

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: **Office of Campus Life & Conferences**

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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
1. <i>Highlands University will achieve academic excellence, academic integration and student success.</i>	1. Offer/promote a more diverse array of programming	1. Capitalize on Black History Month, Women's History Month, Native American Month, etc.	1. Collect data on number and variety of programming options	1. Margaret/Andrellita	1. Immediately/ongoing	1. End of each semester and AY
	2. Offer/promote more academic programming	2. Lectures,	2. Collect data on number and variety of programming options	2. Margaret/Andrellita	2. Immediately/ongoing	2. End of each semester and AY
	3. Provide training to clubs/organizations	3. Research training options available/cost	3. Survey members of clubs/organizations to determine the types of training	3. Margaret	3. Immediately/ongoing	3. End of each semester and AY
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
- Achieved and Ongoing	Ongoing throughout each semester and AY	- Continue to seek input from students and continue to compile data		- Budget constraints-additional resources needed to fund new initiatives and to fund the ever increasingly rising costs of programming		Yes

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2. <i>Highlands University will achieve strategic</i>	Increase number of participants at events (retention)	Identify new and innovative methods of disseminating information	Collect data on number of participants	Margaret/Andrellita	Immediately/ongoing	End of each academic year

<i>enrollment management.</i>		to students.			
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)	
-	Ongoing	- Follow up on new developments related to marquee boards/monitors - Work with University Relations to develop comprehensive webpage for Office of Campus Life	- Financial resources to purchase equipment	Yes	

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<i>3.Highlands University will achieve a vibrant campus life.</i>	1. Expand Student Transportation Initiative	Find additional funding sources (Canteen Fund)	Variety and # of services offered, participants utilizing the services	Margaret	Ongoing	End of each semester
	2. Obtain necessary equipment needed to host campus events (tables/chairs)	Find funding sources	Adequate amount of equipment on hand to execute successful events	Margaret	Immediately/Ongoing	End of each semester
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
- Ongoing	End of 2018 semester/ongoing	- Continue to explore funding sources for both Student Transportation Initiative and needed equipment	- No contract in place for beverage contract - Budget constraints with regard to tables/chairs	Yes Yes		

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<i>4.Highlands University will be a community partner.</i>	This office will improve the availability of community resources information for our students.	Set up information table regarding contact information on community resources	Increased number of students requesting said information and number of community organizations offering	Linda	Immediately/ongoing	End of each semester

	Collaborate with community organizations to enhance programming	Reach out to organizations who might be interested in collaborating and/or cosponsoring events with this office	information for dissemination. Collect data on sponsored events and/or events we collaborate on with other entities	Andrellita	Immediately/ongoing	End of each semester
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
- Achieved/ongoing	End of each semester/ongoing	- *Continue to improve community outreach and collaboration		-		No

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<i>5.Highlands University will achieve technological advancement and innovation.</i>	Improve technological services in Game Room	Obtain cable/satellite services, obtain tv's	Dependent on ability to obtain additional funding	Margaret	Immediately	End of each semester
	Seek ways to improve communication not only to campus but the local community	Seek funding sources for marquee boards/monitors	Increased participation at events	Margaret	Immediately	End of each semester
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
- Ongoing	Ongoing	- Continue to seek funding sources for cable services/tv's and marquee boards		- Budget constraints		Yes

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<i>6.Highlands University will achieve enhanced communication and efficiency.</i>	Continue to provide information to the campus and Las Vegas Community with regard to Facilities Rental Policies and	Disseminate Facilities Policy to campus and local community – post on website		Linda	Immediately/ongoing	End of each semester

	Procedures				
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)	
- Achieve/ongoing	Ongoing	- Staff meetings to keep lines of communication open	-	No	