

Analysis of Communication Strategies in Student Records

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Departmental Mission

The University Student Records supports NMSU's strategic priorities of student success and social mobility. We provide excellent service to all students, faculty, staff and alumni while delivering on our reputation for accuracy, timeliness, compliance, transparency, and consistency. We continually set and exceed industry standards – challenging ourselves to seek out more effective and efficient ways of functioning to provide an environment which encourages growth, supports academics, respects diversity, leverages relevant technology, and promotes communication and collaboration.

Plan for Assessing Outcomes

Develop an enhanced Communication Plan to meet student and staff needs by relaying important dates and deadlines to students in the entire NMSU system.

- Determine important deadlines that need to be communicated
- Develop templates/creative assets for communicating dates
- Identify various communication platforms that we are not utilizing or are under-utilizing (partner social media channels, Conference Services digital streaming channel)
- Send newly developed or revised just-in-time communications with dates and deadlines to stakeholders

Expected outcome to provide students (and staff and faculty) throughout the NMSU System with a greater awareness of important dates and deadlines.

Class of 2023

Graduating this Semester?
The final Application for Degree deadline
with a late fee is

March 1

Log on to my.nmsu.edu
to apply today or review your application submission

Visit commencement.nmsu.edu for more information
or email diplomas@nmsu.edu

Strategic Alignment

The University Student Records strives to challenge the current state to seek more effective and efficient processing for our students. By communicating in other formats and platforms, besides emails, we are meeting students where they are and ensuring more accessible services.

The University Student Records mission references upholding a reputation for excellent service, transparency and compliance. By providing these important deadlines system-wide we are providing an environment which promotes student success, collaboration, and better communication.

Stakeholders

- Students in the NMSU System (MA, UO, DACC, AL, GR)
- Communication Channel Relationships: NMSU Marketing and Communications, Student Services at DACC, AL, GR, Conference Services, Student Program Coordinators in the Academic Colleges, Student Support Areas (Student Success), Canvas, Navigate, CAASS, ASNMSU

Data Collection

- Transactional Office Data (phone calls, emails, requests received after deadline dates, requests received after deadline dates)
- Number of timely communications developed and shared
- Number of platforms/venues utilized for communications

