

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 M. Hurtado, 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
<i>1.Highlands University will achieve academic excellence, academic integration and student success.</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>2. Highlands University will achieve strategic enrollment management.</p>	<p>Develop a comprehensive undergraduate recruitment plan annually.</p>	<p>First Time Freshmen Transfer Dual Credit FAFSA submission students who haven't applied Alumni friends and family members</p>	<p>Formal plan in place</p>	<p>Director of Admissions & Communications Coordinator</p>	<p>On the fiscal year, July 1-June 31</p>	<p>May 2019</p>
	<p>Develop an undergraduate recruitment plan by Admissions Counselor annually.</p>	<p>First Time Freshmen Transfer Dual Credit FAFSA submission students who haven't applied Alumni friends and family members.</p>	<p>Formal plan in place</p>	<p>Director of Admissions & Communications Coordinator & Admissions Counselors</p>	<p>On the fiscal year, July 1-June 31</p>	<p>May 2019</p>
	<p>Launch Slate Undergraduate Application</p>	<p>Launch online application, application status page, and application communication</p>	<p>Online application will promote NMHU excellence; checklist will ensure application completion and improve communication among prospective students.</p>	<p>Director of Admissions & Communications Coordinator</p>	<p>Fall 2018 for Spring 2019 soft launch & Fall 2018 for Fall 2019 official launch</p>	<p>Ongoing</p>
	<p>Increase the number of leads each year by 10%.</p>	<p>Domestic and International high school and transfer prospective students High School Sophomores, Juniors, and Seniors in NMHU's top four markets Transfer Students Dual Credit Students</p>	<p>Name buys from NRCCUA, ACT, COLLEGE BOARD AND COLLEGE FISH</p>	<p>Director of Admissions, Communications Coordinator</p>	<p>Ongoing</p>	<p>Ongoing</p>

	<p>Increase the number of conversions from lead to inquiry by 10%.</p>	<p>Domestic and International high school and transfer prospective students</p> <p>High School Sophomores, Juniors, and Seniors in NMHU's top four markets</p> <p>Transfer Students</p> <p>Dual Credit Students</p> <p>FAFSA submission students, but haven't applied</p> <p>Alumni friends and family members</p>	<p>Strategic Digital Marketing using web, both NMHU web sites, social media, radio and geo-referencing, and other digital outlets</p> <p>Hard copy direct mailing of infographics, postcards, brochures, and letters</p> <p>Statistical Predictive Modeling to purchase prospective student names by market</p> <p>Admissions Counselor high school college fair participation</p> <p>Strategic admissions counselor visits to high yield high schools</p> <p>In-house transfer admissions counselor at high yield community colleges (CNM)</p> <p>Transfer admissions counselor participation at transfer student college fairs</p> <p>Strategic transfer admissions counselor visits to community colleges</p>	<p>Director of Admissions, Director of University Relations, Directors of NMHU Centers</p>	<p>Ongoing</p>	<p>Ongoing</p>
--	--	--	--	--	----------------	----------------

	<p>Increase the number of inquiries each year by 10%</p>	<p>Domestic and International high school and transfer prospective students</p> <p>High School Sophomores, Juniors, and Seniors in NMHU's top four markets</p> <p>Transfer Students</p> <p>Dual Credit Students</p> <p>FAFSA submission students, but haven't applied</p> <p>Alumni friends and family members</p>	<p>Personalized email from President and VPSEM offices</p> <p>Strategic Digital Marketing using web, both NMHU web sites, social media, radio and geo-referencing, and other digital outlets</p> <p>Hard copy direct mailing of infographics, postcards, brochures, and letters</p> <p>Statistical Predictive Modeling to purchase prospective student names by market</p> <p>Admissions Counselor high school college fair participation</p> <p>Strategic admissions counselor visits to high yield high schools</p> <p>In-house transfer admissions counselor at high yield community colleges (CNM)</p> <p>Transfer admissions counselor participation at transfer student college fairs</p> <p>Strategic transfer admissions counselor</p>	<p>President, VPSEM, Director of Admissions, Director of University Relations, Directors of NMHU Centers, Academic Departments, Alumni</p>	<p>Ongoing</p>	<p>Ongoing</p>
--	--	--	--	--	----------------	----------------

