

NHTI Strategic Planning for Recruitment and Onboarding

Recruitment Plan 2020 - 2025

Strategic Goal	Year One	Year Two	Year Three	Year Four	Year Five
<p>Develop enrollment goals by targeted population especially 26+ population and increase enrollment by 5% of students that have some college but no degree.</p> <p>[NHTI 2020 – 2025 Strategic Plan Alignment Goal 1: Improve student engagement, retention, and completion]</p> <p>[NHTI 2020 – 2025 Strategic Plan Alignment Goal 3: Advance the vibrancy and academic excellence of teaching and learning and the student experience]</p>	<p>2020-2021 Data Piece</p> <p>Baseline numbers of some college, no degree (system data)</p> <p>Baseline for current 26+</p> <p>Academic Affairs – course offerings modality and format (e.g.Hyflex, 8 week programs)</p> <p>Open Houses – reformat *veteran students have families and work full-time; want evening classes; adult students; don't like large crowds</p> <p>CTE Enrollment Specialist and cultivate industry partners</p> <p>Tuition reimbursement by company</p> <p>Marketing Strategic Plan focus on adult student (*careful with targeted advertisement for military population*)</p> <p>*Military friendly statement on marketing materials (GI Bill Military Benefits)</p> <p>Targeting unemployment offices with marketing material (**)</p>	<p>2021-2022 Planning and Implementation</p> <p>Open House redesign (ANTS, Dept Chairs)</p> <p>Academic Affairs -Hyflex (# of courses offered) -Accelerated programs, 8 week course model - Weekend Courses/Program -PLA (who could manage it and training faculty – how do we tie in Admissions?)</p> <p>Admissions CTE Enrollment Specialist -meeting industry needs (either underemployed people or lack of employees for what they need)</p> <p>Expand workplace-based partnerships and pathways. Create 5 new workplace-based partnerships for enrollment each year.</p> <p>Marketing Strategic Plan, especially for adult students</p> <p>Unemployment offices – are we already doing??? If not, what can we do? *Good place for Military students*</p> <p>**VA Center in Hooksett **</p> <p>Amy National Guard in Concord – get tuition assistance/tuition waivers (18-30yrs old)</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Open House data – increase? Response? Recruits? Do we want to change anything? Student responses</p> <p>Academic Affairs -increase in courses offered in different modalities; GPA? -Student evaluations (ask Trish Dionne) to include feedback with these efforts, different modalities -increase in PLA</p> <p>Admissions -increase in 26+ -increase in continuing education -increase in industry partners</p> <p>Marketing Data</p> <p>Unemployment offices?</p> <p>Military Students -increase in numbers</p>	<p>2023-2024 Restructure and Reassess</p> <p>Analyze all data/evaluations collected and adjust where needed. Start making decisions about sustainability or looking at different approaches.</p> <p>Academic Affairs ANTS Veterans Affairs Admissions Dept Chairs</p>	<p>2024-2025 Reach Goal</p> <p>Increase enrollment by 5% of some college, no degree and 26+ population.</p>

