

Mission: To promote international awareness, knowledge and experiences by recruiting, enrolling, retaining and graduating a diverse global community.

Vision: A global campus where international and U.S. students, faculty, staff and the community learn from each other individually and through programming that fosters appreciation of global diversity

Department/Program: *International Education Center*

Main Contact: Ernestine B Clayton **Email:** eclayton@nmhu.edu **Phone:** 505-454 3058

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. The goal of the International Education Center is to have a well-informed international student population regarding NMHU and USA policies and regulations pertaining to Int'l Students.</p>	<p>1a. Conduct a mandatory International Student Orientation to inform newly arrived Int'l students of American Academic standards, U.S. and State laws that must be obeyed (DWI, Substance abuse, domestic relations, health care system and insurance.... 1b. Conduct a mandatory International Student Orientation to inform newly arrived Int'l students of Regulations required by the U.S. government regarding study in the United States through F-1 and J-1 Visas.</p>	<p>1. One orientation per semester for new international students</p>	<p>1. International Education Center Director, Coordinator and Staff</p>	<p>1. One orientation held in August and January of every year</p>	<p>1. August 30th 2018, January 30 2018 August 30, 2019</p>

Notes 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.

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenges		Budget Consideration (Yes / No)
Achieved, ongoing	August 2018, January 19	<ul style="list-style-type: none"> - Recommend to hold International Student Orientation - Prior to the beginning of the semester, instead of 1 week after the semester begins. - Implementation: Fall 2019, Monday before semester begins. Spring 2020, the Monday before semester begins 		None		Yes purchase snacks for event
<p>2. Highlands University will achieve strategic enrollment management.</p>	<p>1. The goal of the Int'l Ed. Center is to increase Int'l Student enrollment to 200 students by 2020.</p>	<p>1a. Update the International Student recruitment plan.</p> <p>1b. Collaborate with Departments and University Relations to create informational materials appropriate for the International Student market</p> <p>1c. Coordinate with Education USA Centers worldwide to host NMHU webinars.</p> <p>1d. Recruit Intn'l students enrolled</p>	<p>1a. International Student recruitment Plan accomplishments and outcomes of activities completed.</p> <p>1b. Four brochures with varying information for international students</p> <p>1c. Number of webinars</p> <p>1d. Number of int'l students transferring to NMHU</p>	<p>1. International Ed. Center Director, International Committee, and VPSEM</p>	<p>1. Every fall session</p>	<p>1. Every September</p>

Notes 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.

	<p>2. The goal of the International Education Center is to establish an Intensive English Language Program at NMHU</p> <p>3. Contract with International Student recruiters to increase and retain more international students</p>	<p>at community colleges with large intrn'l student enrollments</p> <p>2a. Manage an existing IELP to develop MOU detailing establishment of an IELP on the NMHU campus</p> <p>2b. Offer classroom space to rent for IELP needs,</p> <p>2c. Offer our student residence halls and meal plans to students enrolled at the IELP.</p> <p>2d. Allow students enrolled at the IELP to enroll at NMHU as non-degree seeking students.</p> <p>3a.Reach out to agencies to create partnerships</p> <p>3b. Collaborate with NMHU Athletics to</p>	<p>2a. Establishment of IELP on NMHU Campus</p> <p>3a Number of agents NMHU has contracted with.</p> <p>3b. goal is to recruit and International athlete for every sport NMHU offers</p>	<p>2. International Ed. Center Director, VP of Enrollment Management, President and VP for finance, Housing Director</p> <p>3 International Ed. Center Director, International Student Coordinator, Dir. Of NMHU Athletics,</p>	<p>2. Fall 2020</p> <p>Fall 2019</p>	<p>2. Fall 2020</p> <p>October 1, 2019</p>
--	--	--	--	---	--------------------------------------	--

NotesUnits 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.

		recruit International student athletes.		VPEM, VPF		
		3c. Collaborate with NMHU VPEM and VPF to create a commission structure to entice recruiting agents	3c Completion of commission structure and contract			
		3d Collaborate with VPEM and VPF to establish a discounted cost of attendance for students recruited by agents , goal is to reach a 15,000 COA.	3d Agreement			
	4.Retain more Int'l. Students to completion	4a. Increase the quality of customer service at the IEC	4a. Number of student retained / semester	International Ed. Center Director	May 2019	May 30 2019
		4b. Increase the number of events held by the International club	4b. count the number of events and participants every semester	Int'l Student coordinator		
		4c. Directing Int'l students to participate in activities held by other departments on campus	4c Request an response from students who are interested in participating in the event	Int'l Student Coordinator		

NotesUnits 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.

