



New Mexico Military Institute
Fall 2014 New Student
Recruitment Action Plan
Office of the Vice President for Enrollment

NMMI Institutional Strategic Plan Support

Offices under the direction of the VP for Enrollment (Admissions and Financial Aid) will align fall 2014 marketing and recruitment activities with goals and objectives outlined in the *NMMI Strategic Plan*. All activities fall under:

Goal A: Increase Awareness of NMMI.

Goal A. Objectives -

1. Enhance NMMI's Reputation
2. Promote and improve awareness of programs/opportunities
3. Develop partnerships/outreach with off-campus constituents
4. Recruit, retain, re-enroll a broad range of qualified cadets each fall
5. Establish a program to educate/train cadets, faculty, staff to market NMMI

Supporting Marketing and Recruitment Objectives

1. Promote NMMI in key New Mexico, regional, and select national markets.
2. Generate a sufficient number of prospective student inquiries and applications to achieve enrollment goals.
3. Manage segmented prospective student communication campaigns/activities designed to engage prospects and their families to **build interest/relationships** and influencing prospective students and families in their decision to inquire, apply, deposit, and matriculate.
 - a) Implement and manage a segmented *communication plan to include use of the following relationship building tools:
 - o social media: Face book and NMMI POST (blog tool)
 - o email
 - o direct mail (primarily through email or e-search)
 - o tele-cadet telephone contacts
 - o off-campus recruitment receptions: in-state, regional and national ("Night with NMMI")
 - o on-campus open house events (two in the fall and three in the spring)
 - o individual campus visits (arranged by individual families)
 - o fall and spring, high school college fairs (state, regional, and national)
 - o outreach to selected New Mexico middle schools
 - o on-campus Mini Jr. Leadership Camps targeted at middle schools
 - o outreach to active duty military parents/students at selected bases (state and regional)
 - o fall and spring NMMI Admissions Receptions in Mexico
 - b) Develop effective printed and electronic collateral publications to support the communication campaigns
 - c) Manage an effective scholarship program designed to use awards as recruitment and retention tools
 - d) Manage Social Media Word of Mouth (WOM) which includes the face book page, blog tools and use of NMMI Cadet Social Media Advocates
 - o Influence key NMMI-friendly constituents in their day-to-day use of Online Social Media to promote NMMI

* NMMI Sells Itself! National College/University Survey Data continue to indicate that the most influential recruitment strategy (impacting the decision to enroll) is the campus visit. ***All communication plans, from the inquiry stage on, will have as their primary focus, getting prospective cadets/parents on our campus!***

NMMI New Enrollment Goals – Fall 2014

Fall 2014 Goal of 561 New (by class):

HS – 260		JC – 301	
• 6th Class 125		• Athletes 150	
• 5th Class 75		• ROTC/ECP 70	
• 4th Class 40		• Preps 50	
• 3rd Class 20		• General Pop. 31	

Historical Fall Enrollment and New Cadet Goal										
Enrollment Category	New Cadet Fall Enrollment									Fall 2014 Goal
	2005	2006	2007	2008	2009	2010	2011	2012	2013	
Returning Cadets	451	408	392	360	330	342	441	408	426	404
New Cadets	459	486	494	514	503	618	485	540	518	561
Total Fall Enrollment	910	894	886	874	833	960	926	948	944	965

Historical Fall Enrollment Funnel and Goal										
Application Category	2005	2006	2007	2008	2009	2010	2011	2012	2013	Fall 2014 Goal
# Applications	927	991	1,010	1,342	1,395	1,954	1,698	1,748	1,705	1900
# Accepted (cumulative total)	662	646	694	706	673	858	653	681	652	750
% conversion (accepts/applications)	71%	65%	69%	53%	48%	44%	38%	39%	38%	40%
# Enrolled	459	486	494	514	489	618	485	540	518	600
% yield (enrolled/accepts)	69%	75%	71%	73%	73%	72%	74%	79%	79%	79%

* 2014 Goal for New Enrollment is based on returning 404 cadets and the anticipated conversion and yield ratios. Returning and New target numbers are subject to change as the academic year progresses.

Target Audiences

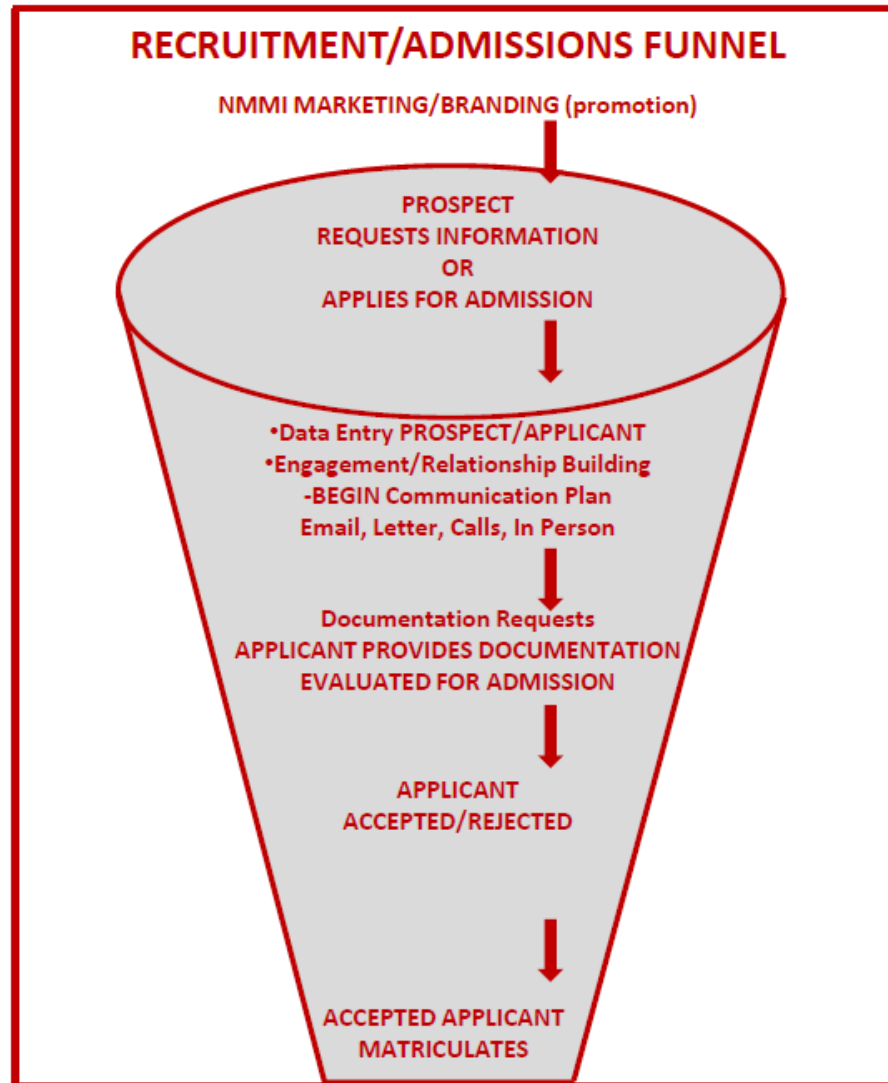
High School Program (primary focus)

