

Nitsáhákees *Nahátá* *Íina* *Siihasin*
NAVAJO TECHNICAL UNIVERSITY
ESTABLISHED 1979

2018 March 26-Created

Enrollment Management Plan

ENROLLMENT MANAGEMENT COMMITTEE

Proposal submitted: 03/26/18

Endorsed by Enrollment Management Committee: 04/18/19

Endorsed by Faculty Congress: 05/14/19

Endorsed by University Cabinet: 07/16/19

Endorsed by University President: 08/05/19

Endorsed by University Board of Regents: 09/20/2019

FREQUENCY OF REVIEW AND UPDATE: This plan will be reviewed annually by Enrollment Management Committee, Enrollment Director, and Dean of Student Services for continued alignment with the appropriate federal regulations and policies and revised as necessary.

Endless Possibility

Navajo Technical University

Crownpoint | Chinle | Teec Nos Pos

Dual Credit | Bond Wilson | Online | Zuni

Table of Contents

Introduction and Background	2
EMC Vision:	2
EMC Mission:	2
Historical Enrollment Profile:	2
Enrollment Projections: What the committee envisions for outcomes and assessment.....	5
SWOT Analysis	7
STRENGTHS	7
WEAKNESS	7
OPPORTUNITY	8
THREATS	8
Environmental Scan	8
Framework Enrollment Management Committee Goals-Strategies	8
Component 1 – Marketing (Foundation)	8
Component 2 – Recruitment.....	8
Component 3 – Admissions	8
Component 4 – Retention.....	8
Component 5– Completion.....	8
Recruitment Activity Timeline	13
Long-Term:	13
Short-Term:	13
On-Going Work	19
APPENDIX 1 – Student Sign-In Sheet	20
APPENDIX 2 – Sample Email and Phone Call	20
APPENDIX 3 – Registration Process	21
APPENDIX 4 – Follow-Up with Potential Student	21

Introduction and Background

The establishment of Navajo Technical University includes strategies to enhance and secure the social, economic, and environmental well-being for the Navajo Nation and its citizenry. The Enrollment Management Plan is established to provide guidelines to increase, retain, and graduate students at NTU. This plan demonstrates the cooperation among, community, institution, academic, and students which are the components of NTU's marketing vision.

The Enrollment Management Committee's (ECM) is established to identify methods and strategies to constructively support retention, admission, and completion at the university. The plan delineates components that are comprehensive to the structure and defines their order.

EMC Vision:

EMC's decision making utilizes data-driven factors to increase student learning success.

EMC Mission:

The mission of the EMC is to support NTU's Strategic Priorities emphasizing admissions, recruitment, retention, and graduation.

Historical Enrollment Profile:

A summary of previous enrollment data that illustrates efforts before the recruitment plan.

The status of becoming a university elevates all qualities and services that are responsive to the needs of the Navajo people. Founded as Navajo Skills Center in 1979, the institution developed vocational and technical programs to create opportunities for members of the Navajo Nation. Navajo Technical University continues to expand while staying dedicated to its origins by emphasizing Navajo culture and language into the curriculum and operations.

The University currently offers 23 certificate programs, 2 Associate of Science programs, 15 Associate of Applied Science programs, 5 Bachelor of Science programs, 3 Bachelor of Applied Science programs, 1 Bachelor of Arts program, 1 Bachelor of Fine Arts program, and 1 Master's Degree program. These programs fulfill the call in the Mission to "provide university readiness programs, certificates, associate, baccalaureate, and graduate degrees."

