NHU will meet the needs of students, faculty, staff, alumni to fulfill its mission

A key element to this is:

**NHU's endowment is too small.**

The following are barriers to full and continued achievement of this goal:

- NHU lacks an overarching advancement plan
- NHU's publications are not of high enough caliber
- NHU's enrollment is too low
- NHU has a low number of faculty with doctoral degrees
- NHU's advancement office is very small
- NHU lacks a communication plan to re-purpose "on the ground" stories into material palatable by donors
- Donors aren't able to discern NHU's direction
- Alumni pool is too young at this time to donate in significant ways
- Donors don't like the fact there is a structural deficit
- Donors do not perceive NHU's institutional profile is competitive
- Private donors do not donate sufficiently
- NHU has a structural deficit
- NHU has no alumni relations office
- NHU has no public relations office
- NHU has no community relations office
- NHU has no resources advancement