- Middle School-age students and their families
 - New Mexico –
 - Special emphasis: Albuquerque, Las Cruces and Roswell/SE NM
 - Regional/ National –
 - Special emphasis: AZ, CA, CO, FL, HI, IL, OK, NV, TX, WA and East Coast
 - El Paso, Dallas (and surrounding areas), San Antonio, and Houston , Oklahoma City, Phoenix, Colorado Springs, San Diego, San Francisco, and Los Angeles basin, Tampa and Ft Lauderdale, Seattle, Las Vegas, and Chicago
 - Military Families: Major Bases within the NMMI region to include Ft. Sill, Ft. Hood, and Ft, Bliss
 - Military Dependents (nationwide)
 - International –
 - Special emphasis:
 - Mexico
 - China
 - Other –
 - Civic Organizations (local and national)
 - Boy Scouts (nationwide)

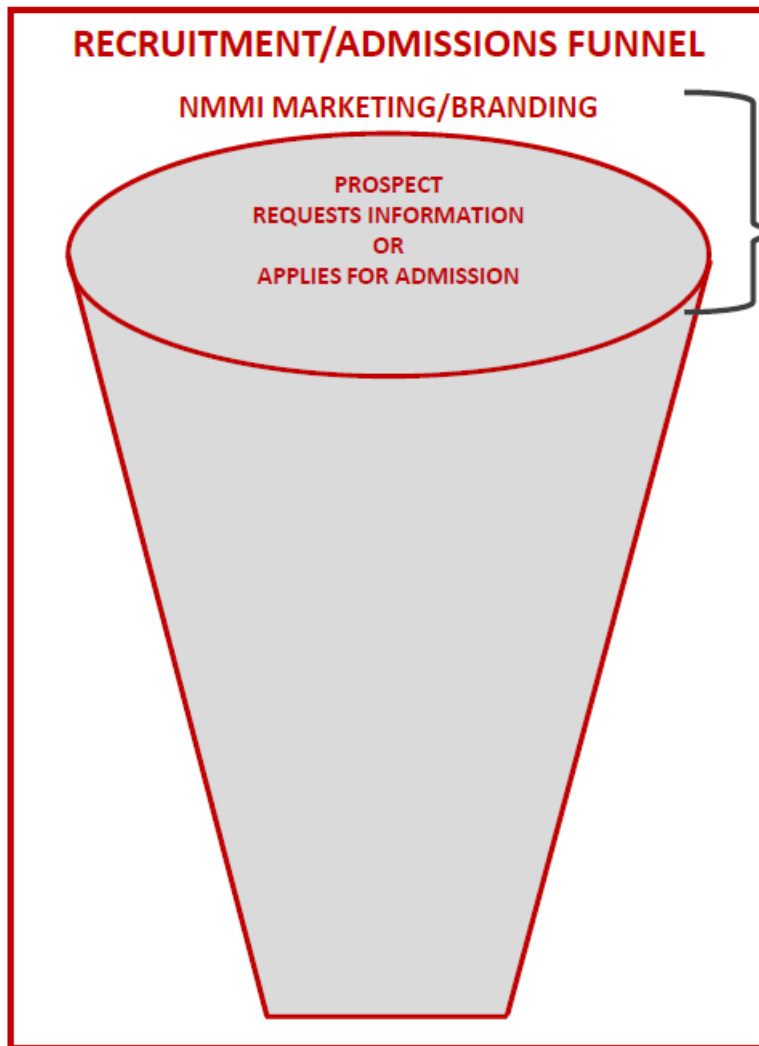
Junior College Program (secondary focus)

- High School-age students and their families
 - Athletes
 - Service Academy Preps
 - Early Commissioning Program
 - Associate Degree/University Prep

Admissions Activities – the funnel



Admissions Activities - Promotional



GOAL:

