



OEC

Outreach and Enrollment Center



Granite State College

Keene
STATE COLLEGE

Plymouth State
UNIVERSITY

 University of
New Hampshire

University System
of New Hampshire



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.

Our mission

is to customize our offerings, per campaign, to wrap around the efforts of each campus partner to secure the right students, in the right seats, and to help retain them as their educational needs evolve.

We have also expanded our work with outreach to alumni.

LEAD

INQUIRY
CONVERSION

APPLICATION

ENROLLMENT

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

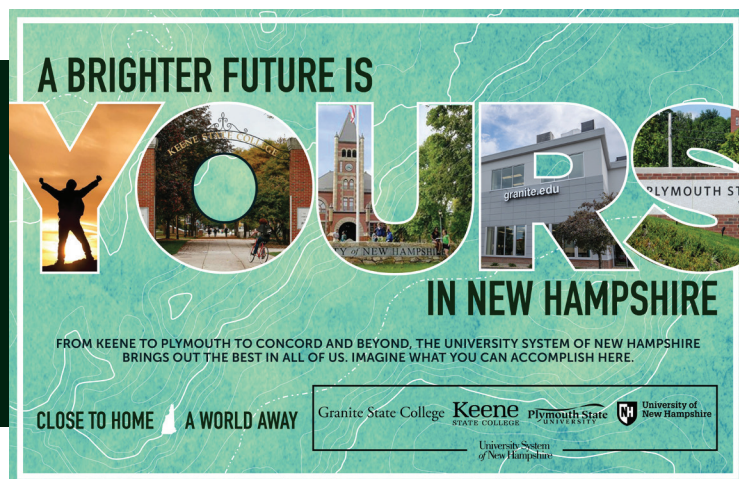
- Registrations

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 will be required on my end,
especially from a technical perspective?

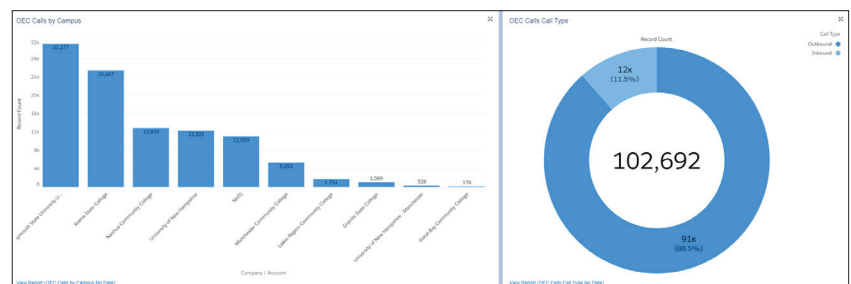
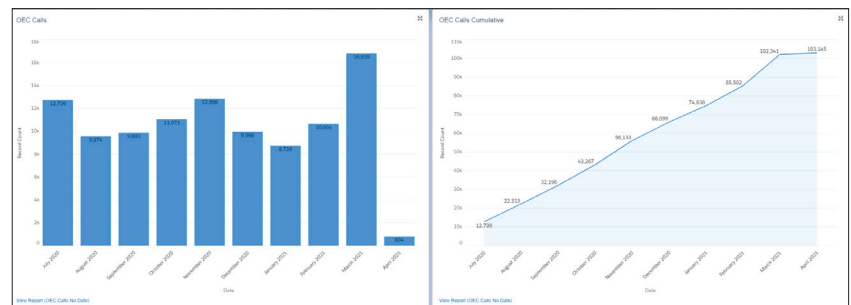
Don't worry.
The OEC is
equipped with
the latest
outreach
technology,
software and
communication
systems to make
any project
a seamless
experience.

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

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

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- 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.

The screenshot shows a web form titled "Outreach & Enrollment Center Project Request Form". It is divided into three main sections: "Campaign Contact Information", "Project Request", and "Campus Handoff Contact". The "Campaign Contact Information" section includes fields for School (a dropdown menu), Department (a dropdown menu), Contact Name (a text field), Email Address (a text field), and Phone Number (a text field). The "Project Request" section includes a List Source (a dropdown menu), a Method of Contact (a dropdown menu), and a list of checkboxes for Call, Email, Survey, Text, Voicemail Drop, and Other. Below this is a large text area for Campaign Goals. The "Campus Handoff Contact" section includes fields for Name and Email. The form is styled with a light gray header and a white body.

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

EMAIL usnhenrollment.center@usnh.edu

CALL an Outreach Specialist | 1-844-309-3855

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



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