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenges	Budget Consideration (Yes / No)
1. Ongoing	1.a. incomplete 1.b. 3/2019 1.c. incomplete 1.d. incomplete	1.a. in progress. 1.b. completed recruitment communication plan for Slate and electronic recruitment campaign for TEOFL buys. 1.c. Implement project Fall 2019 1.d. Receive funding for travel to Community colleges	1.b Technological challenges, learning SLATE to complete task	1.a. None 1.b. None 1.c. yes 1.d. Yes
2. Stop	2. Canceled project	2 Funds not available for project. Goal to be revisited in The future.	2. Funding and finding a Partnerships Willing to establish ESL existing ESL program on the campus of NMHU	2Yes
3. ongoing/ complete	3. March28, 2019	3a. increase commission to agents and offer discounts to students recruited 3b. Continue to collaborate with athletic department to Recruit student athletes through agent means. 3c. review current proposal after one year and submit Future recommendation based on outcomes of Currently approved proposal. Example, may need To offer a higher commission rate, tuition, housing And or meal plan discounts to make HU a highly Attractive option to agents and students. 3d. continue to review success of current agent proposal to determine if NMHU can offer a more attractive contract to agents and future students recruited by agents.	Funding and participation	3 yes

Notes 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.

<p>4. ongoing</p>	<p>4a. Ongoing Fall 18/ installed a student kiosk for students to have access to computer for their immigration needs.</p> <p>Spring of 2019/ installed Tutor Trac to provide students the ability to check in and set appointments.</p> <p>Student SEVIS webinar training for the SEVIS web portal.</p> <p>Feb. 2019 UG on line application through Banner available to HU applicants.</p> <p>4 b/c Ongoing</p> <ol style="list-style-type: none"> 1. Sept 18 2. Oct 17 3. Feb 6 4. Feb 7 5. Feb 12 6. Mar 19 	<p>4a Continue to seek services that will benefit our current and perspective students.</p> <p>Continue to offer extracurricular activities (food festivals, bean fest, socials, homecoming events, community events, Delta Kappa Delta annual dinner, trips that interest international students, continually update students of immigration changes that affect their status in the United States)</p>		<p>4 Yes</p>
-------------------	--	--	--	--------------

Notes 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 Annual Report							FY18/19
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 achieve a vibrant campus life.</p>	<p>1. The goal of the International Education Center is to have a globally informed International campus community</p>	<p>1. Conduct Cultural Activities such as Flag Hoisting Ceremony and Cultural enrichment sessions for NMHU community</p>	<p>1a. Number of Ceremonies 1b. Number of Cultural Enrichment Sessions</p>	<p>1. International Ed. Center staff, Int'l Students Club in collaboration w/appropriate offices on campus</p>	<p>1. Once every semester</p>	<p>1.a. Every September and May 1. b. At the end of every Semester</p>	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenges		Budget Consideration (Yes / No)	
<p><i>Achieved/ ongoing</i></p>	<p>Oct 18/ food fest Weekly throughout Spring semester/ World music DJ at the Student Center Atrium April 4 / Delta Kappa Delta Dinner</p>	<p>Continue to seek cultural activities that International students can present to the HU Campus and community</p>		<p>Student Participation and Community attendance Funding for events to be held</p>		<p>Yes</p>	

Notes 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.

<p>5. Highlands University will be a community partner.</p>	<p>1. The goal of the International Education Center is to have a well-informed International Student population</p> <p>2. conduct one community service event /semester</p>	<p>1. Invite organizations to the International Student Orientation and present on issues such as DWI, Sexual Harassment, City Ordinances, etc.</p> <p>2. Identify local community organizations to create community service opportunities for International Students</p>	<p>1. Number of organizations/presenters at International Student Orientation</p> <p>2. Participation in community service events.</p>	<p>1. International Ed. Center Director in partnership with Community organizations, banks, SS office, DMV, District Attorney's office, campus police, NMHU Housing, business office, professors, career services, DWI program, HU Cares, NMHU student Health Center.</p> <p>International Student coordinator International Ed. Center Director</p>	<p>1. Once Every semester</p> <p>2. end of every semester</p>	<p>1. August and January</p> <p>December May</p>
--	--	---	--	--	---	--

Notes 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.

