

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.*

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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. <i>Hire full-time TT health specialist.</i> 2. <i>Hire full-time TT exercise science faculty with health-related fitness background.</i>	1. <i>Secure funding and approval</i>	2. <i>Approval or not</i>	1. <i>Administration</i>	1. <i>Immediate</i>	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
1. <i>Ongoing—in budget</i>	1.	1. <i>Agreed by faculty 2018-2020 plan</i>		1. <i>Requires approval and funding</i>		Yes

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<p><i>2. Highlands University will achieve strategic enrollment management.</i></p>	<p><i>1. Increase appeal of PE, Health, and Exercise science programming for online students and remote populations</i></p>	<p><i>1. Approve, develop, and implement certificate programs. 2. Innovative appeal for greater diversity of students. 3. Improve aware of our programs to new populations.</i></p>	<p><i>1. Increase numbers. 2. Increase demographic variance. 3. Continue measurable growth.</i></p>	<p><i>1. Jenkins, Lee, and Hayward</i></p>	<p><i>1.</i></p>	<p><i>1</i></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>Ongoing</p>			<p>Identify demographics, target advertising and outreach</p>	<p>-</p>		

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<p>3. Highlands University will achieve a vibrant campus life.</p>	<p>1. Enhance, diversify, and provide opportunities for additional certification for nontraditional students.</p>	<p>1. Examples have been put across that may range from many game based innovative play to situational thought-provoking activities that will steer away from the stereotypical, and now often recognized within the field as somewhat of an intimidating arena associated with exercise health and physical education as a whole.</p> <p>2. We as a department would therefore seek funding where existing resources may not be in place but with a view for them to be readily utilized frequently in the future. Whenever possible our department will always try to use all existing resources both intellectual and physical and of course existing courses to provide this differing template for presentation of health exercise and wellness.</p>	<p>1. Increased enrollment numbers for PE related activities</p> <p>2. Related to strategic goal #2.</p>	<p>1. Hayward and Schmafaldt</p>	<p>1. One year</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>- Ongoing</p>				<p>-</p>	<p>-</p>	

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<p>4. <i>Highlands University will be a community partner.</i></p>	<p>1. Whenever possible to develop partnerships with existing institutions both within New Mexico where we feel we can be a center for excellence with in our discipline</p>	<p>1. We already have contact with San Juan Community College pertaining to a memorandum of understanding) but also out of state with Metro State University in Denver regarding mutual use of both experiential and professional resources. 2. We are working with LV Fire Department for fitness program development and training of fitness coordinator using GAs.</p>	<p>1. Continuing action and growth.</p>	<p>1. Schmalfeldt, Hayward, Lee</p>		
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
<ul style="list-style-type: none"> - Ongoing - Met with Chief of LVFD and their appointed fitness coordinator - Schmalfedlt working on MOA 		-	-			

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<p>5. <i>Highlands University will achieve technological advancement and innovation.</i></p>	<p>1. Our one zoom classroom has already proven to be inadequate for our department as a whole. We need further upgrades to our other classrooms to ensure that we can remain current but that these resources and classrooms to be upgraded based upon the student usage. As evident from the number of majors, this is again a high priority in our goals and our objectives for the coming year.</p>	<p>1. Secure necessary funding not only for the maintenance of current equipment directly related to the skill set that our students need to get hands-on knowledge within the field but also the purchase of additional technology especially necessary to align with our goals of greater internship and intern experiences and requests for our actual facility maintenance that has been exceptionally poor and in specific terms to meet with the increase in the number of online classes, and so that we may be not only current but aggressive in our development of these courses.</p>	<p>1. Funded or not. 2. Classroom technology maintained or not.</p>	<p>1. Lee and Hayward</p>	<p>1. One year</p>	<p>Ongoing</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>- Ongoing</p>		<p>-</p>	<p>Funding</p>	<p>Yes</p>		

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<p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p>	<p>1. Promote public face on campus. 2. Promote ESS public face to community.</p>	<p>1. Develop website for ESS 2. Increase social media exposure (radio, brochures, newspaper, etc) 3. Increase overall media exposure (radio, brochures, newspaper, etc)</p>	<p>Enhanced demand from community for additional information from ESS (health and health-related fitness)</p>	<p>1. Schmalfeldt, Jenkins, Bogda, Lee, Hayward, Kim</p>		
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<p>- Ongoing</p>		<p>-</p>				