1. INCREASE INQUIRIES
2. INCREASE APPLICATIONS

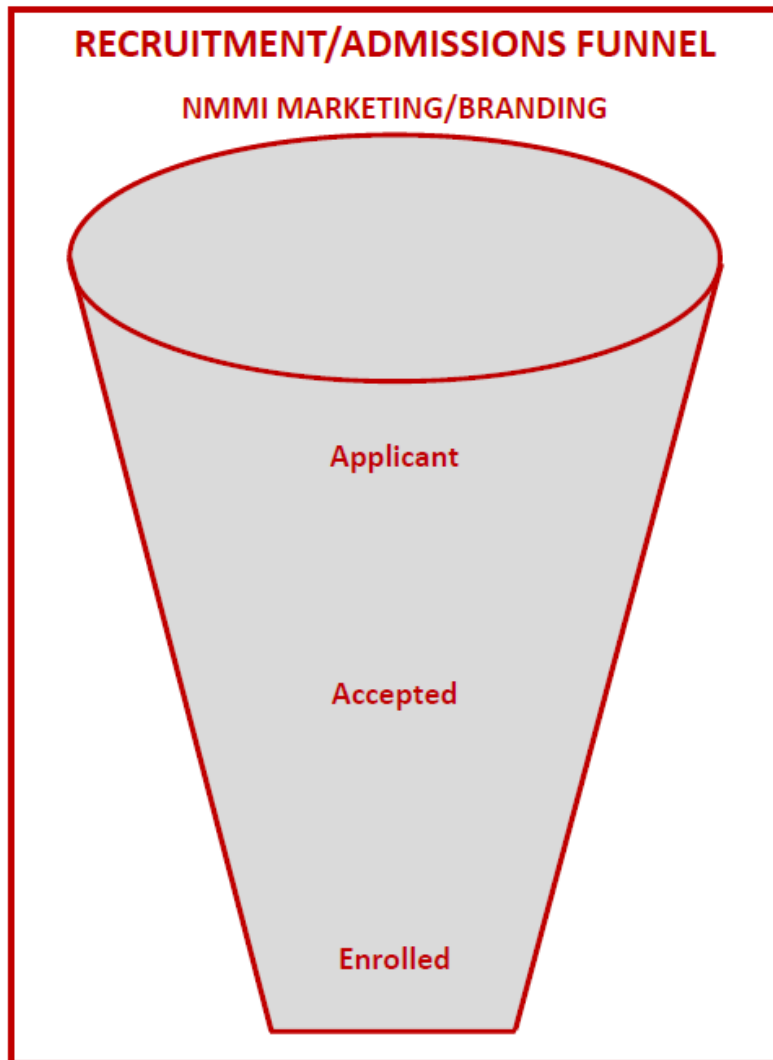
Proactive – General NMMI Marketing

- NMMI Website
- NMMI Publications (Dispatch, Sally Port, etc.)
- NMMI DVD
- Summer Programs Camps
- ROTC/Athletics

Proactive – Through Office of VP for Enrollment

- NMMI Travel
 - College/Middle School Fairs
 - Key Regional Influencers
 - >CMI, Missouri AND Chicago Military Schools, state and local
 - Mexico Focus (fall and spring travel/testing)
- NMMI Google Online Paid Search
- WOM (word of mouth)
 - NMMI Facebook
 - NMMI Blog
 - NMMI Twitter
 - NMMI Youtube
 - Social Media Advocates
 - >cadets, parents, staff
- Online Paid Referral Sites
 - BoardingSchoolReview.com
- Search Name Purchase
 - Direct Email Campaigns NMMI Admissions
- Materials (HS & JC Info. Brochures, other Admissions Marketing Materials)

Admissions Activities – Engagement/ Relationship Building



FALL 2014 – Ramped up Admissions Recruitment Tactics

- 1. Increase Applications**
 - Continue Google Paid Search
 - Begin Display Ad Retargeting
 - WOM including Social Media
 - New Web Landing pages
 - Inquiry Capture on new landing pages
 - Increased Travel
 - College Fairs
 - New /Emerging Military Feeder School Markets
 - CA (CMI)
 - Chicago
 - Missouri
 - Extended Mexico Travel Dates/venues
- 2. Increase % of Applications Accepted**

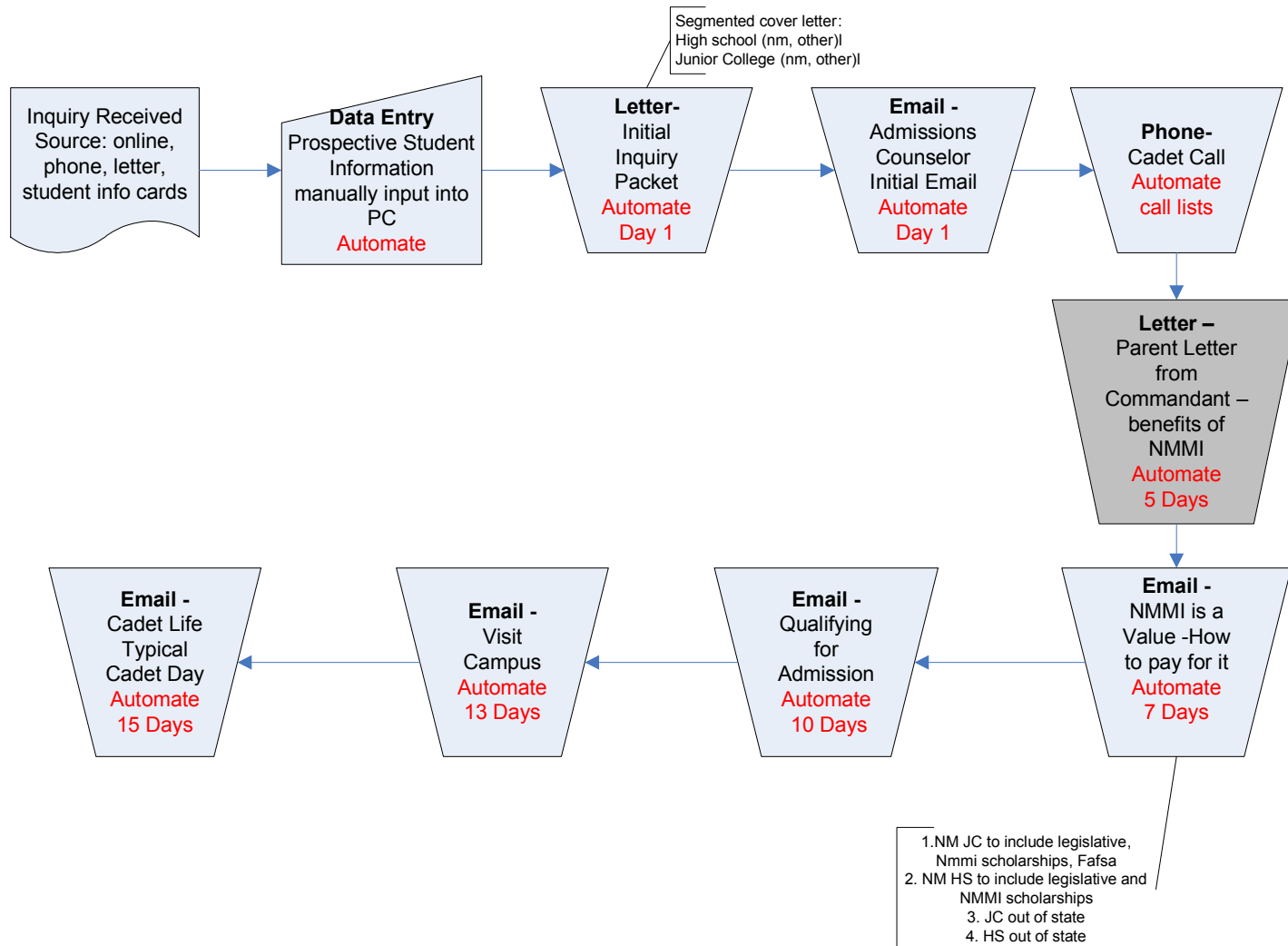
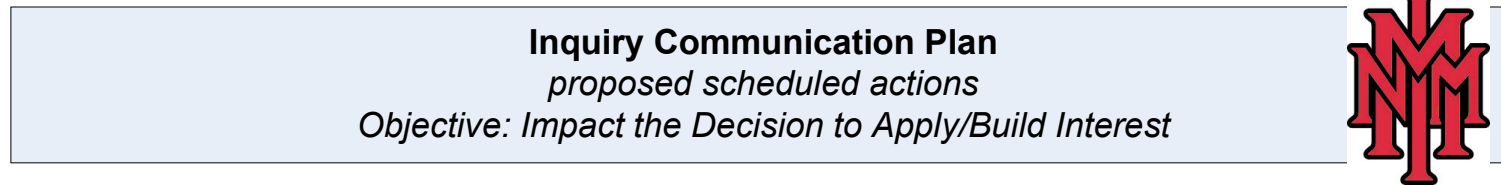
Engagement/relationship Building