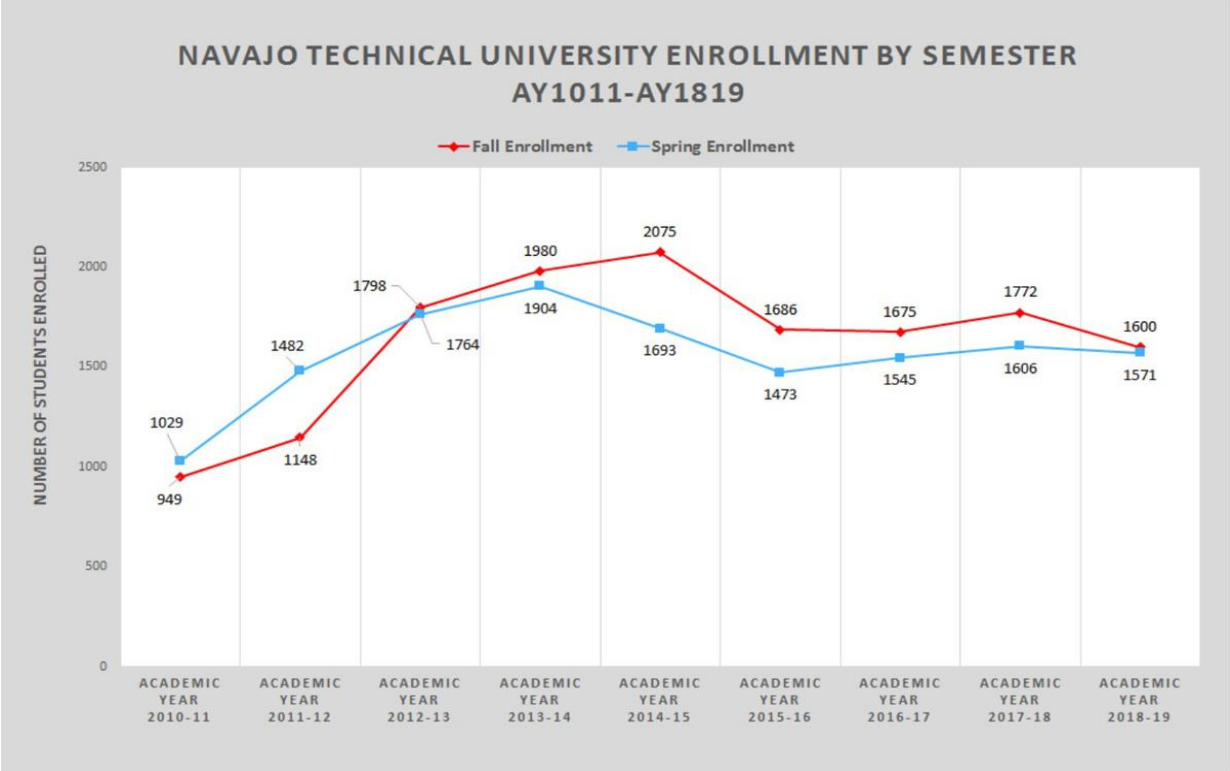


Figure 1: Enrollment Trend -2010-2019 from Office of Institutional Research &Reporting

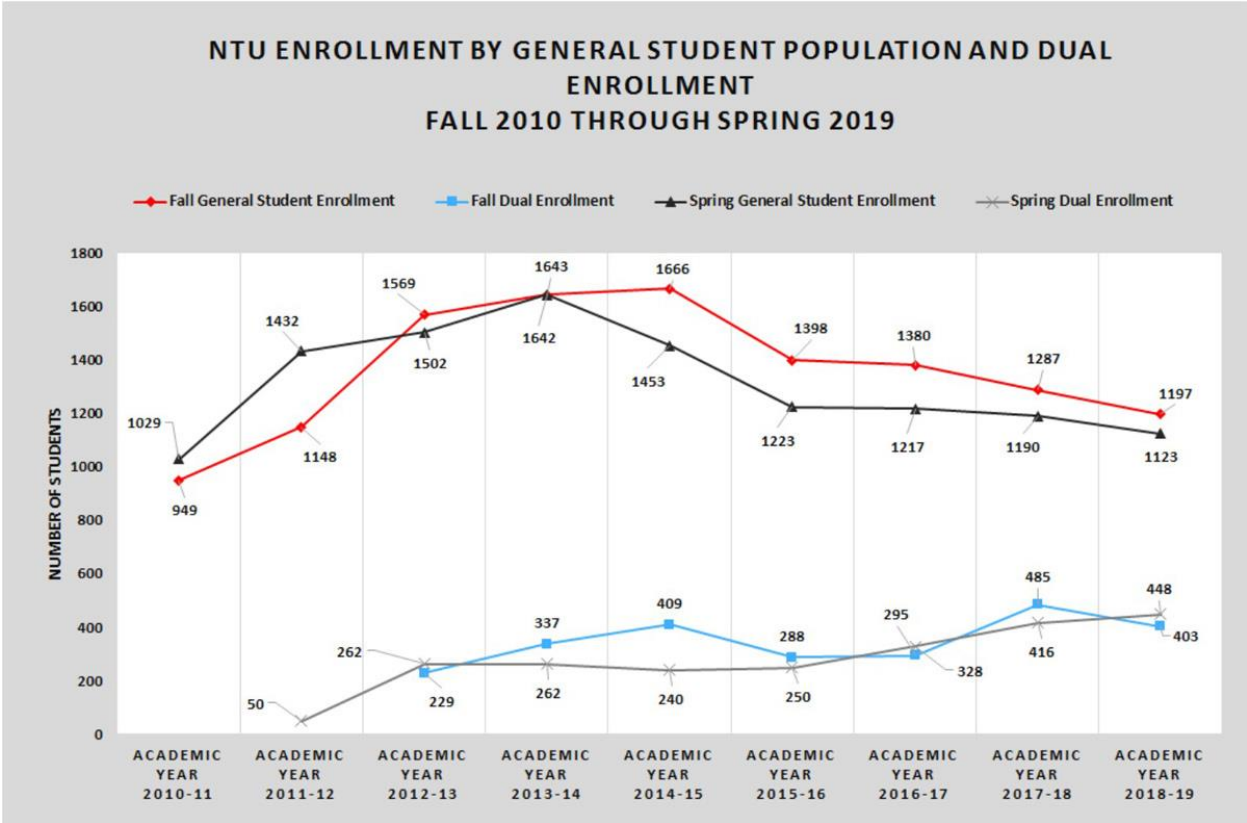


Figure 2: General Education Student Population 2011-2019 from Office of Institutional Research &Reporting

Top Ten Majors beginning FA 2013 – SP 2019.

Summary: The data reveals a significant decrease in enrollment for Fall 2014-15 of -268 students and -121 students for dual credit program. At that time, Dual Credit did not have set guidelines to ensure enrollment criteria were met. The Pre-Nursing program had the most decline in enrollment. In Fall 2014 there were a total of 339 students enrolled a decline in Fall 2015 with an enrollment of 191 which is a decrease of 148 students. The EMC plan addresses goals and implements strategies on increasing the enrollment numbers.

Fall 2013 to Fall 2017 Enrollment Trend

Fall 2013	
Major	Number of Students
Pre-Nursing	310
Early Childhood Multicultural Ed. Degree/AAS	115
Carpentry	111
Culinary Arts	105
Admin.Office Specialist/Certificate	76
Construction Technology	65
Electrical Trades	54
IT, Computer Science/BAS	54
Non-Major	52
Registered Nursing	50
Law Advocate	49

Fall 2015	
Major	Number of Students
Pre-Nursing	191
Early Childhood Multicultural Ed. Degree/AAS	109
Culinary Arts	82
Carpentry	79
Public Administration Degree	79
Admin.Office Specialist/Certificate	65
Construction Technology	60
Admin.Office Specialist./AAS	51
Early Childhood Multicultural Education/BA	47
Information Technology AAS	46

