

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: **NMHU Farmington Center**

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Strategic Goals for 2020 Planning for FY19-FY22	Unit Goals	Unit Actions/Strategies	Measurable Outcome(s)	Person(s) Responsible	Indicators and Time Frame for Assessment	Date(s) for Review
1. Highlands University will achieve academic excellence, academic integration and student success.	<ol style="list-style-type: none"> 1. Support NMHU guidance and strategies 2. Ensure executed operations are aligned with strategies and policies to support our goals for excellence, diversity, accessibility, and responsiveness 3. Advocate for Center students, programs, academic and support needs 4. Maintain an active relationship and outreach with students and stakeholders across the academic and support units 	<ol style="list-style-type: none"> 1. Maintain clear, consistent lines of communication with main campus and local students 	None	Director	N/A	N/A
2. Highlands University will achieve strategic enrollment management.	<ol style="list-style-type: none"> 1. Support and implement strategic enrollment management guidance and objectives 2. Engage the Four Corners regional partners through active recruitment efforts 3. Practice active academic advisement and coaching 	<ol style="list-style-type: none"> 1. Support Recruitment Office objectives 2. Attend regional recruitment events 3. Coordinate marketing plan with University Relations 4. Engage students outside the classroom 	<ol style="list-style-type: none"> 1. Admission applications 2. Enrollment 3. Retention 4. Graduation 	Director	1. Admissions, Enrollment, Retention, Graduation numbers at the end of each semester	Annually

Notes: *Units are generally defined by budget. Units do not have to address every strategic goal in their unit plans. However, units are encouraged to include plans for Goals 5 and 6.*

	<p>techniques with enrolled students</p> <p>4. Evaluate opportunities for growth, expanded programs, and enhanced scheduling</p>	<p>5. Advise to graduate</p> <p>6. Visit regional partners, regularly</p>				
<p>3. <i>Highlands University will achieve a vibrant campus life.</i></p>	<p>1. Create a warm, friendly atmosphere for students, faculty, and staff to study, work, collaborate, and learn</p> <p>2. Set the conditions for the success of the Mission and Vision</p> <p>3. Foster effective collegial working relationships between various academic and support units</p> <p>4. Promote cultural and family events and opportunities for students, faculty, and support staff</p>	<p>1. Create events to promote Center esprit de corps</p> <p>2. Coordinate with local entertainment vendors on student discounts</p> <p>3. Promote visits from main campus leaders</p>	<p>1. Number of events hosted</p> <p>2. Number of entertainment vendors participating</p> <p>3. Number of students participating</p>	<p>Director</p>	<p>1. Active participation and increases in enrollment, retention, and graduation rates</p>	<p>Annually</p>
<p>4. <i>Highlands University will be a community partner.</i></p>	<p>1. Participate in education events in the Four Corners region</p> <p>2. Engage, regularly, local education leaders</p> <p>3. Engage, regularly, local civic and business leaders</p> <p>4. Participate in community organizations</p>	<p>1. Participate in local advisory boards</p> <p>2. Maintain communications with local school districts</p> <p>3. Promote meetings between NMHU leaders and community leaders</p>	<p>1. Advisory board membership</p> <p>2. Meeting participation</p>	<p>Director</p>	<p>1. Participation in meetings and events</p>	<p>Annually</p>

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<p>5. Highlands University will achieve technological advancement and innovation.</p>	<ol style="list-style-type: none"> 1. Encourage use of technological tools in the classroom 2. Maintain a robust, modern computer lab 3. Ensure computer and internet access at the Center for students, faculty, and support staff 4. Collaborate with Information Technology Services and Educational Outreach Services on all matters related to technology and innovation 	<ol style="list-style-type: none"> 1. Maintain accurate inventory of IT equipment and status 2. Report change of equipment status immediately to appropriate office 3. Coordinate with faculty on hardware & software needs for academic programs 4. Evaluate trends and needs for upgrades & updates 5. Issue readiness report on IT & EOS status 	<ol style="list-style-type: none"> 1. Problem repair or replacement 	<ol style="list-style-type: none"> 1. Director 2. EOS 3. ITS 	<ol style="list-style-type: none"> 1. High rate of readiness 	<p>Monthly</p>
<p>6. Highlands University will achieve enhanced communication and efficiency.</p>	<ol style="list-style-type: none"> 1. Maintain an active social media presence 2. Ensure Center website is updated regularly 3. Ensure contact information for student and employees is updated regularly 4. Promote Center participation in regular meetings and discussion across the university portfolio to include, but not limited to Faculty and Staff Senates; Academic Schools and Colleges; and Support Departments 	<ol style="list-style-type: none"> 1. Update Center website 2. Update information on Facebook 3. Employee membership in respective Senates 4. Faculty participation in respective academic unit meetings and scheduling discussions 5. Utilize regular communication reports to appropriate offices 	<ol style="list-style-type: none"> 1. Active membership of employees in committees and academic decisions 	<p>Director</p>	<ol style="list-style-type: none"> 1. Process improvement 2. Student satisfaction 3. Scheduling improvement 	<p>Annually</p>

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