	<p>Increase the conversion rate of UG inquiries to applicants each year by 10%.</p>	<p>Domestic and International high school and transfer prospective students</p> <p>High School Sophomores, Juniors, and Seniors in NMHU's top four markets</p> <p>Transfer Students</p> <p>Dual Credit Students</p> <p>FAFSA submission students, but haven't applied</p> <p>Alumni friends and family members</p>	<p>visits to community colleges</p> <p>Personalized email from President and VPSEM offices</p> <p>Strategic Digital Marketing using web, both NMHU web sites, social media, radio and geo-referencing, and other digital outlets</p> <p>Hard copy direct mailing of infographics, postcards, brochures, and letters</p> <p>Statistical Predictive Modeling to purchase prospective student names by market</p> <p>Admissions Counselor high school college fair participation</p> <p>Strategic admissions counselor visits to high yield high schools</p> <p>In-house transfer admissions counselor at high yield community colleges (CNM)</p> <p>Transfer admissions counselor participation</p>	<p>Director of Admissions, Director of Financial Aid, Director of International Education Center, Director of Academic Support, Coordinator of Native American Center, Coordinator of Customer Relations Office, Directors of NMHU Centers</p>	<p>Ongoing</p>	<p>Ongoing</p>
--	---	--	---	--	----------------	----------------

	<p>Increase the number of applicants each year by 5%</p>	<p>All prospective students that have inquired or submitted an application</p>	<p>at transfer student college fairs</p> <p>Strategic transfer admissions counselor visits to community colleges</p> <p>Fall, Spring, and Summer Phone Bank events</p> <p>On-campus yield Events (HS Counselor Day; Senior Day; NMHU Open House; etc.)</p> <p>Admissions Counselor high school college fair participation</p> <p>Strategic Admissions Counselor visits to high yield high schools</p> <p>Strategic Transfer Admissions Counselor at high yield community college (CNM)</p> <p>Transfer admissions counselor at transfer student college fairs</p> <p>Strategic transfer admissions counselor visits to community colleges</p>	<p>Director of Admissions, Director of Financial Aid, Director of International Education Center, Director of Academic Support, Coordinator of Native American Center, Coordinator of Customer Relations Office, Directors of NMHU Centers</p>	<p>Ongoing</p>	<p>Ongoing</p>
--	--	--	---	--	----------------	----------------

	<p>Increase the conversion rate of UG inquiries to admit each year by 3%.</p>	<p>All prospective students that have inquired or submitted an application</p>	<p>Fall, Spring, and Summer Phone Bank events</p> <p>On-campus yield Events (HS Counselor Day; Senior Day; NMHU Open House; etc.)</p> <p>Admissions Counselor high school college fair participation</p> <p>Strategic Admissions Counselor visits to high yield high schools</p> <p>Strategic Transfer Admissions Counselor at high yield community college (CNM)</p> <p>Transfer admissions counselor at transfer student college fairs</p> <p>Strategic transfer admissions counselor visits to community colleges</p>	<p>Director of Admissions, Director of Financial Aid, Director of International Education Center, Director of Academic Support, Coordinator of Native American Center, Coordinator of Customer Relations Office, Directors of NMHU Centers</p>	<p>Ongoing</p>	<p>Ongoing</p>
--	---	--	--	--	----------------	----------------

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)
Achieved- Develop a comprehensive undergraduate recruitment plan annually.	Fall 2018	- Review and update annually, launch at FY for the upcoming recruitment cycle		- No
Ongoing- Develop an undergraduate recruitment plan by Admissions Counselor annually.	Summer 2019	Review and update annually, launch at FY for the upcoming recruitment cycle		- No
Ongoing- Launch Slate Undergraduate Application	Summer 2019	Due to project delay, and staff turnover a professional consultant was recommended to onboard project.	-Support of Underscore consultant was needed to accomplish project, ongoing consultant support is needed until project is launched and staff are trained.	-Yes
Ongoing-Increase the number of leads each year by 10%	Summer 2019	Purchase search criteria based on RNL predictive modeling, seek professional consultant for support with search efforts every 3 years.	Demographics changes over time, to maintain a pulse new search criteria must sought out.	-Yes
Ongoing-Increase the number of conversions from lead to inquiry by 10%	Summer 2019	Continue working with University Relations on marketing materials (hard copy, digital) for usage in communication campaigns	-Support of Underscore consultant is needed to accomplish drip campaign project, ongoing consultant support is needed until project is launched and staff are trained.	-Yes
Ongoing-Increase the number of inquiries each year by 10%	Summer 2019	With June 2019 launch of new website, we are expecting to see a rise in inquiries for Spring, Summer and Fall 2020 due to the ease of locating the inquiry form.		-No
Ongoing-Increase the conversion rate of UG	Summer 2019	With slate development, as a result of underscore professional consultant help along with June 2019 launch of new website, we are expecting to see a rise		-No