	PLA (systematize) Military students	Military students			
<p>Increase recruitment activities with faculty.</p> <p>[NHTI 2020 – 2025 Strategic Plan Alignment Goal 1: Improve student engagement, retention, and completion]</p>	<p>2020-2021 Data Piece</p> <p>Current baseline participation of faculty and prospective student with Open Houses</p> <p>Baseline data Faculty who talk with CTE programs/IMPACT (survey data??) Email question.</p> <p>Meet with ANTS – have ANTS take the lead in planning, creating, and managing events</p> <p>Can staff give tours or faculty with a student???</p> <p>Look at what other colleges are doing. What are the trends with other 2 year and 4 year schools?</p>	<p>2021-2022 Planning and Implementation</p> <p>High school students invited to capstone event</p> <p>Faculty Virtual conferences with high school visits; promote it this way with the high schools</p> <p>Career Days for both high school students and the working adults (use Career Coach) DO WE TURN OPEN HOUSE into Career Days? Come with your friends vs your parent or family member</p> <p>Campus Tour Day (2-6pm?)</p> <p>Increase tour times with an afternoon tour (4-5pm).</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Look the numbers coming in</p> <p>Manage the new recruitment ideas, initiatives, engage in conversation with others</p>	<p>2023-2024 Restructure and Reassess</p> <p>Look at data for final decision making</p>	<p>2024-2025 Reach Goal</p> <p>Demonstrated increase in recruitment activities and participation with faculty; increase in participation of recruitment events for prospective students</p> <p>Do we stabilize, increase, or look at other models?</p> <p>Go back to traditional model?</p>
<p>Increase the promotion of scholarships and grants. Increase the number of new NHTI students applying for scholarships and grants by 10%.</p> <p>[NHTI 2020 – 2025 Strategic Plan Alignment Goal 1: Improve student engagement, retention, and completion]</p>	<p>2020-2021 Data Piece</p> <p>Pandemic funding impact (CARES and CARISA)</p> <p>Number of students using awards springs</p> <p>Federal grants measure separately from state institutional grants</p> <p>Summer Lynx scholarships</p>	<p>2021-2022 Planning and Implementation</p> <p>Marketing, website</p> <p>Monthly emails from FA; internal and external</p> <p>Summer Lynx</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Measure impact of Summer Lynx</p> <p>Measure impact of marketing/website</p> <p>Measure impact of emails from FA</p>	<p>2023-2024 Restructure and Reassess</p> <p>Assess effective from last 3 years of work</p> <p>Make any changes</p>	<p>2024-2025 Reach Goal</p> <p>Increase student engagement, retention, completion</p> <p>Increase apps for grants (state vs institutional) by 10%</p> <p>Increase apps for scholarships by 10%</p>

	Any other special initiatives such as Registration award money from SGA				
<p>Create pathways for information sharing for high school regarding cost, early placement, early college, dual enrollment. Increase number of Dual Admissions programs by 20%</p> <p>[NHTI 2020 – 2025 Strategic Plan Alignment Goal 4: Grow credit transferability and program articulation with 4 and 2-year partners.]</p>	<p>2020-2021 Data Piece</p> <p>Number of articulation agreements/transfer</p> <p>*Maybe think about developing a system for reporting</p> <p>Transfer Academy</p> <p>NH Transfer</p> <p>Information Sharing – Open Houses based on topics students and parents want to have</p> <p>Department conversations with like departments at other institutions</p>	<p>2021-2022 Planning and Implementation</p> <p>Transfer Academy – build out more pathways</p> <p>**Cultivate department to department conversations at other institutions (look at data where students transfer?)</p> <p>Academic Affairs – how could we get the department more involved in these efforts/conversations (other Provosts and Academic Officers)</p> <p>Look at our Open House and other recruitment events. Involve faculty</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Assess data on increase in articulation agreements and transfer rates</p> <p>Assess Open House data</p> <p>Department level information on student transfers (self-reporting) transfers*</p>	<p>2023-2024 Restructure and Reassess</p> <p>Evaluate the data after four years and make recommendation based on that data.</p>	<p>2024-2025 Reach Goal</p> <p>20% increase in transfer and articulation agreements.</p>
<p>Expand workforce microcredentials. Increase enrollment in these microcredentials by 5%.</p> <p>[NHTI 2020 – 2025 Strategic Plan Alignment Goal 3: Advance the vibrancy and academic excellence of teaching and learning and the student experience]</p>	<p>2020-2021 Data Piece</p> <p>Baseline data</p> <p>DCs/VPAA/BTC</p> <p>CTE Enrollment Specialist</p> <p>Program Advisory Boards</p>	<p>2021-2022 Planning and Implementation</p> <p>Collaborate with DCs/VPAA/BTC</p> <p>Collaborate with CTE Enrollment Specialist</p> <p>Collaborate with Program Advisory Boards</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Survey DCs/VPAA/BTC</p> <p>Survey CTE Enrollment Specialist</p> <p>Survey Program Advisory Boards</p> <p>Evaluate current standing with the enrollment and offerings</p>	<p>2023-2024 Restructure and Reassess</p> <p>Assess overall effectiveness and need of microcredentials</p> <p>Expand or restructure current model</p> <p>Get a pulse on community need and our place in it</p>	<p>2024-2025 Reach Goal</p> <p>Increase in the number of microcredential offered and enrollment</p>
<p>Increase Running Start to accepted numbers by 10%.</p> <p>[NHTI 2020 – 2025 Strategic Plan Alignment Goal 4: Grow credit transferability and program articulation with 4 and 2-year partners.]</p>	<p>2020-2021 Data Piece</p> <p>Baseline data</p> <p>Career Seminars</p> <p>Transfer Academy</p> <p>Enrollment #s by cohort</p>	<p>2021-2022 Planning and Implementation</p> <p>Alternative Open Houses, including Perkins Career Days</p> <p>Transfer Academy events</p> <p>Career Seminars fully running (Career Coach)</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Look at data again</p> <p>Has there been an increase</p>	<p>2023-2024 Restructure and Reassess</p> <p>Assess overall effectiveness of planning and implementation</p> <p>Have we moved the needle on RS to matrices</p>	<p>2024-2025 Reach Goal</p> <p>Increase by 10% in RS to matriculated students</p>