Fall 2017	
Major	Number of Students
Pre-Nursing	149
Early Childhood Multicultural Education BS	82
Early Childhood Multicultural Ed. Degree/AAS	70
Culinary Arts	65
Administrative Office Specialist AAS	61
Admin.Office Specialist/Certificate	57
Carpentry	54
Welding	41
Law Advocat	40
Construction Technology	39
General Studies	37

Fall 2014	
Major	Number of Students
Pre-Nursing	339
Early Childhood Multicultural Ed. Degree/AAS	115
Carpentry	109
Culinary Arts/AAS	107
Admin.Office Specialist/Certificate	80
Construction Technology	61
Electrical Trades	56
Automotive Technology	52
IT, Computer Science BAS	52
Law Advocate	50

Fall 2016	
Major	Number of Students
Pre-Nursing	175
Early Childhood Multicultural Ed. Degree/AAS	107
Culinary Arts/AAS	75
Early Childhood Multicultural Education BS	65
Admin.Office Specialist./AAS	60
Public Administration Degree	57
Carpentry	55
Admin.Office Specialist/Certificate	53
Automotive Technology/Certificate	48
Electrical Trades	48
Construction Technology	47

Fall 2018	
Program	Number of Students
Early Childhood Multicultural Education	147
Pre-Nursing	117
Administrative Office Specialist	98
General Studies	58
Culinary Arts	54
Welding	54
Construction Technology	45
Electrical Trades	45
Automotive Technology	43
Veterinary Technician	36

Spring 2014 to Spring 2018 Enrollment Trend

Spring 2014		Spring 2015	
Major	Number of Students	Major	Number of Students
Pre-Nursing	312	Pre-Nursing	242
Early Childhood Multicultural Ed. Degree/AAS	113	Carpentry	101
Carpentry	92	Early Childhood Multicultural Ed. Degree/AAS	95
Culinary Arts	86	Culinary Arts/AAS	88
Admin. Office Specialist/Certificate	76	Admin. Office Specialist/Certificate	83
Non-Major	63	Construction Technology	54
IT, Computer Science BAS	58	Information Technology/AAS	47
Automotive Technology	50	Law Advocate	47
Construction Technology	48	Automotive Technology	45
Public Administration Degree	47	Admin. Office Specialist./AAS	43
Information Technology/AAS	46	IT, Computer Science BAS	41
		Electrical Trades	40

Spring 2016		Spring 2017	
Major	Number of Students	Major	Number of Students
Pre-Nursing	145	Pre-Nursing	142
Early Childhood Multicultural Ed. Degree/AAS	105	Early Childhood Multicultural Ed. Degree/AAS	74
Culinary Arts/AAS	67	Early Childhood Multicultural Education BS	68
Admin. Office Specialist/Certificate	62	Culinary Arts/AAS	64
Public Administration Degree	56	Carpentry	63
Construction Technology	54	Admin. Office Specialist./AAS	59
Early Childhood Multicultural Education BS	52	Admin. Office Specialist/Certificate	46
Admin. Office Specialist./AAS	49	Public Administration Degree	42
Carpentry	46	Electrical Trades	41
IT, Computer Science BAS	40	Construction Technology	38

Spring 2018	
Major	Number of Students
Pre -Nursing	109
Early Childhood Multicultural Ed. Degree/AAS	86
Early Childhood Multicultural Education/ BAS	78
Administrative Office Specialist AAS	61
Culinary Arts	54
Carpentry	46
Admin. Office Specialist/Certificate	45
Construction Technology	41
General Studies	40
Welding	39
IT, Computer Science BAS	36
Law Advocate	36

Spring 2019	
Program	Number of Students
Early Childhood Multicultural Education	131
Pre-Nursing	103
Administrative Office Specialist	88
Welding	54
Construction Technology	53
General Studies	48
Information Technology	41
Culinary Arts	40
Business Administration	38
Electrical Trades	37

Enrollment Projections:

What the committee envisions for outcomes and assessment.

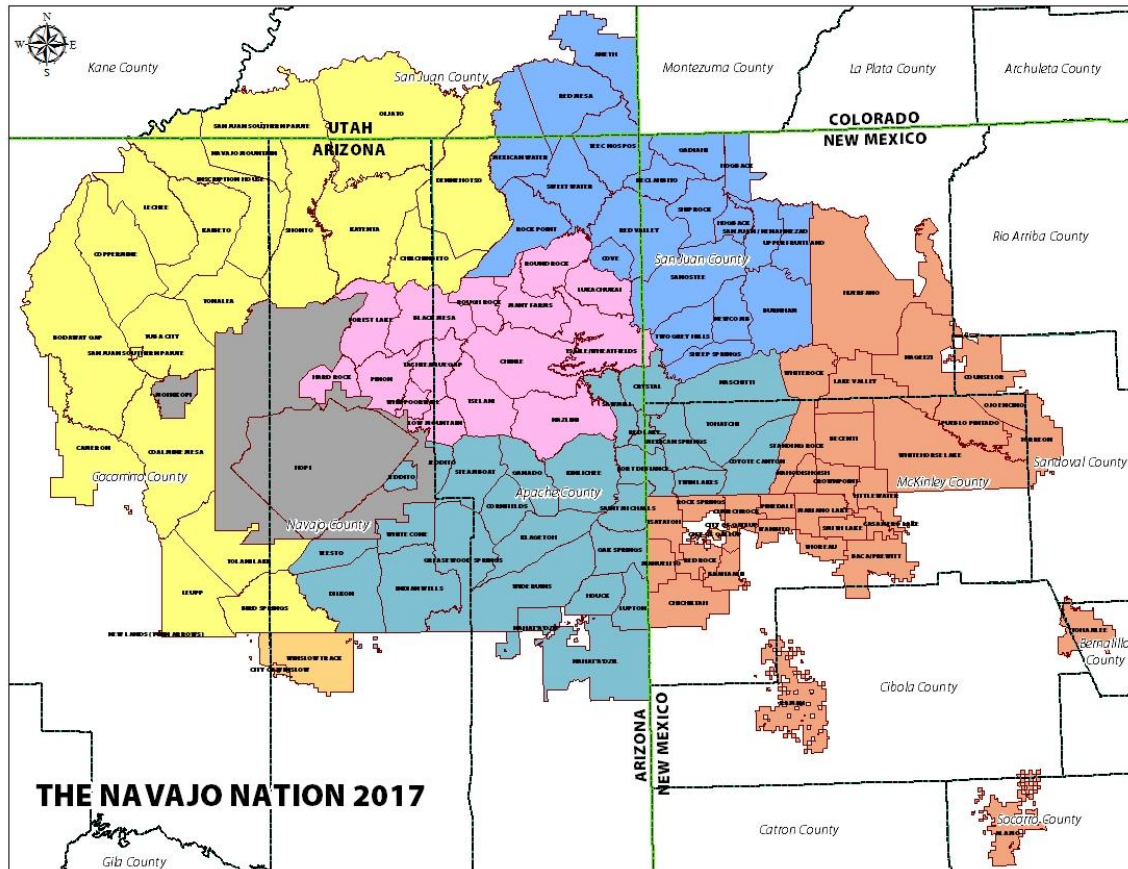
Enrollment Management Plan (EMP): This deals with recruitment, marketing, enrollment, retention, persistence, completion, and graduation of students.