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenges		Budget Consideration (Yes / No)
<p><i>Achieved/ ongoing</i></p> <p><i>2 not achieved</i></p>	<p>1. Aug 30 2. Sept 12 3. Jan 24 4. Feb 6 5. Feb 12 6. Mar 19 7. Apr 5</p> <p>2 Ongoing</p>	<p>1. Continue to host information sessions that orient International students of civic issues, mental health issues, transitional issues and immigration benefits.</p> <p>2. Partner with a local organization</p>		<p>1. Funding to host events for guest speakers, and food service</p> <p>2. Funding to coordinate and transport participants</p>		<p>Yes</p> <p>2 Yes</p>
<p>6. Highlands University will achieve technological advancement and innovation.</p>	<p>1. The goal of the International Education Center is to have an International student Web – Page that facilitates international student enrollment and retention</p>	<p>1. a. Create an online-application for UG, GRAD and Non-degree seeking International Students.</p> <p>1.b. Create a “Pay Now” Link on the Int’l. Web Page that will accept Foreign transactions For applicants and enrolled International Students</p> <p>1c. Post SEVIS information about NMHU’s recertification and re-designation approvals from Immigration and</p>	<p>1. Web Page</p>	<p>1. International Ed. Center Director, VP of Enrollment Management, Business Office, University Relations, International Student Coordinator</p>	<p>1. May 2019</p> <p>December 2018</p>	<p>1. June 2019</p> <p>August 2019</p>

Notes 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.

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenges	Budget Consideration (Yes / No)
	2. On line application at UG and GRAD level	Customs Enforcement 1d. Post Education USA and Organization of the American States logos on the web-site 2.Complete the International Student application in SLATE	2 Elimination of paper application	Recruitment, International Ed. Center
1. Ongoing/achieve	1a. Feb 2019/ UG application 1b. May 5/ will use touch net intn'l instead 1c. not complete	1a. complete Grad, and transfer application once SLATE is ready to implement GRAD, Transfer and non-degree application 1b. Continue to collaborate with the Business and purchasing department to implement and go live. Place Touch net hot buttons on the Business office, International Student Web pages once new website is complete.	1a. Ensuring that the online apps have the necessary information for the International Ed. Center's needs 1b. None 1c. None	1a. None 1b. None 1c. None

Notes 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.

	<p>1d. not complete</p> <p>2. Not complete</p>	<p>1c. Post information on new website when website is complete and ready for departments to input their information.</p> <p>1d. Post information on new website when website is complete and ready for departments to input their information.</p> <p>2 Implement once SLATE is ready. UG app ready to go</p>	<p>1d. None</p> <p>2 Learning how SLATE functions</p>	<p>1d. None</p> <p>2 None</p>		
<p>6. Highlands University will achieve enhanced communication and efficiency.</p>	<p>1. The goal of the International Education Center is to have a well-informed campus community regarding program policies and regulations pertaining to Int'l Students, faculty and Staff.</p>	<p>1a. Communicate with Faculty and staff about program offerings through the International Ed. Center via global emails</p> <p>1b. Create e-booklets for web- page and D2L content</p> <p>1c. Continue to hold workshops for International students that address Federal Regulations and procedures that benefit and affect their visa status.</p> <p>1d. Update internal forms, policies and procedures to coincide with federal regulations as</p>	<p>1a. Workshops</p> <p>1b. Postings on D2L Int'l Student Corner</p> <p>1c. Workshops</p> <p>1d. Pamphlets</p>	<p>1. International Ed. Center Director, Coordinator and Staff and VPSEM</p>	<p>1a. Workshops held every fall and Spring semester.</p> <p>1b. Ongoing as federal regulations and policies change</p>	<p>1a. Every November and April</p> <p>1b. July of every year</p> <p>1c. Every fall and spring semester</p> <p>1d. July of every year</p>

Notes 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.

		needed for NMHU and International student use. 1e. Create a J-1 visa pamphlet for faculty and staff 1f. Create an F-1 Visa pamphlet 2. Decrease visits to the International Ed. Center for requesting paper materials needed by students.	1e. Pamphlets 1f. Pamphlets 2 Creation of information and digital on line forms for International students to access and download	2. International Ed. Center Director International Student coordinator	2. Throughout the semester as Federal regulations and requirements change.	End of every semester
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenges		Budget Consideration (Yes / No)
<i>Ongoing</i>	1a. Not complete 1b. Not complete 1c. Aug 30 Sept 12 Jan 24 Feb 6 Feb 7 2/12	1a. Post information on the new NMHU web page, Present at new faculty development week 1b. Continue to post updated information into D2L for students who access. Post information on the new website when access is granted. 1c. continue to hold workshops, create videos for guidance on how to's	1a. none 1b. time consuming 1c none			None None None

Notes 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.

	3/19			
	1d. 2/20	1d. Continue to update in D2L, and send out global announcement to students of the new changes that are in effect	1d. none	None
	1e. Not complete	1e. post the J-1 visa pamphlet on the new website once access is granted. Add information about the J-1 visa and its purpose	1e. none	None
	1f. Not complete	1f. create the pamphlet and post on the new website once access is granted	1f. none	none
	2 Not complete	2 Continue to post information and forms needed by international student for submission to USCIS and to the International Ed. Center Update forms already posted in D2L and needed	2 none	none

Notes 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.