

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
<p><i>1.Highlands University will achieve academic excellence, academic integration and student success.</i></p>	<p>1. Coordinate Outdoor Excursions that tie in Faculty as well as Student participation. 2. Peer Resource Leadership Program.</p>	<p>Leadership Training, Certifications.</p>	<p>Peer Resource Leadership program and the Outdoor Recreation Centers effect on student growth and success.</p>	<p>1.Faculty 2.Outdoor Recreation Center 3. Peer Resource Leaders</p>	<p>End of FY19</p>	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
<p>Achieved/Ongoing- Excursions are being offered in the outdoors that students are participating in. Peer Resource Leaders are building relationships with students on these excursions, and they ensure their safety with their skills from wilderness trainings.</p>	<p>Various dates throughout fall 2018 and spring 2019 semesters.</p>	<p>-Continue to execute demanding outdoor excursions and have them at times convenient for the students. -Keep Peer Resource leaders up to date with all certifications as well as integrate faculty and staff in our Outdoor Excursions.</p>		<p>Scheduling an excursion that allows a faculty member to add an educational piece to the trip.</p>		<p>Yes</p>

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<p><i>2.Highlands University will achieve strategic enrollment management.</i></p>	<p>1. Use Outdoor Rec as a tool for recruitment and retention</p>	<p>1. Give 360 tour of Outdoor center online.</p>	<p>1. Gauge how many students attend HU through our revamped C.L. Program.</p>	<p>1.Recruitment 2. Outdoor Rec. 3.Campus Life</p>	<p>1. End of FY18 and beyond.</p>	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
<p>Achieved/ Ongoing The Outdoor Recreation Center is a major highlight of prospective students when they visit out online campus tour and when they participate with on campus tours. The feedback from students is great.</p>	<p>Various dates throughout Fall 2018 and Spring 2019 semesters, as well as summers.</p>	<p>- Continue to develop the Outdoor Recreation Center and promote this program to prospective students.</p>		<p>- More students need to be brought in on campus tours so they can see what great opportunities we have to offer them. Offer testimonials to students from current or former students at orientations and online.</p>		<p>- yes</p>

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3. <i>Highlands University will achieve a vibrant campus life.</i>	1. Outdoor Excursions 2. Peer Resource & Team Building 3. Climbing Wall	1. Monthly student driven excursions 2. Collaboration with FYE 3. Gauged demand	1. Student satisfaction 2. Student retention & Graduation rates	1. Outdoor Rec 2. O.R. and F.Y.E. 3. Administration	1. End of FY18 2. End of FY19 3. End of FY20	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)		Budget Consideration (Yes / No)	
<ul style="list-style-type: none"> - Achieved/ Ongoing - NMHU Outdoor Recreation Center has offered a more vibrant campus life by coordinating and executing various outdoor excursions. - The center has also rented to an abundance of NMHU students. 	Various dates throughout Fall 2018 and Spring 2019 semesters, as well as summers.	Continue to offer various Outdoor Excursions to NMHU students as well as offer new and unique opportunities for them outdoors.	Currently no space is available for an on campus climbing wall to be built.		- Yes	

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4. <i>Highlands University will be a community partner.</i>	1. Community and Youth involvement.	1. Collaborate with community stake holders 2. Tie in community youth as prospective students.	1. How many prospective students attend HU with community involvement?	1. Community stake holder 2. NMHU	1. End of FY19	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
- Ongoing - Promote the Outdoor Recreation Center to local high school students.	Various dates throughout fall 2018 and spring 2019 semesters, as well as summers.	- Stress the importance of higher education to local high school students; display what HU has to offer against its competitors.	- Who is allowed access to the Outdoor Recreation Center and its equipment?	Yes		

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<p>5. <i>Highlands University will achieve technological advancement and innovation.</i></p>	<p>1. Equipment check-out system 2. Electronic reservation system</p>	<p>1. Seek a technology service that will assist with technological issues.</p>	<p>1. Check for an increase in reservations and rental efficiency.</p>	<p>1. Tech service Provider 2. ITS 3. Outdoor Recreation</p>	<p>1. End of FY19</p>	
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<p>- Achieved/Ongoing The Outdoor Recreation Center is using a online reservation software that allows students to rent equipment and sign up for trips virtually anywhere they have an internet connection.</p>	<p>Various dates throughout fall 2018 and spring 2019 semesters, as well as summers.</p>	<p>- There is currently a reservation software in place and is better serving the students.</p>	<p>- Monitoring of the current system and making it more efficient.</p>	<p>- Yes</p>		

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<p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p>	<p>1. Promotion of events 2. Reaching our student population</p>	<p>1. Strong Social Media Presence 2. Face to face interactions</p>	<p>1. Event presence 2. Social Media Advertisements.</p>	<p>1. University Relations 2. ITS 3. Outdoor Recreation</p>	<p>1. End of FY19</p>	
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<ul style="list-style-type: none"> - Achieved/Ongoing - The Outdoor Recreation Center is using various social media platforms to reach its students. 	<p>Various dates throughout fall 2018 and spring 2019 semesters, as well as summers.</p>	<ul style="list-style-type: none"> - Stay current with what social media platform students are using. 		<p>A better system than e-mail to reach our students regarding our events.</p>		<p>Yes</p>