- Increase new student enrollment by five percent (5%) every two years.

- Increase fall-to-fall retention by five percent (5%) every two years.
- Increase fall-to-spring retention (persistence rate) by five percent (5%) every two years.
- Increase the graduation rate by five percent per (5%) every two years.
- Increase completion rate by five percent (5%) every two years.

Dual Credit Program - NTU will maintain dual credit agreements with high schools in Arizona and New Mexico State to serve as a feeder program to all NTU academic programs.

Adult Basic Education/General Educational Diploma (ABE/GED) - NTU will continue to support ABE/GED program through general funds because ABE/GED program will be a recruiting strategy for all NTU academic programs.



Source: The Navajo Nation Boundary Map - <http://www.dinehbikeyah.org/Home/Maps>

Recommendations: The committee can collectively select the area recruitments will be initiated.



Source: Tribal Colleges and Universities (TCUs)Map - <http://www.aihec.org/who-we-serve/TCUmap.cfm>

SWOT Analysis

*Extracted from Marketing Plan 2016

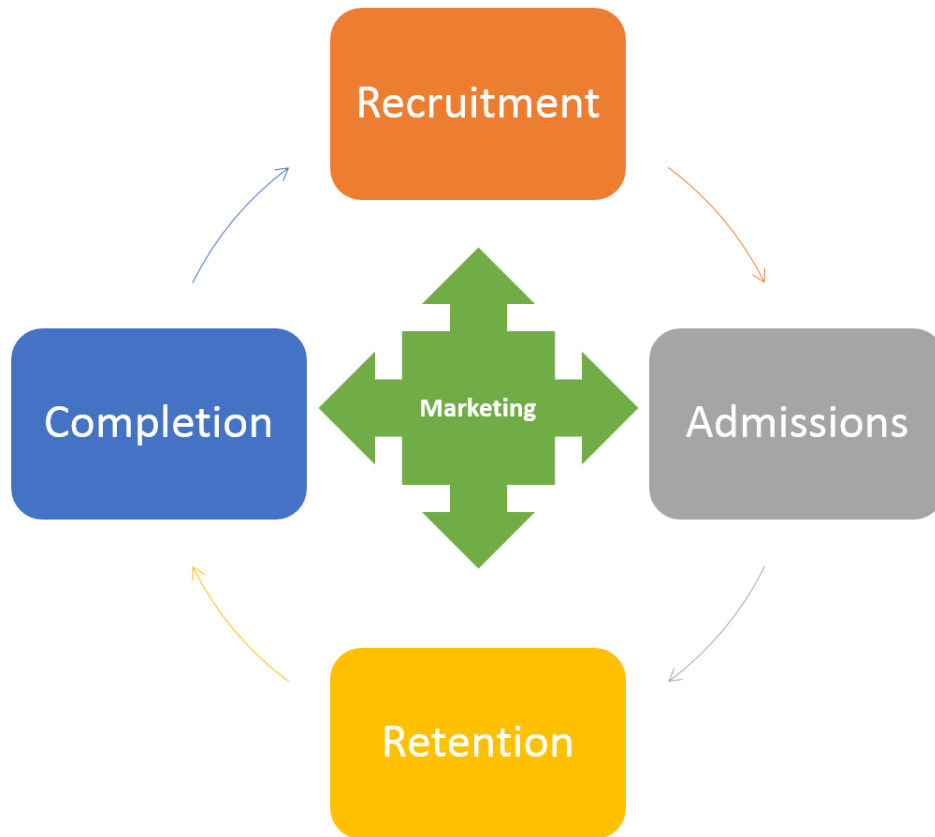
STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> • Dine’ Philosophy of Education • Diversified indigenous learning environment. • Affordable tuition for regional market. • Positive faculty to student ratio. • Residential and student/married housing availability. • Transportation availability. • Childcare support on campus. • Accredited short-term programs. • Proximity to Navajo Nation students. • Hands-on-experience opportunity. • Job placement assistance. • Online education. 	<ul style="list-style-type: none"> • A lack of facility-classrooms and faculty housing. • Lacks landscaping. • Lack of reference books in the library. • Minimal student recreational area. • Minimal social events/clubs. • Lack of classrooms under one-roof/cover walkways. • Not many activities for students on the Reservation in general.