		College 101 events		Restructure if needed	
Increase # of student inquiries by 15%. [NHTI 2020 – 2025 Strategic Alignment Goal 2: Create pathways and programs for all students]	2020-2021 Data Piece Athletics outreach numbers; Financial Aid apps, Chat Boxes; Website stats Target X	2021-2022 Planning and Implementation Utilize initiatives from other goals to plan for increase in inquiries Target X email campaigns	2022-2023 Evaluate Effectiveness Evaluate effectiveness of Target X and other initiatives on rates of inquiries	2023-2024 Restructure and Reassess Reassess initiatives and decide on restructuring or enhancing	2024-2025 Reach Goal 15% increase in inquiries

Onboarding Plan 2020 - 2025

Strategic Goal	Year One	Year Two	Year Three	Year Four	Year Five
*Create a Summer Bridge Program for underrepresented students and offer foundation Math and English Courses with a 90% successful completion rate. [NHTI 2020 – 2025 Strategic Alignment Goal 2: Create pathways and programs for all students]	2020-2021 Data Piece DEI Report Veera Bridge with Race/Ethnicity Placement testing/HS GPA Pre and Post assessment test (qualitative assessment) *plans for being at NHTI...transfer? Etc. How many semesters do you plan to be at NHTI? Communicated via an email NHTI faculty and staff; Monday Memo; social media	2021-2022 Planning and Implementation 90% pass rate for 2021 Summer Lynx students Collect data (persistence, retention, GPA) Communicate out the results of Summer Lynx to all stakeholders Evaluate and assess data as well as how the summer 2021 program went. Changes? Cost effectiveness sustainable? Scholarships?	2022-2023 Evaluate Effectiveness 90% pass rate for 2022 Summer Lynx students Collect data (persistence, retention, GPA) Communicate out the continued results of Summer Lynx to all stakeholders Evaluate and assess data to make changes Cost effectiveness sustainable? Scholarships?	2023-2024 Restructure and Reassess 90% pass rate for 2023 Summer Lynx students Collect data (persistence, retention, GPA) – redo DEI report Communicate out the continued results of Summer Lynx to all stakeholders Evaluate and assess data to make changes Cost effectiveness sustainable? Scholarships?	2024-2025 Reach Goal Summer Lynx students 90% pass rate Increase in Gateway success rates for underrepresented populations Increase in CUM GPA for first-semester compared to cohort; compared to previous years for this population Retention and persistence (did they stay for the fall? Spring? Summer?) Communicate out the continued results of Summer Lynx to all stakeholders