 - WOM Social Media
 - Increased Nights with NMMI (both fall and spring)
 - Increased Admissions Counselor Involvement with Individual Applicants/families

Admissions Activities – Admission Counselor General Duties

Team Member	Admission Pool Assignment	Relationship Building- application evaluation Tasks	# of Apps worked
Admissions Counselor/Recruiter #1	6 th & 3 rd Class	Travel, Calls, Emails, Mail outs, 1 st pass application evaluation	410-450
Admissions Counselor/Recruiter #2	5 th & 4 th Class	Travel, Calls, Emails, Mail outs, 1 st pass application evaluation	430-460
Admissions Counselor/Recruiter #3	JC/Preps/ECP/ROTC	Travel, Calls, Emails, Mail outs, 1 st pass application evaluation	450-500
Admissions Counselors/Recruiters (Mexico)	Mexico/ESL/Summer Math	Travel, Calls, Emails, Mail outs, 1 st pass application evaluation	160-180
Assistant Director Recruitment/Outreach	JC Athletes	Social Media, Night w/ NMMI, Open Houses, Recruiting Schedule	200-225
Director Recruitment/Outreach	NA	Reviews and Makes Conditional Acceptance/2 nd Tier List/Rejection Decisions	All

Admissions Activities – Communication Plan/Engagement



Admissions Activities – Increasing Inquiries/applications

NMMI

Increase Inquiries and Applications: Continued Google Online Paid Search Ads

- **\$100,000 working media budget**
- **Google Paid Search**
 - \$90,884 Spent
 - Keywords and Geography:
 - Branded Terms (national)
 - High School (regional)
 - Junior College (regional)
- **Facebook Paid Ads**
 - \$2,784 Spent
- **Organic Facebook and Blog Content**

New for 13-14: Launch Display Ad Retargeting

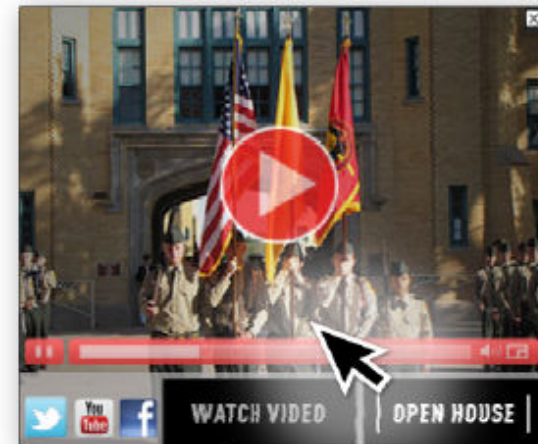
STEP 1

A consumer sees an NMMI banner ad unit on a web page for NMMI



STEP 2

Re-fire the NMMI ad when a user engages with the ad unit



STEP 3

Re-target consumers that engaged with the NMMI creative, delivering relevant ads across the web and on Facebook for special events or the next NMMI Open House



Increase Engagement/ Build Relationships: “Push” Prospects/Parents to Facebook Page

www.facebook.com/NewMexicoMilitary

- **Total Likes:**
 - August ‘12: 2,471
 - June ‘13: 6,467**+161%**
- **Friends of Friends:**
 - August ‘12: 1,002,339
 - July ‘13: 2,873,235**+186%**
- **Engaged Users:**
 - Aug-Dec: 97 daily; 557 weekly; 1,614 monthly
 - Jan-June: 78 daily; 506 weekly; 1,870 monthly

NMMI Facebook Findings – What's working

www.facebook.com/NewMexicoMilitary

- **Facebook is Mobile**
 - 731 new likes from phones
- **Posts and Paid Work Well Together**



New Mexico Military Institute

Did you know that there is still time to enroll for 2013/14? Applications are still being accepted for both Junior College and High School programs.

You can start your application:
<https://www.nmmi.edu/SelfServiceWeb/Admissions/ApplicationSelectEnabledForm.aspx>

Self-Service – Apply
www.nmmi.edu

Reach ?

108,000

Engaged Users ?

1,032

Talking About This ?

138



New Mexico Military Institute

It's a big day for someone special at NMMI. Please wish Major General Grizzle a very happy birthday!



New Mexico Military Institute



Commissioning/2LT Bar Pinning Ceremony
 98 new photos

NMMI Facebook Findings – What's Working

www.facebook.com/NewMexicoMilitary

- **Events Work**
 - Promoted Nights with NMMI
 - Supported by Paid Ads
 - Target students & parents

Sponsored
Create Ad







New Mexico Military Institute
shared an event.

Have you visited the PX, checked out the Godfrey Athletic Center or seen the tower at the ...



Come learn about the accredited high school and junior ...

