

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: **Gene Torres Golf Course**

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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><i>1. Highlands University will achieve academic excellence, academic integration and student success.</i></p>	<p>1. Hire Federal/State Work Studies 2. Professional Development / Travel Hire full time (exempt) Turf Equipment Manager</p>	<p>1. Enhance students well being and success at all levels of study through job opportunities. 2. Michael Allen joins Superintendent Association and Justin Aragon continues working on PGA Class A certification. Complete job description and conduct an in house search.</p>	<p>1. Retention, growing interest in golf, participation 2. Gain new knowledge that can be applied to running and maintaining golf course successfully. Hired Turf Equipment Manager</p>	<p>1. Justin Aragon 2. Michael Allen Justin Aragon</p>	<p>1. Student Evaluations 2. Progress on Justin's PGA PGM Status and Michael's attendance at monthly meetings. 3. Quality of mechanic work on vehicles. Equipment is repaired and in working condition asap.</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"> - Lack of students willing to work at golf course. - Head Golf Professional had to pay \$4000 out of own pocket to get educated. - Golf course conditions decreased significantly due to lack of knowledge of maintaining equipment and lack of man power. 		<p>- Budget cut</p>		<p>Yes</p>

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2. <i>Highlands University will achieve strategic enrollment management.</i>	1. Properly maintain golf course and facility.	1. New Maintenance Equipment (12 Vehicles)	1. Increased play and revenue due to working equipment.	1. Justin Aragon and Michael Allen	1. Course conditions, revenue, and savings in utilities.	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
- Ongoing		- Lack of maintenance budget caused the golf course caused the course conditions to suffer. We were unable to buy the supplies needed to keep the golf course in the condition of our mission and vision statement.		- Budget cut		- Yes

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<p>3. <i>Highlands University will achieve a vibrant campus life.</i></p>	<p>1. Host More Tournaments 2. Continue with new golf course maintenance program. 3. Host Student Events/Create NMHU Golf Club/Purchase 8 rental club sets</p>	<p>1. Increase tournaments to 20-30 per year. 2. Purchase all needed chemicals, supplies, equipment, and repair proshop/restaurant conditions. 3. Work with campus life to increase student events. Provide golf club rental sets for students to learn/play golf for free.</p>	<p>1. Reserved dates for tournaments 2. Increased revenue, improved turf conditions, decreased utility/water costs. 1. 3. Increased participation from NMHU Students. Create NMHU Golf "Club".</p>	<p>1. Justin Aragon 2. Michael Allen 3. Justin Aragon</p>	<p>1. Winter 2017 2. Years worth of chemicals purchased and stored in shed ready for use. July 2017 1. 3. Number of students consistently showing up to play golf.</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"> - If we had the proper budget to purchase the needed supplies the golf course would have more play at the golf course and tournament participation would be higher. - Golf course suffered due to lack of supplies and parts to keep the golf course maintained. We lost around \$4-5k in tournament revenue due to course conditions. - There are more students playing golf due to free green fees provided by the outdoor recreation center. 		<p>- Budget cut</p>	<p>- Yes</p>	

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<p>4. <i>Highlands University will be a community partner.</i></p>	<p>1. Work with the City of Las Vegas, NMHU, and local businesses to develop, expand, and enhance current partnerships. 2. Continue Junior Golf Clinics throughout the year. 3. Host more events for the community.</p>	<p>1. Continue to provide a golf course that is accessible to the community to grow the game. 2. Join First Tee Program or Create Junior PGA Team. 1. 3. Persistent contact with the City, NMHU, and local businesses for support and participation.</p>	<p>1. Quality of partnerships with community leaders and businesses. 2. Increase in junior golfers. 1. 3. # of events hosted by golf course.</p>	<p>1. Justin Aragon 2. Justin Aragon 3. Justin Aragon</p>	<p>1. July of FY18 2. July of FY18 1. 3. July FY18</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>- Budget cut</p>		<p>Yes</p>

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<p>5. <i>Highlands University will achieve technological advancement and innovation.</i></p>	<p>1. Repair and maintain golf course facility with technological advancement.</p>	<p>1. Repair irrigation pond and system, acquire new equipment, sprinkler(s)/parts, enhanced reports with Golf Now Tee Time management.</p>	<p>1. Less irrigation emergencies and repairs. Operate more efficiently in golf shop and maintenance program.</p>	<p>1. JA and MA</p>	<p>1. July FY18</p>	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
<p>- Ongoing</p>		<p>The city, county, or local businesses need to support and supplement golf course so it can thrive in the Las Vegas community. 2. The golf course needs the head golf professional to be able to host clinics and not be working behind the cash register 7 days a week to increase junior and adult play. - 3. Events increased revenue but the lack of employees makes the golf course shut down early on Wednesdays due to lack of employees, which means lack of driving range, food, and beverage revenue.</p>		<p>- Budget cut</p>		<p>- Yes</p>

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<p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p>	<p>1. Commit to engaging in proactive communication at all levels to provide effective services. 2. Increased Advertisement of Golf Course 3. Continuing Education with Professional Development</p>	<p>1. Acquire improved internet provider, continue email communication with Golf Now customer database and NMHU global emails. 2. Create/Purchase Billboard outside of Las Vegas and small increase of advertisement avenues. 1. 3. Justin Aragon continues pursuit of PGA Class-A certification and Michael Allen joins regional superintendent association.</p>	<p>1. Highly improved efficiency and communication from the golf course 2. Increased play and revenue from Non-Residents (First Time Customers). 3. Increased communication and efficiency from Golf Course Staff</p>	<p>1. JA 2. JA 3. JA & MA</p>	<p>1. July FY18 2. June FY18 3. July FY18</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"> - Communication has improved with email marketing. - The lack of advertisement budget has hurt the usage of the golf course utilization. - Exempt employees have been unable to participate in continuing education due to budget. 		<p>Budget cut</p>	<p>Yes</p>	