary 2014 First-time Freshman Cohort data summary 2017 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>	1/5/2018  3/2018  7/2/2018  10/23/2018	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.		1. Limited training opportunities available. 2. Pending approval on access.		No
<b>3. Highlands University will achieve a vibrant campus life.</b>	1.	1.	1.	1.	1.	1.
<b>4. Highlands University will be a community partner.</b>	1.	1.	1.	1.	1.	
<b>5. Highlands University will achieve technological advancement and innovation.</b>	<b>1. The Customer Relations Coordinator will utilize available technology to expand the availability of services provided by the Customer Relations Office to all NMHU students by summer 2018.</b>	1a. Establish phone number for CR Office 1b. Establish email address for CR Office 1c. Establish online inquiry portal 1d. Establish live chat	<b>1a-e.</b> Increase availability of Customer Relations Office services to all NMHU students by 100%.	1a. Customer Relations and IT Offices 1b. Customer Relations and IT Offices 1c. Customer and University Relations Offices 1d. Customer and University	<b>1a-e.</b> Monthly	<b>1a-e.</b> Monthly, End of Term, & Annually

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		1e. Implement Zoom meeting sessions		Relations Offices 1e. Customer Relations Office		
Action Status w/ Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendations		Challenge(s)		Budget Consideration (Yes/No)
<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
6. Highlands University will achieve enhanced communication and efficiency.	1. The Customer Relations Coordinator will demonstrate effective communication with current and prospective NMHU students daily.	1a. Administer prompt responsiveness to current and prospective NMHU students via all communication methods.	1a. The CRC will respond to 90% of students contacting the Customer Relations Office within 8 hours.	1a. Customer Relations Office	1a. Daily	1a. Weekly/ Annually
		1b. Provide follow-up services to current and prospective students to ensure issues are resolved.	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.	1b. Customer Relations Office	1b. Weekly	1b. Weekly/ Annually
		1c. Utilize live chat as a means to provide assistance to students online.	1c. The CRC will be available to students via live chat no less than 30 hours per week.	1c. Customer Relations Office	1c. Weekly	1c. Weekly/ Annually
					2. Monthly	2. Weekly/

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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>3. Annually</b></p>	<p>Annually</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 (see reports for details).</p>			<p>None determined at this time.</p>		<p>No</p>

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