					Alternative definition of success (pre,post data)
<p>Ensure that all students have individualized pathway in Navigate. [NHTI 2020 – 2025 Strategic Alignment Goal 2: Create pathways and programs for all students]</p>	<p>2020-2021 Data Piece</p> <p>Baseline data is minimal at this time</p> <p>Secondary advisors to put first time students on path</p>	<p>2021-2022 Planning and Implementation</p> <p>Training events for DCs and PCs</p> <p>Training for students</p> <p>Advisors professional development</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Look at current data and evaluate what is working and what isn't</p>	<p>2023-2024 Restructure and Reassess</p> <p>Based on data, restructure or enhance as needed</p>	<p>2024-2025 Reach Goal</p> <p>Increase in the number of students with academic plans in Navigate</p>
<p>Increase conversion rate of admitted to registered by 10%. [NHTI 2020 – 2025 Strategic Alignment Goal 2: Create pathways and programs for all students]</p>	<p>2020-2021 Data Piece</p> <p>Baseline with Admissions</p> <p>Target X</p> <p>Registration pushes and events</p> <p>Allied Health to GENS studies Allied Health Pathway</p>	<p>2021-2022 Planning and Implementation</p> <p>Registration events by program</p> <p>Messaging via Target X</p> <p>Messaging via Navigate</p> <p>Phone call campaigns</p> <p>Text Campaigns</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Look at current data and evaluate next steps</p>	<p>2023-2024 Restructure and Reassess</p> <p>Based on data, what needs to be restructured or enhanced</p>	<p>2024-2025 Reach Goal</p> <p>Increase of conversation rate by 10%</p>
<p>Increase completion of FAFSA prior to semester start by 10% number. [NHTI 2020 – 2025 Strategic Plan Alignment Goal 1: Improve student engagement, retention, and completion]</p>	<p>2020-2021 Data Piece</p> <p>Senate Bill SB147FN (AY 2023-24) that requires HS students to complete FAFSA</p> <p>National data as baseline (by state and college type)</p>	<p>2021-2022 Planning and Implementation</p> <p>Texting applied or registered/No FAFSA of file</p> <p>Use Navigate for Campaigns to promote FAFSA filing (including appointment campaigns)</p> <p>Marketing efforts on social media</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Measure our efforts with state and national data</p> <p>Qualitative data (ad hoc) from Financial Aid office</p> <p>Look at retention and completion data for all students (does timely completion of FAFSA predict retention and completion?)</p>	<p>2023-2024 Restructure and Reassess</p> <p>Did Senate Bill pass? Impact (mute point for us if it did pass)</p> <p>If it didn't pass, collect all data from last 4 years and assess impact of 2021-2022 efforts and any other efforts.</p>	<p>2024-2025 Reach Goal</p> <p>Increase completed apps prior to semester by 10%</p> <p>Increase student engagement, retention and completion</p> <p>Senate Bill pass impact</p>

					Or other Bills that may have passed FAFSA more complicated or less?
<p>Promote Lync Connect with students and families.</p> <p>[NHTI 2020 – 2025 Strategic Alignment Goal 2: Create pathways and programs for all students]</p>	<p>2020-2021 Data Piece</p> <p>Create a google calendar to help Lync Connectors to follow to outreach minimum of 5 x a year – color codes for cohort year.</p> <p>Share out students connected to a Lync Connector?</p>	<p>2021-2022 Planning and Implementation</p> <p>Fall: Survey staff involved with the Lync Connect</p> <p>Staff: Survey students who were connected with a Lync Connect year.</p> <p>Evaluate results of survey and make necessary adjustments</p> <p>Target X...can it help with Lync Connect?</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Look at retention data since cohort spring 2020; evaluate data as it compares to non-cohort data (go back to non-Lync connect years)</p>	<p>2023-2024 Restructure and Reassess</p> <p>Implement and look to refine and close the loop on all feedback and make any needed changes</p>	<p>2024-2025 Reach Goal</p> <p>Increase in retention for cohorts since spring 2020</p> <p>Do we continue with this model?</p>
<p>*Increase use of multiple measures for course placement in Math & English</p> <p>[NHTI 2020 – 2025 Strategic Plan Alignment Goal 1: Improve student engagement, retention, and completion]</p>	<p>2020-2021 Data Piece</p> <p>Current model in place utilizing HS GPA</p> <p>Pandemic implications</p> <p>Baseline data</p>	<p>2021-2022 Planning and Implementation</p> <p>Post pandemic work on placement testing</p> <p>Testing after registration</p>	<p>2022-2023 Evaluate Effectiveness</p> <p>Compare baseline data to current data</p> <p>By cohort, by course, by program</p>	<p>2023-2024 Restructure and Reassess</p> <p>Assess current model and enhance or restructure as needed</p>	<p>2024-2025 Reach Goal</p> <p>Full use of multiple measures</p>

Tasks

- Data collection and tracking
- DC's annual report – what are the metrics?
- Sign in sheets/did they actually apply and get accepted and enroll?