

NMHU Unit Strategic Planning: FY21 Plan
 Unit name: University Relations
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PLAN - Unit Goals / Objectives

Unit	Unit / Department Objective	Purpose of Objective	SP Goal 1	SP Goal 2	SP Goal 3	SP Goal 4	SP Goal 5	Status (New or Ongoing)	Timeframe	Measurable outcomes
UR/SEM	Website integration with Slate				x	x		new	fall21	prospective student data funneled through nmhu.edu to Slate
UR/SEM	Data collection on online ad performance	With the website/Slate integration, UR and SEM are better able to track digital ads from impression to conversion. The data collected from this process will allow UR to make informed decisions on market targeting			x	x		new	fall 21 spring 22	higher conversion rates on digital ads
UR	Increase positive response rates for printed recruitment materials	Another area on which UR can utilize the collected website/Slate data is determining which visual imagery is resonating with prospective students and their families. The data will then be used to create guidelines for our printed recruitment materials			x	x		new	spring 22	through the creation of unique URLs on recruiting materials, UR can track the response rates through various publications. A year-to-year increase is expected.
UR/SEM	Analyze advertising data to determine which ad campaigns led to higher enrollment rates	This objective expands the data from ad to conversion to include comparative data on matriculation rates associated with the ads. This also lays the groundwork for next year, when retention rates can be factored in.			x	x		new	summer 22	intimately, the outcome will be better able to impact matriculation rates with targeted social and search ads
UR	Increase the reach of the university's press releases	to both more broadly disseminate positive stories on students, faculty, staff and the overall university to a wider audience outside of the traditional NM media outlets.	x			x		ongoing	ongoing	Increased number of potential readers who could view positive NMHU stories
UR	Increase student participation in community-improvement projects	foster a sense of community pride and volunteerism among students and the broader university community/develop stronger town-gown relationships	x	x	x			ongoing	ongoing	Number of students who participate in community partnership programs

UR	Increase the number of collaborative projects between Highlands and nonprofits	Build a better framework to support student, faculty and staff participation in community improvement projects.			x			ongoing	ongoing	Number of partnerships recorded by NMHU's community liaison
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DO - Implement Plan		STUDY - Assessment			ACT - Improve
Action(s)	Budget implication	Status (Met, Ongoing, Stop)	Outcome(s)	Challenge(s)	Improvement(s)
recoding unit landing pages to accommodate contact form/integration scrips	Y	met	Completed Aug. 2021, funneling leads directly into Slate, bypassing previous cumbersome form		UR and SEM hope to see an increase in prospective students seeking information and into a communication funnel via the nmhu.edu domain
through a dedicated script, UR and SEM will analyze social and search ads with their respective conversion rates, then continue modifying ads/conduct AB testing to continue improving ad performance for targeted populations	N	ongoing			
As above, collect data on the nature of the digital ads visual characteristics, determining patterns, then creating a Highlands look for recruitment materials based on the data	N	ongoing			
compare enrollment data with the previous set of conversion data	n	ongoing			
utilizing Cission to promote and track relevant media outlets, UR will develop a formalized plan with measurable targets to promote stories to a wider audience. A media outlet's readership base will be the foundation for the measurable outcome	Y	Ongoing			
NMHU formed a partnership with the City of Las Vegas and the area's schools to identify and organize community improvement projects. The initial action is to work within the framework of the partnership (Vecinos), documenting the number of HU participants.	y	ongoing		The project began at the beginning of 2020 and was hampered by the pandemic.	

<p>in 2020, HU created a new position, community liaison, to foster relationships with the community. While the pandemic put much of that work on hold, there was some progress. The liaison will continue outreach via meetings and one-to-one interactions to build partnerships</p>	n	ongoing		like other community-based projects, this goal was impacted by the pandemic.	
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