<p>inquiries to applicants each year by 10%</p> <p>Ongoing-Increase the number of applicants each year by 5%</p> <p>Ongoing-Increase the conversion rate of UG admits to enroll each year by 3%.</p>	<p>Summer 2019</p> <p>Summer 2019</p>	<p>in inquiries to applicant conversion rates for Spring, Summer and Fall 2020.</p> <p>With slate development, as a result of underscore professional consultant help along with June 2019 launch of new website and new marketing mediums, we are expecting to see a rise in applicant rates for Spring, Summer and Fall 2020.</p> <p>With slate development, as a result of underscore professional consultant help along with June 2019 launch of new website, new marketing mediums, we are expecting to see a rise in conversion from admits to enrolled for Spring, Summer and Fall 2020.</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
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>Goal is to become most visible in the Las Vegas community.</p>	<p>Partner with Robertson HS to house a space at RHS for an engaged NMHU presence.</p>	<p>NMHU designated space with monthly workshops for students, families, and educators</p>	<p>Director of Admissions, Admissions Counselors, Director of Academic Support, Director of Financial Aid, Coordinator Native American Coordinator RHS Superintendent</p>	<p>Fall 2018</p>	<p>Fall 2018</p>
		<p>Partner with West Las Vegas HS to house a space at RHS for regular NMHU presence.</p>	<p>NMHU designated space with monthly workshops for students, families, and educators</p>	<p>Director of Admissions, Admissions Counselors, Director of Academic Support, Director of Financial Aid, Coordinator Native American Coordinator WLVS Superintendent</p>	<p>Fall 2018</p>	<p>Fall 2018</p>
		<p>Partner with Luna Community College to facilitate transfer for LCC students to NMHU.</p>		<p>Director of Admissions, Communications Coordinator,</p>	<p>Fall 2018</p>	<p>Fall 2018</p>

				Transfer Admissions Counselor, Admissions Specialist		
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
Ongoing- Goal is to become most visible in the Las Vegas community.	Jan-May 2019	<ul style="list-style-type: none"> - Continue RHS and WLVHS weekly workshops in Fall and Spring terms for students, families, and educators. -Partner with Luna Community College to facilitate transfer for LCC students to NMHU. 	<ul style="list-style-type: none"> - Dedicated space allocation at schools was delayed - Testing in spring, early dismissal and sporting events created a challenge in scheduling - Relationship building is ongoing, LCC wants more collaboration from NMHU on articulation agreements 	<p>No</p> <p>No</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
5. <i>Highlands University will achieve technological advancement and innovation.</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>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>6.2 Develop a first time freshman communication flow plan from the Office of Student Recruitment & Undergraduate Admissions.</p>	<p>6.1 Facilitate and enhance clear communication to increase yield using Slate CRM</p>	<p>VPSEM, Director of Admissions, Communications Coordinator</p>	<p>Fall 2018</p>	<p>Fall 2018</p>
	<p>6.2 Goal is to create and effectively communicate with prospective transfer students from inquiry to matriculation by phone</p>	<p>6.2 Develop a transfer communication flow plan from the Office of Student Recruitment & Undergraduate Admissions.</p>	<p>6.2 Facilitate and enhance clear communication to increase yield using Slate CRM</p>	<p>VPSEM, Director of Admissions, Communications Coordinator</p>	<p>Fall 2018</p>	<p>Fall 2018</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>Ongoing- Effectively communicate with prospective first time freshman and transfer students from inquiry to matriculation by phone, email, USPS and in person.</p>	<p>Ongoing</p>	<p>Developed a universal enrollment timeline for FTF and T students to better manage enrollment at each stage of the enrollment funnel</p>		<p>Staff expressed interest in marketing talking points versus procedural talking points to engage all students at all campuses. An enrollment yield bootcamp facilitator from Paskill, Stapleton and Lord was on campus in Spring 2019.</p>		<p>Yes</p>