[Join](#)

	<p>Night with NMMI San Antonio, TX Tuesday, March 26, 2013 at 6:30pm 25 guests</p>	<p>Courtyard San Antonio Riverwalk San Antonio, Texas</p>
	<p>NMMI Roswell Open House Saturday, March 23, 2013 at 7:00am 16 guests</p>	<p>101 West College Boulevard, Roswell, New Mexico 88201</p>
	<p>Night with NMMI, Houston, TX Friday, March 22, 2013 at 6:30pm 2 guests</p>	<p>Hyatt Regency Houston Houston, Texas</p>
	<p>Night with NMMI - Dallas Area south Wednesday, March 20, 2013 at 6:30pm 3 guests</p>	<p>Embassy Suites DFW Airport South Irving, Texas</p>

NMMI Facebook Findings – What's Working

www.facebook.com/NewMexicoMilitary

Community and Prospects Participate

Nadia Magdalena
My son is attending 2013-2014 school year-freshman...any advice from others who have experienced this anxiety?! :/
Like · Comment · June 12 at 1:50pm

Alex Howard likes this.

Chris Mathews buckel down and do what your told stay unknown for rat week you dont want to be the center of attention
June 17 at 12:49pm · Like

Alex Howard When he calls the first time wanting to go home. hang up. That "click" made me realize that I had to stay in it for the long haul and helped me come to the realization that I was alone.
June 18 at 11:08am · Like

Write a comment...

Jacque Solis
Hey everyone! Take a look at this article that was written about my uncle, LTC Macedonio Molina. He is a NMMI alum who also went through the ROTC program. Great example of the excellence that can come out of NMMI and the ROTC program!

DES director shares leadership vision
www.army.mil
Throughout his 19-year military career, Lt. Col. Macedonio R. Molina, director of Emergency Services and provost marshal on Joint Base Myer-Henderson

Like · Comment · Share · June 15 at 12:55pm

Lizeth Brown Jocker Meb likes this.

Write a comment...

Tracey Lou Dodrill
My son will be joining the sophomore class at NMMI this coming August! I am excited that he has been accepted and anticipate great things to come! Congratulations Robert Dodrill on your acceptance. Love, Mom

Like · Comment · June 14 at 7:15pm

Alex Howard likes this.

New Mexico Military Institute I'm very happy for you and Robert...see you on campus in early August!
June 18 at 8:39am · Like

Write a comment...

Andy Quach
I have some questions regarding hotels near NMMI... Do you know any that might be good and within close range of NMMI by any chance?
Like · Comment · Tuesday at 3:13pm near Moreno Valley, CA

View 1 more comment

Andy Quach Thank you!
Wednesday at 10:48pm · Like

Nadia Magdalena la quinta inn on 19th street, (down the road fr NMMI) is great!!
Yesterday at 10:41am · Like

Write a comment...

Juliana McCauslin
<https://www.facebook.com/NmmiClassof89?fref=ts>

NMMI Class of 89
New Mexico Military Institute Class of 1989
Page: 32 like this

Like · Comment · Share · June 20 at 12:37pm near Henderson, NV

Juliana McCauslin Looking for the Class of 1989 Alumni! Please join our page.
June 28 at 12:38pm · Like

Write a comment...

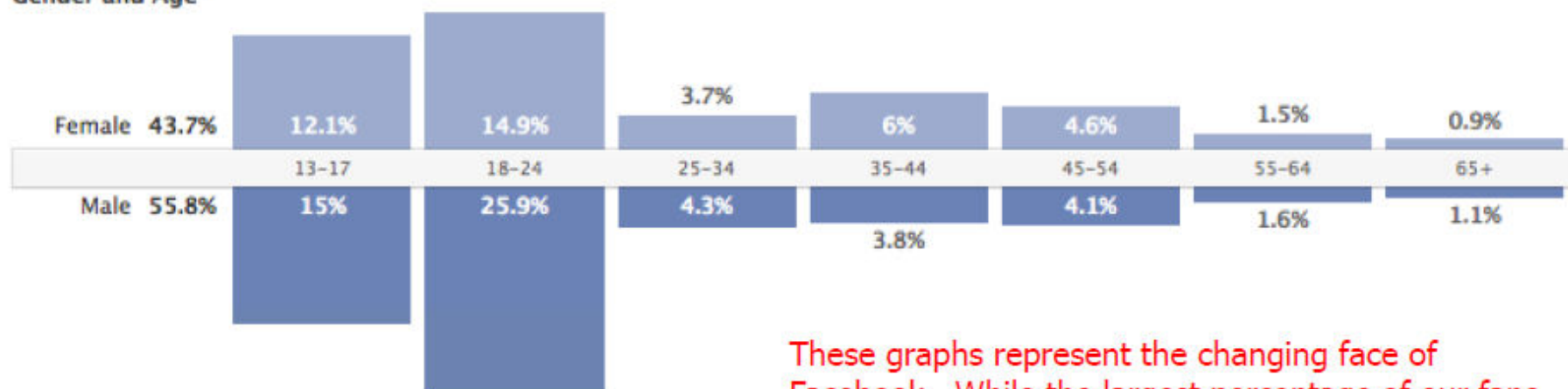
FB – Prospects & Parents are Engaged

www.facebook.com/NewMexicoMilitary

People Who **Like Your Page** (Demographics and Location)

[See Likes](#)

