

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-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>The Department of Business Administration will achieve excellence in business education.</p> | <p>1. Develop and Implement Strategic Plan.</p> | <p>Strategic Plan adopted with faculty input, reviewed with LV-SM, advisory council, approved by University Admin, and available for catalog. Budget request based on the strategic plan priorities.</p> | <p>Department Chair.</p> | <p>Plan adopted by faculty in Auguste; approved by university Admin in September.</p> | <p>Plan is reviewed regularly by Chair, Dean and faculty every Fall.</p> |
| | | <p>2. Review/modify/explore programs and scheduling.</p> | <p>Faculty reviewed curriculum, adopted changes, which were approved by Academic Affairs Committee. Explore new programs: Bachelor of Applied Science (BAS), Executive MBA, Entrepreneur concentration in BBA/MBA.</p> | <p>Department Chair and Faculty.</p> | <p>Faculty completed review, adopted changes, explored new programs in Fall semester. Then Chair and Dean developed a scheduling plan for next term or year.</p> | <p>Schedule reviewed every term; curriculum developed every other year.</p> |
| | | <p>3. Use outcomes assessment for teaching improvement.</p> | <p>Department leadership and faculty reviewed outcomes assessment plans, reviewed student learning outcomes, and modified measures.</p> | <p>Department Chair and Faculty.</p> | <p>Every semester.</p> | <p>Department reports, reviews, and uses OA every semester.</p> |
| | | <p>4. Faculty will advise students towards degree completion.</p> | <p>Every semester, students assigned an advisor. Faculty trained to use degree audit for</p> | <p>Department Chair and Faculty.</p> | <p>Chair made advising assignments in the first four weeks of semester; faculty</p> | <p>Review advising assignments</p> |

| | | <p>5. Faculty will adopt innovation teaching methods.</p> <p>6. Faculty will embrace ed technology.</p> <p>7. Department will embrace peer evaluation process to improve teaching.</p> <p>8. Evaluate students' satisfaction with their education and career prospects.</p> <p>9. Hire new Tenured/Tenure-Track faculty.</p> | <p>advising. Faculty initiated contact with their advisees and respond them via call/email.</p> <p>Faculty will share teaching practices or attend at least one CTE training per year.</p> <p>All faculty using Brightspace for their classes and ZOOM for online teaching.</p> <p>Tenure and tenure-track faculty will fully participate in the peer evaluation, evaluating contingent faculty.</p> <p>Survey students in the Capstone course regarding satisfaction with the BBA and MBA programs. Cooperate with OIR, career service, alumni office to get more info.</p> <p>Three Tenure/Tenure-Track faculty in Accounting, Finance, and Management.</p> | <p>Department chair and faculty.</p> <p>Department chair and faculty.</p> <p>Department chair and faculty.</p> <p>Department chair and faculty.</p> <p>Department chair and faculty.</p> | <p>trained in degree audit and initiated contact students via call/email.</p> <p>All faculty participated in a training every academic year.</p> <p>As of Fall 2017, all faculty use Brightspace and ZOOM.</p> <p>Tenured every two years; Tenure-track every year; Contingent every semester.</p> <p>Students in capstone courses of BBA and MBA will be surveyed in some short questions.</p> <p>Review the faculty student ratio and class enrollments every year.</p> | <p>every semester.</p> <p>Every year. Trainings may be in CTE or faculty meetings.</p> <p>On-going.</p> <p>Every semester.</p> <p>Every semester.</p> <p>Every year.</p> |
|---|--------------------|--|---|--|---|--|
| Action Status w/Description (Achieved, Ongoing, Stop) | Completion Date(s) | Recommendation(s) | Challenge(s) | Budget Consideration (Yes / No) | | |
| Most of actions are on-going. | | Hiring Tenured/Tenure-track faculty needs budget. | New programs may or may not be practical. | Yes | | |

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| <p><i>2.Highlands University will achieve strategic enrollment management.</i></p> | <p>The Business Administration Department will coordinate with the VPEM and VPAA to increase enrollment and improve retention.</p> | <p>1. Faculty participate in recruitment efforts.</p> | <p>Participated in several recruitment events: New student orientations, Main campus and centers events/recruitments.</p> | <p>Dean, chair and faculty.</p> | <p>New student orientations every semester.</p> | <p>On-going.</p> |
| | | <p>2. The Business Admin Program will work with University Relations to develop recruitment materials and website.</p> | <p>New brochures with updated information about department, faculty, and students. Website Information is updated, but incomplete.</p> | <p>Dean and Department Chair.</p> | <p>Every year.</p> | <p>On-going.</p> |
| | | <p>3. Faculty will participate in university activities and programs aimed at increasing retention.</p> | <p>Faculty will meet/contact regularly with their advisees via emails, phone calls with 24-hr responses. Using Early Alert program to make students successful.</p> | <p>Faculty.</p> | <p>Every semester.</p> | <p>On-going.</p> |
| | | <p>4. More advertising on social media.</p> | <p>More advertising on social media to retain current/former students and recruit new ones by increasing exposure rate.</p> | <p>Department Chair.</p> | <p>Every semester.</p> | <p>On-going.</p> |
| | | <p>5. Create and maintain relationship with former/current/potential students.</p> | <p>Host Department welcome, recruitment, graduation ceremony. Invite alumni to participate the activities by tracing alumni.</p> | <p>Dean, chair and faculty.</p> | <p>Every semester.</p> | <p>Every semester.</p> |