<ul style="list-style-type: none"> • Dual Credit • Comprehensive programming. • Modern facilities including a new comprehensive wellness center. • Spacious and comfortable learning environments. • Three locations across the Navajo Nation. 	
OPPORTUNITY	THREATS
<ul style="list-style-type: none"> • A growing expansion in facilities and student learning centers. • Progressive information technology infrastructure to support online education. • Increased academic programs. • Potential off campus-sites, reservation-wide. • Appropriate TCU funding distribution along with UTTC/DC. • Community outreach programs. • Events/local activities. • Collaborations and partnerships with local, regional, and national agencies and organizations. 	<ul style="list-style-type: none"> • Competition from already established junior colleges who improve their service • Incompletion of the facility construction on campus. • Regional Colleges within 100 miles radius. • External and internal funding prerogatives of the college. • Internal regulations. • Poor Customer Service. • Quality staff retention. • Low student enrollment. • Lack of awareness of NTU outside the Navajo Nation.

Environmental Scan

Framework Enrollment Management Committee Goals-Strategies

- Component 1 – Marketing (Foundation)
- Component 2 – Recruitment
- Component 3 – Admissions
- Component 4 – Retention
- Component 5– Completion



Marketing: This component of the plan is the main source of which the plan operates. Marketing is a part of the structure that will continuously improve each major component of Admissions, Recruitment, Retention, and Completion.

Accountability Leaders:

- Communications Department
- University Cabinet
- Faculty Schools
- Alumni
- Chapter Houses

Goal: Develop and implement a comprehensive marketing plan from 2016 through 2020.

- Develop a campaign for a brand name for NTU.
- Determine the most effective means for marketing NTU.
- Install highway billboards at strategic locations in Arizona and New Mexico State.
- Use NTU Radio Station to announce different degree programs.
- Interview faculty and alumni on the NTU Radio Station (KCZY 107.3 FM) to promote academic programs.
- Submit public service announcement (PSA) or taped announcement on CDs at surrounding radio stations, i.e., KGAK, KTNN, NYAT, KNDN, KYVA, and others.
- Advertise NTU’s academic programs in the Farmington Daily Times, the Gallup Independent, and the Navajo Times.

- NTU will advertise quarterly in the Tribal College Journal to promote NTU projects and academic programs.
- Send flyers or large postcards to all the chapter houses and high schools within the Navajo Nation.
- Advertise NTU's academic programs at movie theaters in Gallup and Farmington.
- NTU will regularly issue press releases to promote its academic programs.
- Use the NTU website for advertisement, announcement, marketing, and publications. The website needs to be more creative and innovative, with major changes two times a year.
- NTU will promote its academic programs during American Indian Higher Education Consortium (AIHEC) conferences, events, and exhibitions, including the National Indian Education Association (NIEA).
- NTU will participate in national and international conferences and academic competitions, including presentation of research papers by professors, to promote NTU's academic programs.

Target Population

- Potential Students, Community Members, Navajo Nation (NN) Schools, and Organizations, and schools nearby NN.

Strategies

- Visit/Invite Chapter Houses
- Communications (Media Outlets)
- Promote NTU's programs during annual fairs on the Navajo Reservation for all five Navajo Agencies as well as during the annual Inter-Tribal Ceremonial in Gallup, New Mexico.
- Participate in Gathering of Nations, which is held in Albuquerque, New Mexico every year to promote NTU academic programs and recruit prospective students.
- Develop flyers, brochures, pamphlets as recruitment tools for all academic programs.
- Invite high school students from Arizona and New Mexico State to NTU campus and instructional sites for the Annual Open House every fall semester.

Recruitment:

Accountability Leaders:

- Dean of Student Services
- Communications Department
- Recruitment
- Data Management
- Cabinet

Goal: Establish a compressive retention plan that will increase the number of new students by five (5) percent every two years.

- Increase the number of Student Enrollment Quarterly
- Monitor weekly enrollment for all NTU's campus and instructional sites.
- Increase visibility and interest of NTU and the developed brand
- Increase enrollment of current GED graduates by five percent (5%) every two years.
- Implement best customer services for our students and community.

Target Population

- High School Students,
- Adult Learners,
- Outreach to Elem & Mid Schools Students,
- Non-Traditional Students

Strategies

- Visit/Invite Schools
- Visit/Invite Chapter Houses
- Communications (Media Outlets)
- Community events ie. Just Move It, fairs, etc
- Capture Student Information ([Appendix 1 – Registration Process](#))
- Follow-Up with an email or call to the potential student ([Appendix 2 – sample email and calls](#))
- Recruitment Guideline
- The GED program needs to be stabilized financially and programmatic for a stable continuity.
- Develop transfer articulation with other institutions in Arizona and New Mexico State.
- Promote NTU’s programs during annual fairs on the Navajo Reservation for all five Navajo Agencies as well as during the annual Inter-Tribal Ceremonial in Gallup, New Mexico.
- Visit/Invite Schools
- Visit/Invite Chapter Houses
- Communications (Media Outlets)
- Community events ie. Just Move It, fairs, etc
- Capture Student Information ([Appendix 1 – Registration Process](#))
- Follow-Up with an email or call to potential student ([Appendix 2 – sample email and calls](#))
- Recruitment Guideline
- The GED program needs to be stabilized financially and programmatic for a stable continuity.
- Develop transfer articulation with other institutions in Arizona and New Mexico State.
- Promote NTU’s programs during annual fairs on the Navajo Reservation for all five Navajo Agencies as well as during the annual Inter-Tribal Ceremonial in Gallup, New Mexico.
- Organize Skills Fest every spring semester and invite high school students from Arizona and New Mexico State to NTU campus to compete in the event.
- Implement customer service goals and strategies.