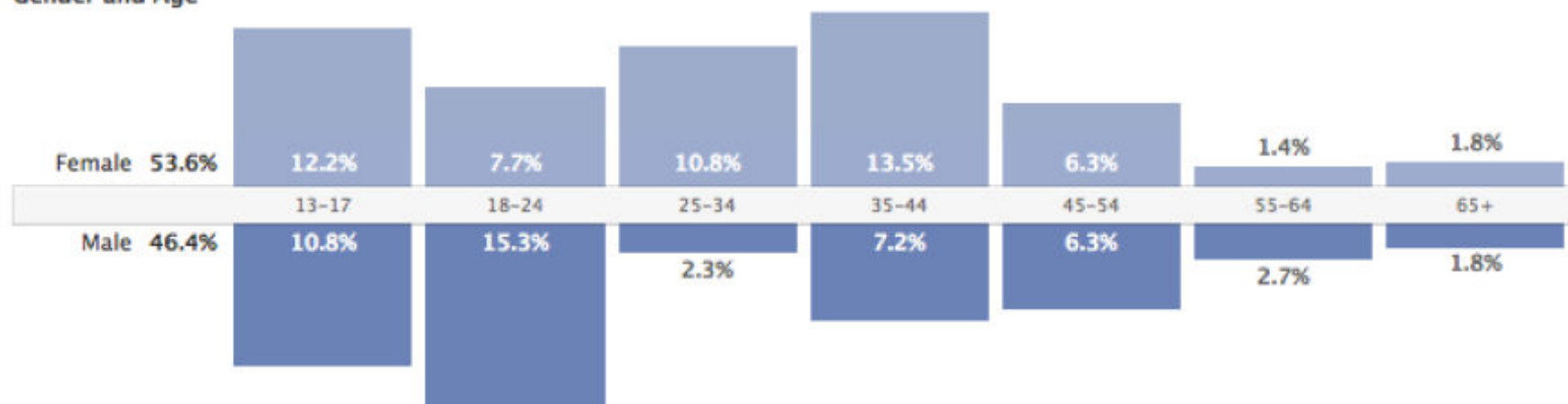
Gender and Age?



These graphs represent the changing face of Facebook. While the largest percentage of our fans are 18-24, the "older" fans are engaging with us.

Who Is **Talking About Your Page** (Demographics and Location)

Gender and Age?



New for 13-14: Increase Engagement

www.facebook.com/NewMexicoMilitary

- **Facebook**
 - Continue advocate content
 - Trying to engage parents
 - Use ads to support Nights with NMMI events
 - Increase engagement with sponsored posts
 - \$5,000

Admissions Activities – Action Plan

Admissions Activities - Action Plan

Admissions Activities - Action Plan				
NMMI 2020 Goal A: Increase Awareness of NMMI Obj. A.1: Enhance the NMMI Reputation Obj. A.2: Promote and improve Awareness of NMMI programs/offerings Obj. A.4: Aggressively recruit, retain, and reenroll a broad range of qualified cadets each year	Start Date	Person/ Office Facilitating Action	Intended Outcome	Evaluation Measure
Actions to Generate Inquiries and Applications				
Action 1: Continued Google Paid Search Advertising – High School Program Emphasis <ul style="list-style-type: none"> Target prospects and families interested in a college prep high school program <ul style="list-style-type: none"> Regional Focus: 70% (AZ, CA, CO, NM, TX) National Focus: 30% To target toward the high school, consultants have recommended key words focus on: <ul style="list-style-type: none"> “girl, boy, kid, child, youth, teen, private school, boarding school, prep school, academy, military school” 	Ongoing throughout the 2013-14 fiscal budget year	Jeff Savage/ VP for Enrollment- Working with Empower Marketing	Target audiences using Google search will find a pre-designed NMMI ad; click through on the ad (which takes them to A target specific landing page on the nmmi.edu site); read the information and click through on the Request Info. or Apply Now links. They will either Request information or apply on line to NMMI or both	Consultants provide the following data quarterly: # impressions (Google ad pops up on relevant search) # click throughs on Ads # of visits to nmmi.edu targeted landing pages, compared to previous years, same date Admissions provides the following data: # of applications compared to previous years, same date
Action 2: Continued Google Paid Search Advertising – New JC Program Emphasis <ul style="list-style-type: none"> Target prospects and families interested in a college prep high school program <ul style="list-style-type: none"> Regional Focus: 70% (AZ, CA, CO, NM, TX) National Focus: 30% To target toward the junior college, consultants have recommended key words focus on: <ul style="list-style-type: none"> “community college, junior college, ROTC, etc.” 	Ongoing throughout the 2013-14 fiscal budget year	Jeff Savage/ VP for Enrollment- Working with Empower Marketing	Target audiences using Google search will find a pre-designed NMMI ad; click through on the ad (which takes them to a target specific landing page on the nmmi.edu site); read the information and click through on the Request Info. or Apply Now links. They will either Request information or apply on line to NMMI or both	Consultants provide the following data quarterly: # impressions (Google ad pops up on relevant search) # click throughs on Ads # of visits to nmmi.edu targeted landing pages, compared to previous years, same date Admissions provides the following data: # of applications compared to previous years, same date

NMMI 2020 Goal A: Increase Awareness of NMMI Obj. A.1: Enhance the NMMI Reputation Obj. A.2: Promote and improve Awareness of NMMI programs/offerings Obj. A.4: Aggressively recruit, retain, and reenroll a broad range of qualified cadets each year	Start Date	Person/ Office Facilitating Action	Intended Outcome	Evaluation Measure
Actions to Generate Inquiries and Applications				
Action 3: Update NMMI Website <ul style="list-style-type: none"> Under the direction of the COS, and in conjunction with Consultants, Develop new landing pages based on Google Paid search and website analytics Evaluate and update the current NMMI admissions web pages to include marketing messages/images, calls to action 	Ongoing	Jeff Savage/ VPE under the direction and in conjunction with COS David West	Target audiences will find, read, and interact with admissions information	Google Analytics: # hits to all web pages # visits to new admissions landing pages
Action 4: Continued Facebook Ad Campaign <ul style="list-style-type: none"> Develop and run an electronic ad campaign on Face book targeted Geographically based on where we visit for college fairs, presentations and Nights with NMMI 	Ongoing throughout the 2013-14 fiscal budget year	Jeff Savage/ VPE	Target audiences using Facebook will find a pre-designed NMMI ad; click through on the ad (which takes them to a target specific landing page on the nmmi.edu site); read the information and click through on the Request Info. or Apply Now links. They will either Request information or apply on line to NMMI or both	Consultants provide the following data quarterly: # impressions (Facebook ad pops up on relevant search) # click throughs on Ads # of visits to nmmi.edu targeted landing pages, compared to previous years, same date

