

# 2025 - 2028 STRATEGIC GOALS

## ONE YEAR GOALS

### BRAND MANAGEMENT

OUTREACH

*Strategically* enhance UNFO website SEO by embedding keywords that represent a supportive and high-quality online community.

*Increase* enrollment in fully and primarily online programs. *Expand* recruitment strategies and resources to promote all online programs.

STUDENT ENGAGEMENT

### OPERATIONS & OPTIMIZATION

Develop and execute communication plans, including all online programs for each stage of the enrollment funnel, ensuring robust coaching support.
Enhance and increase the visibility and use of services and resources available to online learners.

**Advance** reporting and assessment tools to support datainformed decisions and optimize focus and timing of work for increased productivity and functionality.

**Leverage** external software tools to integrate with CRM, such as texting, meeting links, and html design platforms to elevate the student experience, functionality, and branding.

### **ADMINISTRATIVE**

**Advance** analytical capacity and reporting systems for online learning data.

## THREE YEAR GOALS

BRAND MANAGEMENT

OUTREACH

STUDENT ENGAGEMENT

ADMINISTRATIVE

*Elevate* excellence in brand management and deepen ties with stakeholders to collaboratively lead as a university brand ambassador.

*Cultivate* relationships with professional organizations and contacts to generate enrollment pipelines.

*Strengthen* institutional affinity among students in online programs.

**Broaden** and diversify the range of portfolio programs. **Support** institutional enrollment growth by attracting a new population of students through innovative degree programs.