

**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 FY18-FY21	Unit Goals	Unit Actions/Strategies	Measurable Outcome(s)	Person(s) Responsible	Indicators and Time Frame for Assessment	Date(s) for Review
<p><b>1. Highlands University will achieve academic excellence, academic integration and student success.</b></p>	<p>1. Support NMHU guidance and strategies</p> <p>2. Ensure executed operations are aligned with strategies and policies to support our goals for excellence, diversity, accessibility, and responsiveness</p> <p>3. Advocate for Center students, programs, academic and support needs</p> <p>4. Maintain an active relationship and outreach with students and stakeholders across the academic and support units</p>	<p>1. Maintain clear, consistent lines of communication with main campus and local students</p>	<p>None</p>	<p>Director</p>	<p>N/A</p>	<p>N/A</p>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
<p><b>Achieved</b></p> <ul style="list-style-type: none"> <li>- Sustained representation on campus committees and task forces.</li> <li>- Membership in Equity Affinity Group.</li> <li>- Sustained social media presence.</li> </ul>	<p>Various dates during AY 2018</p>	<ul style="list-style-type: none"> <li>- Continue to develop relationship with customer relations coordinator.</li> <li>- Continue to develop role of student support specialist.</li> <li>- Coordinate with university functional areas on streamlined business practices.</li> <li>- Sustain engagement in committees and task forces</li> </ul>		<ul style="list-style-type: none"> <li>- Communication and process challenges due to high turnover in functional areas during FY18.</li> </ul>		<p>No</p>

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<p><i>2. Highlands University will achieve strategic enrollment management.</i></p>	<ol style="list-style-type: none"> <li>1. Support and implement strategic enrollment management guidance and objectives</li> <li>2. Engage the Four Corners regional partners through active recruitment efforts</li> <li>3. Practice active academic advisement and coaching techniques with enrolled students</li> <li>4. Evaluate opportunities for growth, expanded programs, and enhanced scheduling</li> </ol>	<ol style="list-style-type: none"> <li>1. Support Recruitment Office objectives</li> <li>2. Attend regional recruitment events</li> <li>3. Coordinate marketing plan with University Relations</li> <li>4. Engage students outside the classroom</li> <li>5. Advise to graduate</li> <li>6. Visit regional partners, regularly</li> </ol>	<ol style="list-style-type: none"> <li>1. Prospective student contact</li> <li>2. Admission applications</li> <li>3. Information queries</li> <li>4. Enrollment</li> <li>5. Retention</li> <li>6. Graduation</li> </ol>	<p>Director</p>	<p>1. Admissions, Enrollment, Retention, Graduation numbers at the end of each semester</p>	<p>Annually</p>
<p><b>Action Status w/Description (Achieved, Ongoing, Stop)</b></p>	<p><b>Completion Date(s)</b></p>	<p><b>Recommendation(s)</b></p>	<p><b>Challenge(s)</b></p>	<p><b>Budget Consideration (Yes / No)</b></p>		
<p><b>Achieved</b></p> <ul style="list-style-type: none"> <li>- Sustained regional recruitment event participation.</li> <li>- Developed new marketing/awareness strategies (beanies).</li> <li>- Implemented new Campus Life initiatives</li> <li>- Developed program transfer and advisement sheets</li> <li>- Continued to meet with SJC, Dine', regularly</li> <li>- Hired Student Support Specialist</li> </ul>	<p>Various dates throughout AY 2018 semester</p>	<ul style="list-style-type: none"> <li>- Consider consolidated Marketing approach across NMHU.</li> <li>- Hire a second Student Support Specialist by re-evaluating existing positions.</li> <li>- Support SEM planning process.</li> </ul>	<ul style="list-style-type: none"> <li>- There is no official or regular venue for Centers and academic units to communicate about the academic programs. Specific topics to be addressed should be: advisement, articulation, recruitment, etc.</li> </ul>	<p><b>Yes</b></p> <ul style="list-style-type: none"> <li>- Travel</li> <li>- Marketing</li> <li>- Advertising</li> </ul>		

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<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>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)	Budget Consideration (Yes / No)	
<p>Ongoing</p> <ul style="list-style-type: none"> <li>- Offered free pizza, movies, and cultural events through Campus Life initiative.</li> <li>- Hosted visits from LV faculty and staff.</li> <li>- Hosted VPFA retreat</li> <li>- Increased Center area size</li> </ul>	<p>Various dates throughout AY 2018</p>	<ul style="list-style-type: none"> <li>- Continue with Campus Life giveaways.</li> <li>- Promote Farmington as a retreat location for other NMHU areas.</li> <li>- Promote continued education for staff.</li> <li>- Promote Zoom appointments between local students and LV/ABQ/RR faculty and staff.</li> </ul>		<ul style="list-style-type: none"> <li>- Limited entertainment options in region for cultural events.</li> </ul>	<p>Yes</p> <ul style="list-style-type: none"> <li>- Campus Life giveaways</li> </ul>	

