Some current and prospective students do not see the value of going to NHU. Students do not see the connection between NHU's programs and their own career advancement. NHU's programs are not perceived by students as deep enough. NHU has not marketed itself well. It is not clear to the public that NHU, while Hispanic-serving, serves all.

Latino parents of prospective students may not be of a "college-going" culture. Parents may not know how to ask questions about college. Parents may not have the information they need to support their children in persisting. Low income, Latino students do not always take the right courses (rigorous academic coursework based on college entrance requirements).

College is not always believed to be a contributor to a family's bottom line. NHU has a limited capacity to serve students that live more than 30 miles away. NHU has no residential programs.

NHU's enrollment is lower than it should be. The following are barriers to full and continued achievement of this goal.