Admissions:

Accountability Leaders:

- Dean of Student Services
- Communications Department
- Recruitment
- Data Management
- Cabinet

Goal: Establish a compressive retention plan that will increase the number of new students by five (5) percent every two years.

- Student commitment to NTU
- Increase the Number of Students who Apply for Financial Aid
- Define Registration Process ([Appendix 3- Registration Process](#))
- Implement best customer services for our students and community.

Target Population

- High School Students,
- Adult Learners,
Non-traditional students

Strategies

- Email
- Delivery Mail
- Phone call follow-ups
- Scheduled appointments
- Create 'How To Videos" on FAFSA
- Compare the percentage of NTU students who complete the FAFSA 2017-18 as a benchmark.
- Implement customer service goals and strategies.

Retention:

Accountability Leaders:

Goal1: To establish and maintain a retention plan from 2016 to 2020. Increase retention by creating a strategy and program that will support the goal.

- Create and increase the number of activities that will increase enrollment.
- Promote an academic support system and student-first for our students.
- Provide an effective first-year learning experience (FYE).
- Provide an effective integrated and coordinated advisement for all students by hiring academic advisors for each academic department.
- Create an improved communication of events/activities between the institution and the students.
- Provide a comprehensive service for students at risk (i.e., special needs students).
- Increase access to support services (i.e., tutoring, library, students' assistance, transportation, housing, cafeteria, career fairs, career counseling, advisement, etc.) offered at NTU's campus and all instructional sites.
- Organize a four-week summer bridge program for freshmen students.
- Offer remedial English (Reading and Writing Skills: ENG-098), Mathematics I: MTH-098), and Science (Integrated Science: IS-090) with tuition and fee waivers.
- Provide Early Alert services to students.
- Provide signage on all NTU campus and instructional sites.
- Treat students with dignity and respect.
- Provide a one-stop-shop to students.
- Provide a high-quality education in alignment with Navajo culture and Diné philosophy of education (DPE).
- Implement best customer services for our students and community.

Goal2: Establish and maintain a student financial management plan from 2016 to 2020.

- Increase the financial literacy of students by organizing training and workshops for students every semester.
- Students will be assisted with setting financial goals.
- Determine and establish a reasonable and logical distribution of funds.
- Increase the number of students completing Free Application for Federal Student Aid (FAFSA) before classes start.
- Increase the number of scholarships which are awarded to students

Target Population

- All Students with a focus on students who are at risk (strategy and program designs)

Strategies

- Improve engagement of all students.
- Create programs that will assist with campus awareness and activities.
- Implement customer service goals and strategies.

Completion:

Accountability Leaders:

- Job Placement/Career Readiness Program

Goal: Graduation and career path.

Target Population

- Current Students, Seniors, and certificate earners.

Strategies

- Email
- Track job placement rate.
- Develop and integrate career preparation opportunities to include co-op, internships, international education, civic engagement, and other activities that build the skills necessary to secure gainful employment in a globally competitive marketplace.

Recruitment Activity Timeline

The timeline provides a concise schedule of times and places where recruitment activities are currently being applied by the recruiter and supporting staff. The recruitment campaigns are to be identified to accurately input the collected data. Quarterly updates of the data will be implemented to determine preparations and planning for the short term recruitment activities.

Long-Term:

Ongoing efforts and collaborations with high schools and organizations within a designated area that will be defined by the EMC. For example, if the Navajo nation is the area selected, the recruitment efforts will begin with one agency and the schools that lie within that area. This will help us to move strategically to each location and measure the resources being used as well. Long Term Recruitment is consistently ongoing. The environmental scan should give our committee a general idea of how it will adapt. We can tailor this as it develops further.

Short-Term:

This effort supports the long term recruitment when there is a significant decline in the data. The quarterly data will determine the implementation of an intensive recruitment campaign. This is a coordinated effort that will require more individuals to recruit students at local events like high school sporting events. These events, flea markets, invitations, and others can be locations we activate the intensive recruitment campaigns. This should not be limited to attending our neighboring tribal nations.

Recruitment Activity Long-Term

Objectives /Timeline	J	F	M	A	M	J	J	A	S	O	N	D
Provide recruitment and admission materials to faculty and staff who are involved with the recruitment of students in their programs. <ul style="list-style-type: none"> Put Admission Packets together House at One-Stop Shop Share material and provide training to Faculty, Students, and Administrators on Recruitment Information (Employees as Recruiters). 												
Work to ensure all departments are involved with campus events that include prospective students, on-going.												
Send emails to deans and directors about off campus recruiting events.												
Dual Enrollment Workshop for Counselors, Adjunct and Administrative Officials												
Bi- monthly onsite counseling, advising and workshops (Financial Aid Facts, Advising, and College Success Workshops) – September and May.												
Provide classroom presentations, and host NTU info tables during lunchtime & at special events. <ul style="list-style-type: none"> On campus events Carnivals Sporting Events IMPORTANT NOTE: <ul style="list-style-type: none"> Create a Sign-In Sheet (Refer to Appendix 1) After each event, follow up (Refer to Appendix 4) and reach out to student, counselor, or high school coordinator												
Monthly campus tours of individuals, groups, and schools (tours to increase as semester approaches) <ul style="list-style-type: none"> Chapter Houses – Refer to Chapter House Tour Plan Gallup McKinley County Schools: http://www.gmcs.k12.nm.us/directory/school <ul style="list-style-type: none"> Crownpoint High School Gallup Central High School Hiroshi Miyamura High School Navajo Pine High School Thoreau High School Tohatchi High School Tse’Yi’Gai High School (Obtain a full list from Dual Credit Coordinator) <ul style="list-style-type: none"> Rehoboth High School 												