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|--|--------------------|--|--|---------------------------------------|
| Most of actions are on-going. | | Advertising on social media, Department welcome, graduation ceremony, inviting alumni need budget. | New info on university website is difficult to find. | Yes |

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| <p>3. <i>Highlands University will achieve a vibrant campus life.</i></p> | <p>The Department will collaborate with Dean of Students and International program in efforts to achieve a more vibrant student life.</p> | <p>Dean, Chair and faculty will participate in business clubs and non-class room activities to create a sense of belonging.</p> | <p>1. Department will host a welcome back event every Fall semester. 2. Dean establishes "Coffee with Dean" Meetings on main campus and ZOOM. 3. ALPFA Club revived with various activities. 4. Promote Delta Mu Delta to recognize student academic achievement. 5. Support students' travel opportunities to participate various academic activities, such as the Daniels Fund Ethics Competition and annual meeting.</p> | <p>Dean, Chair and faculty Dean Dean, Chair and faculty Dean, Chair and faculty Dean, Chair and faculty</p> | <p>Welcome back barbecue held early in Fall semester. Coffee or similar events held throughout the academic year. ALPFA revived in Fall semester. Club meets monthly. End of year activity; coordinated with graduation events. Most are annual activities.</p> | <p>Annually Annually Annually Annually Annually</p> |
| <p>Action Status w/Description (Achieved, Ongoing, Stop)</p> | <p>Completion Date(s)</p> | <p>Recommendation(s)</p> | <p>Challenge(s)</p> | <p>Budget Consideration (Yes / No)</p> | | |
| <p>Most of actions are on-going.</p> | | | <p>Travel is expensive for students. Need to find affordable opportunity and organize fund raisers.</p> | <p>Yes</p> | | |

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| <p>4. <i>Highlands University will be a community partner.</i></p> | <p>The Department of Business Administration will be a community partner.</p> | <p>1. Establish a partnership with the Las Vegas-San Miguel Economic Development Corporation</p> | <p>The Department will include EDC in its advisory board</p> | <p>Dean, Chair and faculty</p> | <p>Participation with the EDC.</p> | <p>Annually</p> |
| | | <p>2. The Dean, Chair and faculty will engage with economic development and civic organizations.</p> | <p>Involve EDC to develop plan addressing program evaluation, internships, and student advising.</p> | <p>Dean, Chair and faculty</p> | <p>Participation with various community organizations and events.</p> | <p>Annually</p> |
| <p>Action Status w/Description (Achieved, Ongoing, Stop)</p> | <p>Completion Date(s)</p> | <p>Recommendation(s)</p> | | <p>Challenge(s)</p> | | <p>Budget Consideration (Yes / No)</p> |
| <p>Department involved with EDC and other organizations with an advisory board.</p> | | <p>Continue membership in local boards.</p> | | | | <p>No</p> |

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| 5. <i>Highlands University will achieve technological advancement and innovation.</i> | The Department of Business Administration will achieve technological advancement and innovation. | 1. The department faculty will implement technology in all classes. 2. Review and update the Program's Website. | Request software in teachings and outcomes assessment. Update department website. | Faculty Dean and Chair | Review and discuss every semester. Review every semester. | Every semester. Annually |
| Action Status w/Description (Achieved, Ongoing, Stop) | Completion Date(s) | Recommendation(s) | | Challenge(s) | | Budget Consideration (Yes / No) |
| Ongoing and incomplete. Department Website needs more work. | | | | Cannot update department website directly, but via ITS. | | No |

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| <p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p> | <p>The Department of Business Administration will achieve enhanced communication and efficiency.</p> | <p>1. The department will institute regular faculty meetings to share information on university initiatives, approaches and experiences related to curriculum, teaching and outcomes assessment.</p> <p>2. The Dean and Chair will collaborate with centers on activities to improve communications between program administration, faculty and students at main campus and centers.</p> | <p>Monthly faculty meetings for sharing information and continuous improvement.</p> <p>Dean and Chair visit the Centers in person or on Zoom.</p> | <p>Department Chair</p> <p>Dean and Chair</p> | <p>Monthly faculty meetings.</p> <p>Every semester.</p> | <p>Every semester.</p> <p>Annually</p> |
| <p>Action Status w/Description (Achieved, Ongoing, Stop)</p> | <p>Completion Date(s)</p> | <p>Recommendation(s)</p> | | <p>Challenge(s)</p> | <p>Budget Consideration (Yes / No)</p> | |
| <p>Achieved and on-going.</p> | | | | | <p>No</p> | |