OVERVIEW
The Outreach and Enrollment Center (OEC) began as a Board of Trustee/Chancellor initiative six years ago with a vision of expanding the reach of our NH public higher education institutions in attracting, seating, and retaining students. The Center has expanded the services and technologies utilized to achieve these efforts as the types of communications and outreach methods have evolved (see next page for services offered).

We know that post COVID-19, our students and families will be even more challenged financially to pursue careers requiring higher education and the competition for a slowing population of high school graduates is fierce. The OEC remains ready to use our tools to wrap around your efforts to achieve your outcomes.

ABOUT US
The OEC is a centralized, shared service center established to help guide potential students seeking to enroll or transfer into and between USNH and CCSNH institutions. We partner with University of New Hampshire (UNH-Durham, UNH-Manchester, UNH Franklin Pierce School of Law) Plymouth State University, Keene State College, Granite State College and New Hampshire’s seven community colleges. Our Outreach and Enrollment Specialists work with you to assist students in finding the right program to start or continue their studies and achieve their educational goals. Whether the student is interested in a single online class or full enrollment into one of the colleges, the OEC works closely with you and your staff to engage with students from initial contact through the college application and enrollment process.
WHAT WE DO

While enrollment is the mission of the OEC, we are here to help our colleagues in a variety of ways from financial aid to student services to alumni relations and marketing surveys.

See the list of our offerings here:

FINANCIAL AID
• Document Collection (OEC has access to PSU’s ‘My Fin Aid’ web portal)
• FAFSA Engagement
• ISIR (Institutional Student Info Record)
• Support for Granite Guarantee Initiative

STUDENT ACCOUNT SERVICES
• Outstanding Balances
• Academic Advising
• Registrations
• Intent to Graduate

CONTINUING EDUCATION
• Registrations

ADMISSIONS – UNDERGRAD & GRAD
• Inquiry to Completed Application and Enrollment (OEC has access to KSC’s and UNH FP School of Law’s Salesforce orgs for online Graduate Admissions)
• Appointment Setting for Counselors
• Lost List, Non-Completer, Push to Deposit, Open House, Campus Visit, HS Counselor Visit
• Live Chat
• Calls to Accepted Students
• Attendance Confirmation for Open Houses

ALUMNI RELATIONS
• Homecoming Events
• Donation Opportunities and Reminders

LEAD/INQUIRY CULTIVATION
• Purchased Lists
• Programmatic Cohort Focus
• Event Invites

RETENTION
• Survey (Concerns, Drops, Midterm)
• Registration
• Calls During First Week, First Month

IT ENROLLMENT TARGETED SUPPORT
• Realtime Dashboards
• Data Share Between Departments
• Admissions Process workflows

SURVEYS
• Admitted Students
• Recent Graduates
• Retention
• Workforce / Employment

MARKETING

NEW STUDENT ENGAGEMENT

AFTER-HOURS PHONE COVERAGE
WHAT’S OUR SETUP?
What will be required on my end, especially from a technical perspective?

Don’t worry. The OEC is equipped with the latest outreach technology, software and communication systems to make any project a seamless experience.

OUTREACH CHANNELS:
- Phone
- Text Messaging
- Email
- Voicemail Drop
- Live Chat
- Online Forms
- Survey

OEC TECHNOLOGIES
- Salesforce
- TargetX Recruitment Suite
- Five9
- SMS Magic
- Phonevite
- FormAssembly
- Informatica Cloud
- Datazapp
- DemandTools

Immediate reports to partners when campaigns conclude. Traffic and results tracked, notes added to student files, and trends identified and reported.
HOW DO I GET STARTED?

The OEC is available to help you at your convenience, and can conduct outreach campaigns during times when reaching students is optimal.

Our summer hours of operation are:
Monday - Thursday 9:00 am to 6:00 pm | Friday 9:00 am to 5:30 pm

Simply visit this link (https://usnh.tfaforms.net/217769) to fill out a Project Request Form online and the request will feed directly into our Salesforce database to create a new campaign. Someone from the OEC will then contact you to discuss your project scope and timing.

CONCLUSION

New Hampshire is losing nearly 60 percent of its four-year college-bound students to out-of-state schools; year in and year out. Many of these young adults – brimming with energy, ambition, and intellect—may never return to live and work in our state. Our hope at the OEC is that by working together, we can address this intellectual trade deficit, preserve New Hampshire’s excellence, and keep our homegrown leaders of tomorrow close by.

CONTACT US

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VISIT www.usnh.edu/outreach-and-enrollment-center