<ul style="list-style-type: none"> • Central Consolidated School District: http://www.ccsdnm.org/schools.html <ul style="list-style-type: none"> ○ Career Prep High School ○ Kirtland Central High School ○ Newcomb High School ○ Shiprock High School <p>(Obtain a full list from Dual Credit Coordinator)</p> <p>IMPORTANT NOTE:</p> <ul style="list-style-type: none"> • Create a Sign-In Sheet (Refer to Appendix 1) <p>After each event, follow up (Refer to Appendix 4) and reach out to student, counselor, or high school coordinator</p>															
<p>Attend School Career-Fairs</p> <ul style="list-style-type: none"> • Gallup McKinley County Schools: http://www.gmcs.k12.nm.us/directory/school <ul style="list-style-type: none"> ○ Crownpoint High School ○ Gallup Central High School ○ Hiroshi Miyamura High School ○ Navajo Pine High School ○ Thoreau High School ○ Tohatchi High School ○ Tse'Yi'Gai High School • Rehoboth High School • Central Consolidated School District: http://www.ccsdnm.org/schools.html <ul style="list-style-type: none"> ○ Career Prep High School ○ Kirtland Central High School ○ Newcomb High School ○ Shiprock High School <p>(Obtain a full list from Dual Credit Coordinator)</p> <p>IMPORTANT NOTE:</p> <ul style="list-style-type: none"> • Create a Sign-In Sheet (Refer to Appendix 1) <p>After each event, follow up (Refer to Appendix 4) and reach out to student, counselor, or high school coordinator</p>															
<p>Special Recruiting Events throughout the academic year: on-going.</p> <ul style="list-style-type: none"> • Informational Sessions • Employment Expo – Career Services • Research Days • Graduation • Orientation • AIHEC Conference <p>IMPORTANT NOTE:</p> <ul style="list-style-type: none"> • Create a Sign-In Sheet (Refer to Appendix 1) 															

After each event, follow up (Refer to Appendix 4)and reach out to student, counselor, or high school coordinator																				
Fall and Spring: Visit a Class – Qualified prospective students are offered the opportunity to visit a class in session and an esteemed faculty member.																				
On-Site Admission Days – Admissions team visit high schools to meet and interview applicants. Qualified applicants receive an early guarantee of admissions “on the spot” prior notification of acceptance.																				
Video Webinars – Create Admissions and Program videos and webinars on opportunities to showcase NTU programs with contact information and real-time online chats.																				
Peer Recruitment – Create and have successful students “Share their Success Story”. Students attend campus events and coordinate with the admissions staff and speak with High Schools.																				
Include admitted students on department newsletter mailings																				
Conduct an evening or weekend recruiting event to prospective students...make it fun!																				
Include admitted students and prospects on your Facebook page																				
Respond to prospective students within 24 hours of a call or e-mail																				
Assign faculty to make contact with highly qualified admitted students																				
Highlight Student Services to Prospective Students <ul style="list-style-type: none"> • Financial Aid/Scholarships • Registration • Childcare • Housing • Career Services • Online Learning • Technology – Labs, Student Accounts, Email • Library • Orientation • Parking - Free 																				
Create an Online Orientation for Students																				
Develop publications that focus on faculty achievements and research																				
Create a Follow-Up template (draft appendix 4) and procedures on contacting the potential student back.																				
Implement a customer service survey to assess how support services are doing are.																				
Engage alumni in recruiting																				

Increase participation in co-curricular activities (student organizations, service opportunities, leadership events, campus activities) and enhance student engagement.													
Develop a parent/family Informational resources and web page.													

Recruitment Activity Short-Term

Objectives /Timeline	J	F	M	A	M	J	J	A	S	O	N	D
Send out Postcards – Electronically and US Mail – <ul style="list-style-type: none"> Spring Recruitment: Send out in November & December Fall Recruitment: Send out in May, June, and July Summer Recruitment: Send out in March and April 												
Telephone Campaign to accepted first-year students – refer to appendix 2.												
Fall Open House Invitation & Spring Open House Invitation <ul style="list-style-type: none"> Fall Open House – Provide an Open House the First Week in August Spring Open House – Provide an Open House the Second Week in January IMPORTANT NOTE: <ul style="list-style-type: none"> Create a Sign-In Sheet (Refer to Appendix 1) After each event, follow up (Refer to Appendix 4) and reach out to student, counselor, or high school coordinator												
Consistent Social Media Marketing - Ongoing and keep current pool of interested students engaged socially and technologically. <ul style="list-style-type: none"> Facebook Twitter NTU Website 												
Communication of Scholarships and Emergency Assistance (to those who qualify). <ul style="list-style-type: none"> During Student Orientation 												
Host NTU Financial Aid Facts workshop for Students and Parents <ul style="list-style-type: none"> During Student Orientation Week before school started 												
Provide Campus tours as needed - Throughout the year <ul style="list-style-type: none"> Create a Schedule 												