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<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>
<p><b>Action Status w/Description (Achieved, Ongoing, Stop)</b></p>	<p><b>Completion Date(s)</b></p>	<p><b>Recommendation(s)</b></p>	<p><b>Challenge(s)</b></p>	<p><b>Budget Consideration (Yes / No)</b></p>		
<p>Ongoing</p> <ul style="list-style-type: none"> <li>- Research Partner with Farmington Police Dept</li> <li>- Sustained participation in local advisory boards</li> <li>- Active Practicum placement in community</li> </ul>	<p>Various dates throughout AY 2018</p>	<ul style="list-style-type: none"> <li>- Continue membership in local boards</li> <li>- Investigate further student/faculty research opportunities in region</li> <li>- Support further articulation agreement development</li> </ul>	<ul style="list-style-type: none"> <li>- Rural community with decreasing population and rising unemployment limit opportunities</li> </ul>	<p>No</p>		

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<p><i>5. Highlands University will achieve technological advancement and innovation.</i></p>	<ol style="list-style-type: none"> <li>1. Encourage use of technological tools in the classroom</li> <li>2. Maintain a robust, modern computer lab</li> <li>3. Ensure computer and internet access at the Center for students, faculty, and support staff</li> <li>4. Collaborate with Information Technology Services and Educational Outreach Services on all matters related to technology and innovation</li> </ol>	<ol style="list-style-type: none"> <li>1. Maintain accurate inventory of IT equipment and status</li> <li>2. Report change of equipment status immediately to appropriate office</li> <li>3. Coordinate with faculty on hardware &amp; software needs for academic programs</li> <li>4. Evaluate trends and needs for upgrades &amp; updates</li> <li>5. Issue readiness report on IT &amp; EOS status</li> </ol>	<ol style="list-style-type: none"> <li>1. Problem repair or replacement</li> </ol>	<ol style="list-style-type: none"> <li>1. Director</li> <li>2. EOS</li> <li>3. ITS</li> </ol>	<ol style="list-style-type: none"> <li>1. High rate of readiness</li> </ol>	<p>Monthly</p>
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<p>Ongoing</p> <ul style="list-style-type: none"> <li>- Added Zoom classroom</li> <li>- Identified IT needs</li> <li>- Created new computer lab</li> </ul>	<p>Various dates throughout AY 2018</p>	<ul style="list-style-type: none"> <li>- Promote tech training for personnel</li> <li>- Update computers for staff/faculty/lab</li> </ul>		<ul style="list-style-type: none"> <li>- Need Tech Trainer in CTE/EOS</li> <li>- No support to update student computer lab</li> </ul>		<p>Yes</p> <ul style="list-style-type: none"> <li>- See Challenges</li> </ul>

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<p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p>	<ol style="list-style-type: none"> <li>Maintain an active social media presence</li> <li>Ensure Center website is updated regularly</li> <li>Ensure contact information for student and employees is updated regularly</li> <li>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</li> </ol>	<ol style="list-style-type: none"> <li>Update Center website</li> <li>Update information on Facebook</li> <li>Employee membership in respective Senates</li> <li>Faculty participation in respective academic unit meetings and scheduling discussions</li> <li>Utilize regular communication reports to appropriate offices</li> </ol>	<ol style="list-style-type: none"> <li>Timely response to administrative needs</li> <li>Active membership of employees in committees and academic decisions</li> <li>Overall improvement of student opportunities</li> </ol>	<p>Director</p>	<ol style="list-style-type: none"> <li>Process improvement</li> <li>Student satisfaction</li> <li>Scheduling improvement</li> </ol>	<p>Annually</p>
<p><b>Action Status w/Description (Achieved, Ongoing, Stop)</b></p>	<p><b>Completion Date(s)</b></p>	<p><b>Recommendation(s)</b></p>		<p><b>Challenge(s)</b></p>	<p><b>Budget Consideration (Yes / No)</b></p>	
<p>Ongoing</p> <ul style="list-style-type: none"> <li>Updated website</li> <li>Sustained social media presence</li> <li>Increased Facebook followers</li> <li>Membership in committees and task forces</li> <li>Establish paperwork processing efficiency with Financial Aid</li> </ul>	<p>Various dates throughout AY 2018</p>	<ul style="list-style-type: none"> <li>Work with functional NMHU areas to streamline admin processes</li> <li>Enhance Center personnel training in cross-functional areas</li> <li>Work with Deans/Chairs in scheduling and process improvement</li> <li>Promote Zoom appointments between students and functional areas</li> </ul>		<ul style="list-style-type: none"> <li>Responsiveness to Center student needs from NMHU functional areas is often delayed</li> <li>No Center participation in academic scheduling process</li> </ul>	<p>No</p>	