

Mission *New Mexico Highlands University is a public comprehensive university serving our local and global communities. Our mission is to provide opportunities for undergraduate and graduate students to attain an exceptional education by fostering creativity, critical thinking and research in the liberal arts, sciences, and professions within a diverse community.*

Vision *Our vision is to be a premier comprehensive university transforming lives and communities now and for generations to come.*

Department/Program:

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Strategic Goals for 2020 Planning for FY18-FY21	Unit Goals	Unit Actions/Strategies	Measurable Outcome(s)/	Person(s) Responsible	Indicators and Time Frame for Assessment	Date(s) for Review
<p>1. Highlands University will achieve academic excellence, academic integration and student success.</p>	<p>1. Work to provide adequate support for the student athletes to succeed in the classroom and graduate on time 2. Recruit freshman student athletes who will start and finish at NMHU. 3. Be an opportunity for students in degree programs on campus to obtain real world experience in their field of study. 4. Be a leader in the state of New Mexico and to the Rocky Mountain Athletic Conference for academic and athletic excellence.</p>	<p>1. Continue to develop the academic monitoring program in our department to provide the guidance and leadership for student athletes. 2. Implement policies within the department for recruiting student athletes. 3. Develop relationships with the Business department and the Media Arts department to provide the bridge for students in those departments to have the opportunity to work in their field. 4. Hold coaches accountable to make academic excellence a priority in their programs.</p>	<p>1. The number of academic coordinators who have the ability to impact students. 2. Then number of new freshman student athletes versus transfer students. 3. The number of meeting set up with the leaders of the other departments to develop a system that can work. 4. Document meetings and results of those meetings as regards to how the coaches plan to implement academic success in their programs as a priority.</p>	<p>1. Bob Clifford 2. Bob Clifford 3. Bob Clifford 4. Bob Clifford</p>	<p>1-4. August 2017, 2018, 2019</p>	<p>1-4. Annually</p>
<p>2. Highlands University will achieve strategic enrollment management.</p>	<p>1. Increase the number of student athletes on campus 100% 2. Increase retention rates.</p>	<p>1. Add athletic teams and sports to help attract a new group of students to NMHU. 2. Put expectations on coaches to retain athletes from year to</p>	<p>1. The number of athletic teams and the number of student athletes in</p>	<p>1. Bob Clifford 2. Bob Clifford</p>	<p>1-7 August 2017, 2018, 2019</p>	<p>1-2 Annually</p>

		year and to support them and their academic success to graduation.	the department. 2. Percentage of athletes who return each year to participate in the athletic program.			
3. Highlands University will achieve a vibrant campus life.	<ol style="list-style-type: none"> 1. Competitive programs and teams. 2. Enhance athletic atmosphere. 	<ol style="list-style-type: none"> 1. Provide support to the coaches and programs to attract the right kind of athletes to allow the programs to be competitive in the RMAC and the NCAA on an annual basis. 2. Implement support programs such as band, cheer, and dance. 	<ol style="list-style-type: none"> 1. Measure wins and loses of each program. 2. Then number of programs. 	<ol style="list-style-type: none"> 1. Bob Clifford 2. Bob Clifford 	<ol style="list-style-type: none"> 1-2. August 2017, 2019, 2019 	<ol style="list-style-type: none"> 1-2. Annually
4. Highlands University will be a community partner.	<ol style="list-style-type: none"> 1. Increased opportunity for community engagement events and service projects. 2. Offer camps and clinics for the community to be involved in. 	<ol style="list-style-type: none"> 1. Each athlete will be required to obtain a certain number of community service hours each year. 2. Teams will be required to offer camps and/or clinics throughout the year. 	<ol style="list-style-type: none"> 1. The number of hours used. 2. The number of opportunities for community member involvement. 	<ol style="list-style-type: none"> 1. Bob Clifford 	<ol style="list-style-type: none"> 1. August 2017, 2018, 2019 	<ol style="list-style-type: none"> 1. Annually
5. Highlands University will achieve technological advancement and innovation.	<ol style="list-style-type: none"> 1. Increase the opportunity for technology to be used for each of the home events. 2. Increase the exposure of our campus through social media and internet broadcasting. 	<ol style="list-style-type: none"> 1. Install video scoreboards to keep up the ever changing technology in the world of athletics. Video advertising and commercials will be run during events. 2. Build and develop the Cowboy Nation Sports Network. Develop a first class operation to film and broadcast the home events to bring positive publicity to the student athletes and the University. 	<ol style="list-style-type: none"> 1. Number of video boards on campus and number of video ads and commercials played during events. 2. Number of events streamed online and number of viewers for each event. 	<ol style="list-style-type: none"> 1. Bob Clifford 	<ol style="list-style-type: none"> 1. August 2017, 2018, 2019 	<ol style="list-style-type: none"> 1. Annually

<p>6. Highlands University will achieve enhanced communication and efficiency.</p>	<ol style="list-style-type: none"> 1. Develop the website to be the place to find communication concerning Cowboy Nation. 2. Improve communication with the student athletes through the student athlete handbook. 	<ol style="list-style-type: none"> 1. Improve the sports information department to meet the needs of the department and the university through writing articles, video interviews, and social media. 2. Develop a concise handbook that athletes can use as a resource to help them navigate their experience as a student athlete at NMHU. Also, develop an electronic version that athletes can access easily through the website. 	<ol style="list-style-type: none"> 1. Number of new material each week. 2. handbook progress 	<ol style="list-style-type: none"> 1. Bob Clifford 2. Bob Clifford 	<p>1-2. August 2017, 2018, 2019</p>	<p>1-2. Annually</p>