

Mission *New Mexico Highlands University is a public comprehensive university serving our local and global communities. Our mission is to provide opportunities for undergraduate and graduate students to attain an exceptional education by fostering creativity, critical thinking and research in the liberal arts, sciences, and professions within a diverse community.*

Vision *Our vision is to be a premier comprehensive university transforming lives and communities now and for generations to come.*

Department/Program: **Admission/Recruitment**

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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>1. Highlands University will achieve academic excellence, academic integration and student success.</p>	<p>1. The goal of the Strategic Enrollment Management is to collaborate with the campus community to improve retention by 2%.</p> <p>2. The goal of the Strategic Enrollment Management is to collaborate with the campus community to improve undergraduate student enrollment by 5%.</p> <p>3. The goal of the Strategic Enrollment Management is to collaborate with the campus community to improve graduate student enrollment by 5%.</p>	<p>1. Intentional Student Success Coach contact following department protocols.</p> <p>2. Use of modern marketing techniques strategically targeted to potential students.</p> <p>4. Expedite registration through aggressive marketing and limiting institutional barriers.</p>	<p>2. Increase first time freshmen retention fall to spring retention by 2%.</p> <p>3. Increase undergraduate enrollment by 5%.</p> <p>4. Increase graduate enrollment by 5%.</p>	<p>Benito Pacheco</p>	<p>Spring 21</p>	<p>Spring 21 Summer 21 Fall 21</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</p>	<p>Fall 21</p>	<p>- Minimize institutional barriers to enrollment and persistence.</p>	<p>- Course scheduling constrains student choices that meet academic roadmap for graduation. - Technology fully integrating</p>	<p>no</p>		

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<p>2. Highlands University will achieve strategic enrollment management.</p>	<ol style="list-style-type: none"> 1. Goal is to effectively communicate with 100% prospective applicants from inquiry to matriculation 2. The goal of the Strategic Enrollment Management is to intentionally communicate with undergraduate student population in a holistic manner. 3. The goal of the Strategic Enrollment Management is to collaborate with the campus community to increase undergraduate applications by 20% 4. The goal of the Strategic Enrollment Management is to collaborate with the campus community to increase graduate applications by 20% 5. The goal of the Strategic 	<ol style="list-style-type: none"> 1. Develop a process communication plan and material for admitted students. 2. Intentional undergraduate student engagement. 3. Improved collaboration with NMHU Centers. 4. Implement Niche and Full Measure as admission, recruitment, retention, and marketing tool. 	<ol style="list-style-type: none"> 1. Increase first time freshmen retention fall to spring retention by 2%. 2. Increase undergraduate enrollment by 5%. 3. Increase graduate enrollment by 5%. 	<p>Benito Pacheco</p>	<p>Spring 21 Summer 21 Fall 21</p>	<p>Spring 21 Summer 21 Fall 21</p>

	<p>Enrollment Management is to create measurable outcomes for marketing endeavors.</p> <p>6. The goal of the Strategic Enrollment Management is to intentionally communicate with undergraduate student population in a holistic manner.</p>					
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
- Ongoing	Fall 21	<ul style="list-style-type: none"> - Improved collaboration between Academic Affairs and SEM. - Maximize use of budgets 		- COVID 19		- yes

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3. <i>Highlands University will achieve a vibrant campus life.</i>	1. The goal of Strategic Enrollment Management is to impact campus life through support of the Campus Life Initiative, Athletics, HUE.	1. The unit will have 100% participation in events that occur during working hours or require staff presence.	1. 100% attendance at university events aimed at improved campus life.	Benito Pacheco	Fall 21	Fall 21
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
- ongoing		-		-		- 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
4. <i>Highlands University will be a community partner.</i>	1. The goal of Strategic Enrollment Management is to improve partnership with schools in a 75 mile radius of campus.	1. Intentional contact with local districts and community colleges.	1. Increase enrollment of schools within service area by 5%	Benito Pacheco	Spring 21 Summer 21 Fall 21 2.	Spring 21 Summer 21 Fall 21
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
- Ongoing	Fall 21	-		- Covid 19		N

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. <i>Highlands University will achieve technological advancement and innovation.</i></p>	<p>1. The goal of Strategic Enrollment Management is to increase integration between SLATE and Banner to 100%</p> <p>2. The goal of Strategic Enrollment Management is to adjust use of TutorTrac during COVID 19 pandemic.</p> <p>3. The goal of Strategic Enrollment Management is to increase social media and online presence for recruitment, enrollment and retention.</p>	<p>1. Intentional follow up with ITS aggressively reviewing progress.</p> <p>2. Use of modern marketing techniques strategically targeted to potential students.</p> <p>4. ITS training for remote work use of technology.</p>	<p>1. Increase undergraduate enrollment by 5%.</p> <p>2. Increase graduate enrollment by 5%.</p> <p>3. Increase use of TutorTrac to fall 19 levels.</p>	<p>1. Benito Pacheco</p>	<p>1. December 20</p>	<p>December 20</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</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>- No</p>		

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<p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p>	<p>2. The goal of Strategic Enrollment Management is to collaborate with other NMHU departments maximize university resources and best serve students.</p> <p>3. Implement mobile communication.</p> <p>4. Increase Social media presence.</p> <p>5.</p>	<p>1. Collaboration with University Relations</p>	<p>100% increase in measurable outcomes of online marketing</p>	<p>Benito Pacheco</p>	<p>December 20</p>	<p>December 20</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</p>		<p>-</p>		<p>Covid 19</p>	<p>Yes</p>	