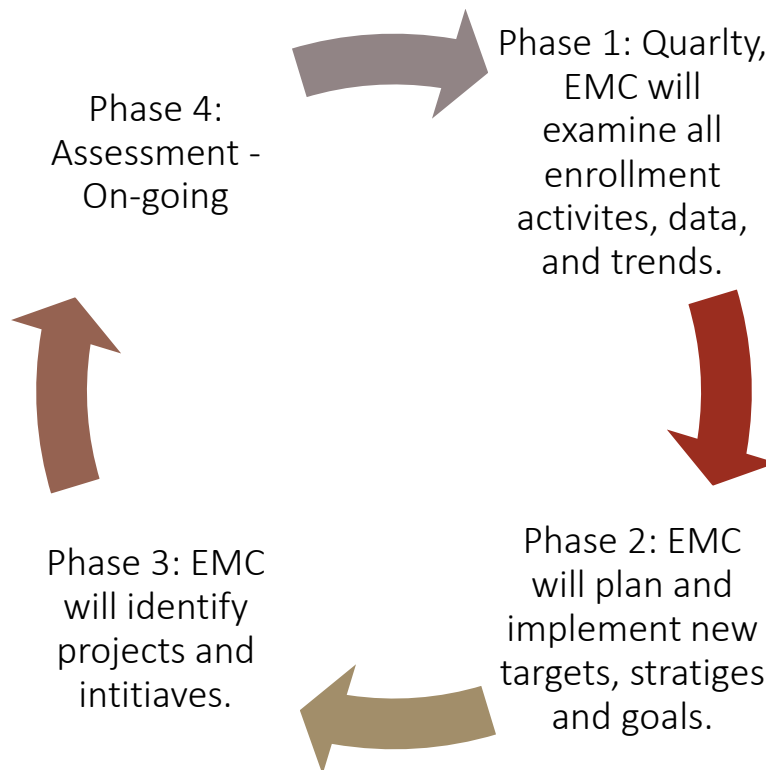
<ul style="list-style-type: none"> • Fridays <p>IMPORTANT NOTE:</p> <ul style="list-style-type: none"> • Create a Sign-In Sheet (Refer to Appendix 1) <p>After each event, follow up (Refer to Appendix 4) and reach out to student, counselor, or high school coordinator</p>																
<p>Attend and setup booth at local high school events</p> <ul style="list-style-type: none"> • Sporting Events – Football, Volleyball, Basketball, Track, Cross Country, etc. • Career Fairs • Science Fairs <p>IMPORTANT NOTE:</p> <ul style="list-style-type: none"> • Create a Sign-In Sheet (Refer to Appendix 1) <p>After each event, follow up (Refer to Appendix 4) and reach out to student, counselor, or high school coordinator</p>																
<p>Highlight Programs and Support Services on NTU Radio Station – On-Going</p>																
<p>Attend Navajo Nation Fairs and setup booth at</p> <ul style="list-style-type: none"> • Window Rock Arizona Fair • Eastern Fair - Crownpoint • Central Fair - Chinle • Western Fair – Tuba City • Northern Fair – Shiprock <p>IMPORTANT NOTE:</p> <ul style="list-style-type: none"> • Create a Sign-In Sheet (Refer to Appendix 1) • After each event, follow up (Refer to Appendix 4) and reach out to student, counselor, or high school coordinator 																
<p>Attend Gatherings of Nation and setup booth in Albuquerque, NM</p> <p>IMPORTANT NOTE:</p> <ul style="list-style-type: none"> • Create a Sign-In Sheet (Refer to Appendix 1) • After each event, follow up (Refer to Appendix 4) and reach out to student, counselor, or high school coordinator 																
<p>Reach out and recruit Veterans: http://www.dnva.navajo-nsn.gov</p> <ul style="list-style-type: none"> • Central Administration • Chinle Agency • Eastern Agency • Fort Defiance Agency • Shiprock • Western Agency 																

IMPORTANT NOTE:

- Create a Sign-In Sheet (Refer to Appendix 1)
- After each event, follow up (Refer to Appendix 4) and reach out to student, counselor, or high school coordinator

On-Going Work

The Enrollment Management Committee (EMC) is to build upon our existing strengths to improve enrollment through strategic efforts of the core components Recruitment, Admissions, Retention, Completion, and Marketing.

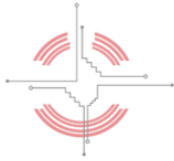


APPENDIX 1 – Student Sign-In Sheet

APPENDIX # _____

Date: _____

Event: _____



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Please fill in each column so additional information can be sent to you. Thank you.

	Print Name	Grade	Address	Email	Phone	Program of Interest

APPENDIX 2 – Sample Email and Phone Call

Sample e-mail to recruit student into NTU:

(Student’s Name),

My name is _____, and I am a staff/student/faculty member of the Navajo Technical University (NTU). As an (occupation) for (department/school/etc.), I understand the significance of finding a University that has the right degree and addresses your interest. I wanted to let you know that I am a resource for you. Do you have any questions that I might be able to answer for you or point you in the right direction?”

I am available to answer any questions you may have regarding the NTU Programs. You may reach me at (provide an address, phone or e-mail). Please let me know if I can help in any way.

Thank you,

(Your Name, Title, Phone, and Email)

Sample telephone calls:

Encouragement to complete an application:

“Hello, my name is _____. I am an NTU staff/student/faculty member. I wanted to let you know that I am a resource for you. Do you have any questions that I might be able to answer for you or point you in the right direction?”

Repeat that you are available to help. Leave phone number(s). Thank the student for his/her time and wish him/her well.

(Your Name, Title, Phone, and Email)

APPENDIX 3 – Registration Process

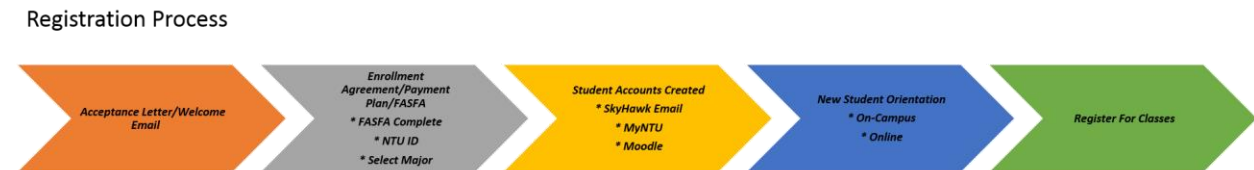


Figure #: Registration Process

APPENDIX 4 – Follow-Up with Potential Student

Follow-Up

- Reach out to potential student by email, phone, or on-campus.
- Share internal and supporting documentation.
- Send a Thank you note with contact information
- Answer any questions the student may have about NTU. If you do not know the answer, send a question to the person responsible.
- Encourage the student to fill out all Admissions paperwork.