

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: **Media Arts & Technology**

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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. MA&T will increase the number of undergraduate declared majors by at least ten students per year until we reach one-hundred majors.</p>	<p>1. Build relationships with student services for first time freshman.</p>	<p>1. Yearly Social event for advisors</p>	<p>1. Chair, Club Advisor and Facilities Manager/Administrator</p>	<p>1. Fall 17</p>	<p>1. Fall 18</p>
	<p>2. MA&T will create an external advisory board for MFA.</p>	<p>2. Create and send recruitment materials to prospective board members.</p>	<p>2. Six external board members</p>	<p>2. Departmental Faculty</p>	<p>2. Fall 18</p>	<p>2. Fall 19</p>
	<p>3. MA&T will encourage and support faculty and student attendance at annual conferences.</p>	<p>3. Fund faculty for annual conferences and/or research</p> <p>Media Arts Club will hold regular fundraisers.</p>	<p>3. Faculty will attend conference on annual basis Students will raise enough money to attend conference Faculty and students will attend NMAM</p>	<p>3. Chair, Dean</p> <p>Media Arts Club Advisor</p> <p>Chair</p>	<p>3. Conference Attendance</p> <p>Conference Attendance</p> <p>Conference Attendance</p>	<p>3. Yearly</p> <p>Conference Attendance</p> <p>Conference Attendance</p>
	<p>4. MA&T will continue to develop recruitment strategies.</p>	<p>4. Invite groups & individuals to student shows</p>	<p>4. Increased awareness of program</p>	<p>4. Chair, Faculty, Staff</p>	<p>4. Fall 17/Spring 18</p>	<p>4. Yearly</p>

Notes: Submit plans to your direct supervisor (Dean/Director/VP) by Friday, Sept 29, 2017 at 5:00 pm. Deans/Directors/VP will coordinate review and return with feedback by Friday, Oct 7. Final unit plans will be submitted with the budget requests on Friday, October 20, 2017. 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.

	5. MA&T will continue to strengthen MA Club & Professional endeavors for students.	5. Provide student support thru professional and social events	5. Plan a variety of weekly, monthly or annual events (work night, screenings, workshops, juried shows, public talks, scholarships	5. Chair, Faculty, Staff	5. Fall 17	5. Fall 18
2. <i>Highlands University will achieve strategic enrollment management.</i>	1. MA&T will increase the number of undergraduate declared majors by at least ten students per year until we reach one-hundred majors. 2. MA&T will increase the number of enrolled graduate students.	1. Revise existing articulation agreements with SJCC, LCC, NCC, SFCC & CNM Negotiate new articulation agreements with NM community colleges. Continue to build on signed articulation with CNM CIS program. Program Marketing materials. Continue to develop personal relationships to enhance recruitment 2. Create a program of study for Fall 2018 MACS students to be able to transfer	1. Updated agreements to align with 4 credit courses New articulation agreements with NM community colleges Increased number of transfer students Website, brochures Open house at Albuquerque classroom with CNM Student work displayed on TB monitors & installed in building 2. Increased graduate student enrollment	1.Chair, Dean Chair, Dean M. Langer, J. Lee MART design faculty J. Lee Chair, faculty & staff 2. Chair & faculty	1.Fall 17 Spring 18 Spring 18 Spring 18 Fall/Spring Fall/Spring 2. 6 new MACS students each fall	1.Fall 18 Spring 19 Spring 19 Spring 19 Spring 19 Spring 19 2. Fall 18 and yearly

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	3. MA&T will develop interdisciplinary enrollment strategies with other NMHU departments for introductory classes.	into the MFA starting in 2019. Promote MSSD program locally, regionally, & nationally. 3. Make SSD concentration for undergraduate Business degree in Web Programming classes.	Increased graduate student enrollment 3. New degree offered Increased enrollment	M. Langer, J. Lee 3. Chair of Business & MA&T, J. Lee	6 new MSSD students each fall 3. AAC approval Spring 2018	Fall 18 and yearly 3. Spring 2018
3. <i>Highlands University will achieve a vibrant campus life.</i>	1. MA&T will cultivate relationships with foundations. 2. MA&T will cultivate relationships with granting organizations. 3. MA&T will encourage & support faculty and student attendance at annual conferences.	1. Produce NMHU Foundation sponsored events (President's GALA; SUB grand opening, etc.) 2. Biennial Program in Interactive Cultural Technology 3. Media Arts club will hold regular fundraisers	1. Event is produced 2. PICT class every other year 3. Students will raise enough money to attend conference	1. TBD –T/T position currently not filled 2. M. Langer & faculty 3. Media Arts Club Advisor	1. Funding allocated and revisit when position filled 2. Funding allocated for odd numbered years 3. Conference attendance	1. Fall 2019 2. Fall 2018 3. Yearly
4. <i>Highlands University will be a community partner.</i>	1. MA&T will develop events and opportunity for our students to offer workshops/internships to include community and academic partners.	1. Determine events and invite United World College students & groups such as Young Women United Determine plan for internships within community.	1. Invite and create events from Professionals in Public Talks and workshops Internships thru the Media Arts Internship Program	1. Chair and faculty L. Addario	1. Funding for Events allocated and scheduled Funding allocated for internships	1. Fall 2018 Fall 2018

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	2. MA&T will cultivate relationships with foundations & granting organizations.	2. Develop list of potential organizations Develop strategies and materials to send to organizations Biennial Program in Interactive Cultural Technology	2. List of 10 potential organizations Ten organizations will be contacted PICT class every other year	2. MA&T faculty Chair & design faculty M. Langer & faculty	2. Spring 2018 Spring 2018 Spring 2018	2. Fall 2018 Fall 2018 Fall 2018
5. Highlands University will achieve technological advancement and innovation.	1. MA&T will develop a plan to offer Media Arts services to the University, Community and Academic Partners 2. MA&T will encourage and support faculty & student attendance at annual conferences. 3. Provide state of the art technology for student use.	1. Determine and provide courses and programs to underserved communities 2. Fund faculty for annual conferences and or research 3. Replace photography, audio, video and other check-out equipment on a five year rotation Provide training services to MA&T students outside of class for additional skillsets	1. Provide synchronous courses to Dine' college 2. Faculty will attend conferences on annual basis 3. Yearly equipment replacement budget Coordinate service plan for training with students / feedback from both students, faculty and trainers (GA's)	1. Chair, M. Langer, J. Lee 2. Chair, Dean 3. Chair Facilities Mgr/Administrator	1. First course Fall 18 2. Conference Attendance 3. Every Fall Every semester	1. Fall 2019 2. Yearly 3. Yearly Yearly

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<p>6. Highlands University will achieve enhanced communication and efficiency.</p>	<p>1. MA&T will develop plan to offer services to students coordinating classes and events, schedules, lab hours</p> <p>2. MA&T will develop a plan to offer Media Arts services to the University, Community and Academic Partners</p>	<p>1. Devise opt in texting service</p> <p>2. Provide courses and programs to underserved communities</p>	<p>1. Improved communication and use of facilities</p> <p>2. Provide synchronous courses to Dine' college</p>	<p>1. Chair, faculty</p> <p>2. Chair, M. Langer, J. Lee</p>	<p>1. Spring 2018</p> <p>2. Fall 2018</p>	<p>1. Spring 2019</p> <p>2. Fall 2019</p>

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