

BOARD MEETING DATE: March 18, 2025

ITEM NO: XIII-a

INFORMATIONAL ITEMS:

1. 2024 Year Review
2. 2025 Goals
3. Open House Survey Responses – Identifying Student Trends



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2024 Recap

STATS:

At the close of the year, it's always good practice to reflect on your efforts to see how far you've come and to set benchmarks for next year's growth. In 2024, the OC helped NFC to experience:

- **21.5% Increase** - Facebook Followers (Organic, not paid)
- **21.7% Increase** - Instagram Followers (Organic, not paid)
 - 800 Average Views per Video
 - 12.3% Average Reach

We hope to expand on this growth and have already begun monthly projections for NFC's social media platforms.

NEW WEBSITE:

The OC launched the new NFC website to better serve its Sentinels. The design focused on being student driven, with the following features:

- Modern and user-friendly design
- Quick access to student resources
- Easily finding upcoming events

NEW MASCOTS:

Years-worth of collaboration with the NFC Board of Trustees, faculty, and staff culminated into the long-awaited NFC Mascot reveal. The NFC Sentinel is now represented by three distinct characters:

- Camino - Spaniard
- Trailblazer - Horse
- The Halberd

TEXT AND VIDEO MESSAGING:

NFC partnered with GoodKind to better communicate with current and potential students and alumni. They offer Text and Video Messaging - which is how the majority of our students prefer to receive information related to milestone moments in their college journey.

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STUDENT WORKERS:

The OC employs student workers who serve as a voice for our student body (**91% of NFC students are Gen Z + Millennials**). Student workers have been a key component to our social media growth.

- Recommended Spotify as a musical supplement to college life activities.
- Assisted with increase of organic followers.
- Reason why NFC was recognized as a stand-out on social media by college students.

RECRUITMENT:

The OC includes the Department of Recruitment. Rebecca Bennett, Recruitment Coordinator, her student worker, and in partnership with CWE staff and faculty, recruit new students and bring back students who either applied but never registered or those who started but never completed.

Together, these departments experienced:

- **29% Increase - in Admission Applications** (23-24 Reporting Year vs. 22-23 Reporting Year)

OC's Recruitment Protocol for each new lead includes:

- Personal phone call.
- Two handwritten addressed post cards.
- Two rounds of personalized emails.

The Recruitment Department also manages the following:

- Local school presentations and Career Fairs
- Local community events
- NFC Mini-Previews
- NFC Open House
- Individual NFC campus tours



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2025 Goals

STRATEGIC GOAL 1:

To be known for...

- High quality academic programs
 - Highlight NFC faculty to showcase NFC as a high-academic institution
- Community Service
 - Feature Board of Trustees to enhance community presence and partnerships with service district
- Branding
 - Pursue copyrights for NFC logo and Sentinel mascot logo to secure brands

FOUNDATION:

- Coordinate marketing campaigns with the Foundation to strengthen their brand among alumni and donors.

OUTCOMES:

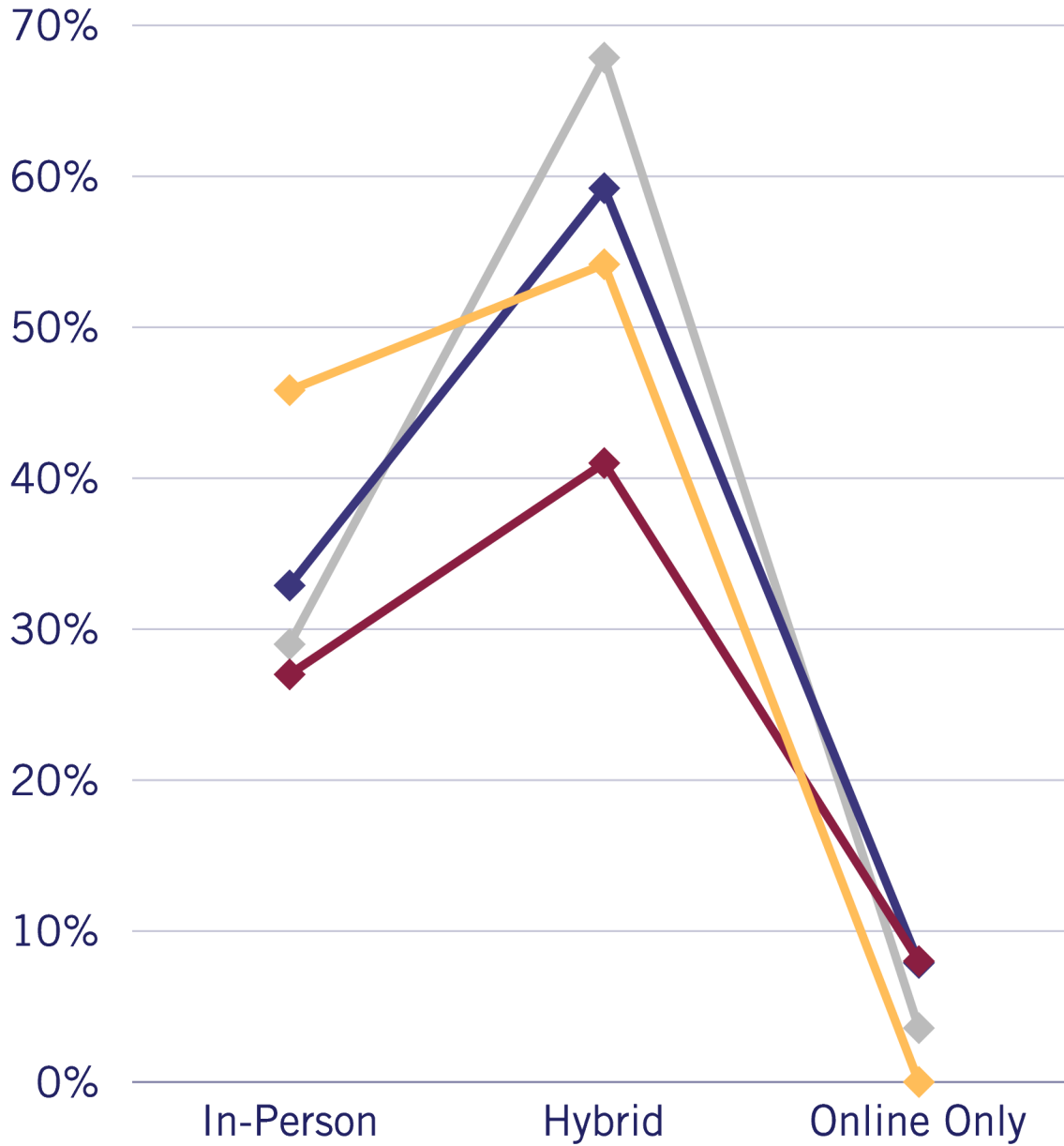
A 2% increase in the following:

- Student interactivity and community from previous year
- Enrollment per semester over previous semester (i.e. Fall to Fall)
- Alumni engagement and giving from previous year

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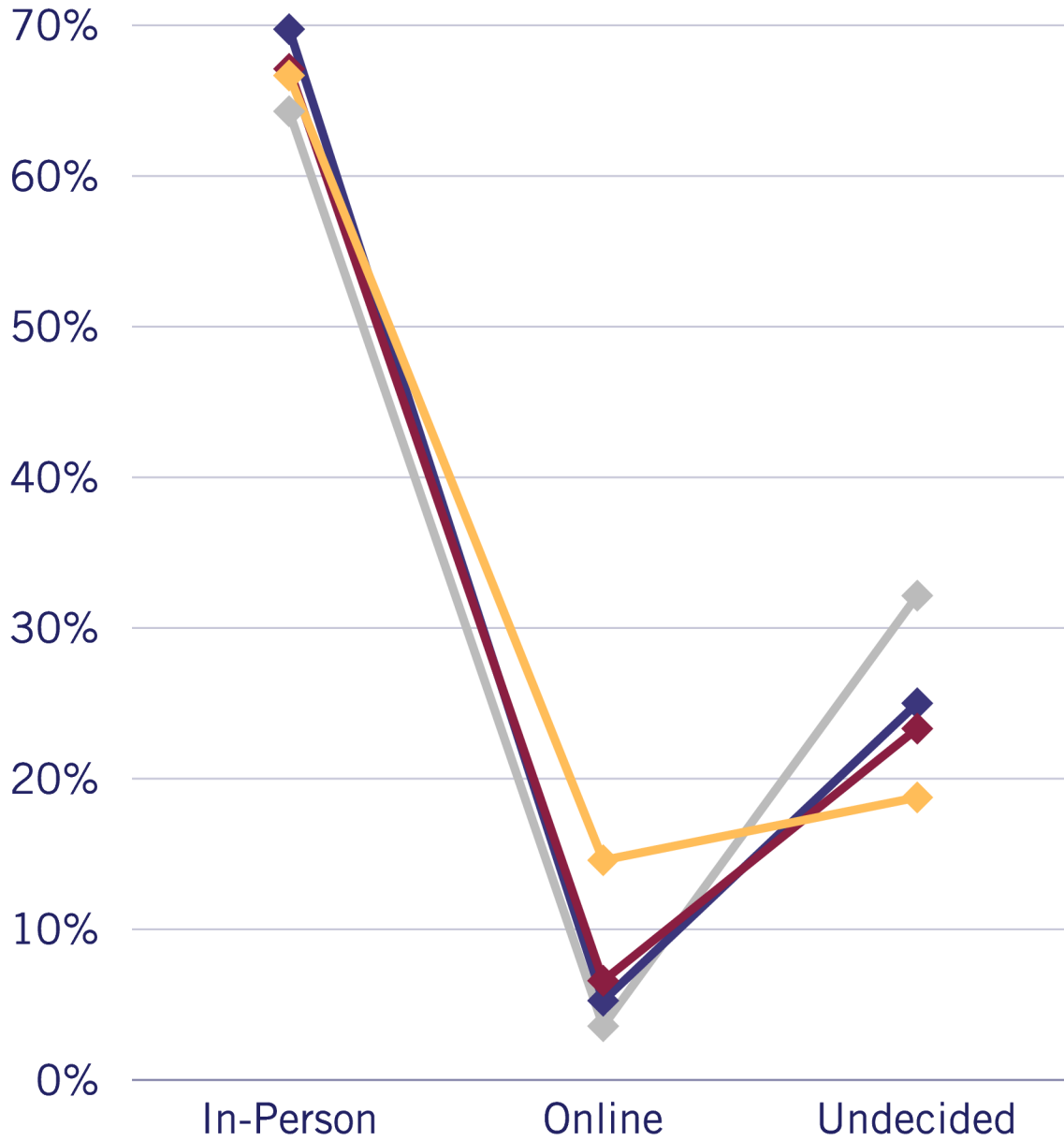
CLASS PREFERENCE



- 2022
- 2023
- 2024
- 2025

Open House Exit Survey responses from 2022-2025

EVENT PREFERENCE



- 2022
- 2023
- 2024
- 2025

Open House Exit Survey responses from 2022-2025