NMMI 2020 Goal A: Increase Awareness of NMMI Obj. A.2: Promote and improve Awareness of NMMI programs/offerings Obj. A.4: Aggressively recruit, retain, and reenroll a broad range of qualified cadets each year	Start Date	Person/ Office Facilitating Action	Intended Outcome	Evaluation Measure
Actions to Generate Inquiries and Applications (continued)				
Action 5: Continue Participation in On-Line Recruiting and Enrollment Web Sites that drive prospects to the NMMI website and/or generate leads <ul style="list-style-type: none">Boarding School Review.comAnyCollege.com	ongoing	Jeff Savage/VPE	Target audience will find and review NMMI information, and will fill out an information request form on that website, which is then sent to NMMI admissions	All referring website administrators provide the following data to Admissions: # of direct referrals
Action 6: Support Summer Program(s) as a Recruiting Tools <ul style="list-style-type: none">Disseminate Program Marketing Materials during our various recruitment activitiesProvide mailing lists of 6th, 7th, 8th grade prospects from the recruitment/application database to Junior Leadership Camp staff	ongoing	Steve Davis/Director of Recruitment and Outreach	Target audiences will sign up for summer camps, particularly the Junior Leadership Camp	# of mailing list names provided by admissions # of JLC participants # of JLC participants that enroll each fall
Action 7: Direct email search campaigns <ul style="list-style-type: none">Target 8th grade studentsPurchase names, and email addresses from NRCCUA for 8th graders with a 3.0 GPA and interest in military schoolDevelop email campaign search templatesDevelop and deploy campaign on prescribed schedule using an email service that can send and track emails	11-15-13 and ongoing	Jeff Savage/ VPE	Target audiences will a. click through on the NMMI 90 sec. video b. click through to discovernmmi.com or other nmmi link c. click through on the request information link	# of emails sent # of those emails that were opened # of click-throughs for: -online video link -nmmi website link -request information link
Action 8: Middle School Recruitment <ul style="list-style-type: none">Make NMMI presentations at regional, state-wide middle schoolsFacilitate NMMI Middle School Visits on postCultivate an ongoing relationship with the above audiences	Fall 2013 ongoing	Steve Davis/ DOR and his admissions staff	Administrators, and students receive an NMMI briefing & marketing materials. The schools will send their students/teachers to our Mini Jr. Leadership camps held throughout the year These audiences will develop a positive and ongoing relationship with NMMI admissions staff	# and name of middle schools visited # of students and teachers that schedule, then attend a Mini Jr. Leadership camp # from each school that attend a Mini JLC and then applied/enrolled # and name of schools that re-enroll for Mini JLC Maintain Middle School Contact database

NMMI 2020 Goal A: Increase Awareness of NMMI Obj. A.2: Promote and improve Awareness of NMMI programs/offerings Obj. A.4: Aggressively recruit, retain, and reenroll a broad range of qualified cadets each year					Start Date	Person/ Office Facilitating Action	Intended Outcome	Evaluation Measure
Actions to Generate Inquiries and Applications (Continued)								
Action 9: Mexico New Cadet Recruitment <ul style="list-style-type: none"> Objective is to impact the High School program Two dedicated, bilingual part-time admissions counselors/recruiters run the program and report the Director of Outreach and Recruitment Fall and Spring recruitment travel to Mexico – presentations, testing and question/answer sessions are held in various cities The admissions counselors follow up and work with each family through to enrollment/matriculation 					ongoing	Nancy Burrola and Ray Burrola	Prospects and families will attend an event in Mexico, will apply for admission, will test on site, and later visit NMMI, interview and enroll	# of and location of events # of prospects and applicants at each event # of these applicants that enroll
Action 10: Fall travel to high school college fairs <ul style="list-style-type: none"> Primary Market – New Mexico Regional Secondary Markets – TX, AZ, CO, CA Tertiary Markets – Eastern States , HI, WA, IL, FL, NV 					9/11 ongoing through 2014	Steve Davis DOR and his admissions staff	Prospects will fill out an interest or lead card and submit it at the event, OR will later request information or apply online	# of and location of events # of inquiry/lead cards gathered at each event # of enrolled by the event source code each fall
Action 11: China New Cadet Recruitment <ul style="list-style-type: none"> Objective is to impact the High School program NMMI working with Tower Bride in China on an agreement 					ongoing	Jeff Savage/VPE, Cindy Gomez and Steve Davis/ DOR and admissions staff	Agents identify prospects from China, prospects will apply for admission, will test remotely, interview and enroll	# of prospects and applicants # of these applicants that enroll
Action 12: Referrals from alumni, coaches and other faculty/staff					Ongoing	Cindy Gomez/ Admissions	Prospects fill out information request cards request information/apply online	# of inquires and enrolled by alumni, athletic or other referral source code each fall
Action 13: SE NM Middle School Counselor Conference @ NMMI					Fall 2013	Kris Ward/Steve Davis Admissions	Middle School Counselors from throughout SE NM are invited to and attend a conference hosted by NMMI Admissions	# of attendees # of follow up visits to their campuses # of presentations given on their campus # of students in attendance
Action 14: Initiate a new Display AD Retargeting Campaign					Fall 2013	VPE Jeff	Generate increased inquiries and applications by retargeting Google paid search ad respondents with display ads	# of track able inquires and applications Google analytics traffic reports
NMMI 2020 Goal A: Increase Awareness of NMMI Obj. A.2: Promote and improve Awareness of NMMI programs/offerings Obj. A.4: Aggressively recruit, retain, and reenroll a broad range of					Start Date	Person/ Office Facilitating	Intended Outcome	Evaluation Measure

qualified cadets each year		Action		
Actions to Impact the Decision to Apply and Enroll – Develop a Communication Plan that facilitates Relationship Building				
Action 1: Manage an Inquiry to Applicant Communications Flow (see attached flow chart) <ul style="list-style-type: none"> Send an initial packet of NMMI information with cover letter, NMMI DVD and NMMI marketing brochures Follow up with sequenced key-message promotional emails, letter from the Commandant, and a personal call from an NMMI Cadet NOTE: All communications include a “call to action”: apply now and Visit Campus Soon.	Ongoing	Admissions Counselors/ Cindy Gomez/ Steve Davis, DOR	Prospect/family will begin to “bond” w/ staff, faculty, and cadets, apply online, and schedule a campus visit AND/OR attend an open house and continue “bonding”	# of emails sent # of initial packets sent # of calls made by cadets # of prospects and family members that visit campus # of prospects and family members that attend any open house
Action 2: Manage an Applicant to Enrolled Communications Flow (see attached flow chart) <ul style="list-style-type: none"> Send a Conditional Admission Letter Follow up with a personal call from an admissions counselor Follow up with sequenced key-message emails and letters NOTE: All communications include a “call to action”: apply now and Visit Campus Soon.	Ongoing	Sonya Rodriguez, Director of Admissions/ Data Entry, Steve Davis, DOR and Admissions staff/	Applicant/family continue to “bond” w/ staff, faculty, cadets, schedule a campus visit AND/OR attend an open house and continue “bonding”	# of Admission Letters sent # of Admission Counselor calls completed # of campus visits # of open house visits # of applicants that enroll
Action 3: Conduct Night with NMMI Receptions (see attached schedule) <ul style="list-style-type: none"> Target fall 2014 applicants & inquiries and their families Send an personalized invitation (letter and email) w/RSVP Promote same on NMMI AND Discovernmmi.com websites 	Starting February 2014 Ongoing	Jeff Savage/VPE Steve Davis, DOR and Monica Gonzales/ Admissions staff	Prospects and/or family members will: a. fill out the RSVP form (online, phone, or return the printed version) b. attend the reception c. bond with NMMI family d. schedule a campus visit or sign up for an open house	# of invitations sent for each event # of RSVPs for each event # of prospects and family at each event # of attendees that enroll

NMMI 2020 Goal A: Increase Awareness of NMMI Obj. A.2: Promote and improve Awareness of NMMI programs/offerings Obj. A.4: Aggressively recruit, retain, and reenroll a broad range of qualified cadets each year	Start Date	Person/ Office Facilitating Action	Intended Outcome	Evaluation Measure
Actions to Impact the Decision to Apply and Enroll – Develop a Communication Plan that facilitates Relationship Building (Continued)				
Action 4: Conduct Fall and Spring NMMI Open House events <ul style="list-style-type: none"> Target all fall 2014 applicants/inquiries and their families Send an invitation (letter and email) w/RSVP Promote same on NMMI AND Discovernmmi.com websites 	Two Fall Three Spring	Jeff Savage/VPE , Steve Davis, DOR, Admissions staff	Prospects and/or family members will: a. fill out the RSVP form (online, phone, or return the printed version) b. attend the open house c. bond with NMMI family d. apply and/or enroll	# of invitations sent for each event # of RSVPs for each event # of prospects and family at each event # testing at each event # of attendees that enroll
Action 5: Conduct Fall and Spring Mini Junior Leadership Camps For selected middle schools <ul style="list-style-type: none"> Target select regional middle schools and their faculty/staff Coordinate with middle school administrators to schedule and conduct each mini camp 	ongoing	Steve Davis/DOR and his staff	Administrators, counselors, and students will receive a short NMMI briefing and NMMI marketing materials. The schools will send their students and teachers to our Mini Jr. Leadership camps held throughout the year These audiences will develop a positive and ongoing relationship with NMMI admissions staff	# and name of middle schools with whom we've established an ongoing working relationship # of students and teachers that schedule, then attend a Mini Jr. Leadership camp # from each school that attend a Mini JLC and then applied/enrolled
Action6: Manage the Cadet Ambassador Program Build relationships with prospective cadets and their families using a hand-picked cadre of current NMMI cadets for the following activities: <ul style="list-style-type: none"> Prospect phone calls Campus tours to visitors Off campus recruitment events NMMI Open House Ambassadors Social Media Online Ambassadors 	ongoing	Steve Davis/DOR and Kris Ward	Prospects and applicants will: a. Interact with the NMMI Facebook page b. "bond" with NMM c. Be more likely to apply and enroll d. Be more likely to visit campus	Facebook Metrics as provided by consultants # of cadets involved in the program # of call placed # of tours given

NMMI 2020 Goal A: Increase Awareness of NMMI Obj. A.2: Promote and improve Awareness of NMMI programs/offerings Obj. A.4: Aggressively recruit, retain, and reenroll a broad range of qualified cadets each year		Start Date	Person/ Office Facilitating Action	Intended Outcome	Evaluation Measure
Actions to Impact the Decision to Apply and Enroll/ Re-enroll: Offer Scholarships for Recruitment and Retention					
Action 1: Offer Incentive Scholarship Awards <ul style="list-style-type: none"> Admissions Counselors review each accepted applicant's file and can offer an immediate recruitment award depending on GPA and Test Scores Accepted applicants are reviewed and awarded soon after their acceptance Awarding begins in early November, prior to the following fall enrollment 		November, 2013 through July, 2014	Steve Davis,/DOR, Candace Mundy, and admissions staff	Accepted students and their family members will attend open house, enroll and matriculate	# of awards Amount of awards # awarded that enrolled
Action 2: Offer Legislative Scholarships <ul style="list-style-type: none"> Mail a cover letter w/ a brochure and application to entire database of inquiries and applicants from NM, for following fall term - follow with emails to new prospects Call to action: -apply for admission, apply for the scholarship, and visit campus Award the scholarship to those NM applicants that are chosen by legislators 		October 2013 mailing to database then ongoing emails to new NM inquiries and applicants	Steve Davis/ DOR, and	Prospects will apply to NMMI and apply separately for the legislative scholarship and ultimately enroll and matriculate	# of applications # of awards # of those awarded that enrolled
Action 3: Offer Other New Cadet Awards: Foundation/Alumni Endowment Dollars <ul style="list-style-type: none"> Review criteria, then match and offer additional NMMI scholarships to applicants for the upcoming school year Call to action: now that you know your award package, reenroll ASAP 		February, 2014	Sonya Rodriguez and Candace Mundy	Applicants will be more likely to enroll	# of awards Amount of awards # awarded that enroll
Action 4: Offer Early Reenrolled Cadet Scholarship Awards: Foundation/Alumni Endowment Dollars <ul style="list-style-type: none"> Review criteria, then match and offer NMMI scholarships to cadets eligible to reenroll for the next school year Call to action: now that you know your award package, reenroll ASAP 		February, 2014	Sonya Rodriguez and Candace Mundy	Cadets will be more likely to reenroll AND do so by end of March (with deposit)	# of awards Amount of awards # awarded that reenroll