

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 Gene Torres Golf Course*

Main Contact: *Justin Aragon*

Email: *Justinaragon@nmhu.edu*

Phone: *505-429-1465*

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 3. 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. 3. 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. 3. Hired Turf Equipment Manager</p>	<p>1. Justin Aragon 2. Michael Allen 3. 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>	<p>June FY19</p>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)	Budget Consideration (Yes / No)	
<p>- Stop</p>	<p>April 2019</p>	<ul style="list-style-type: none"> - Lack of students willing to work at golf course. Now with the superintendent working at Facilities it will be difficult to train work studies to take care of the golf course and equipment. - Increase professional development from \$0 to \$4000 to help out Head Golf Pro and Superintendent develop their skills. - Allow golf course to hire part time turf equipment manager to take care of maintaining all golf course equipment and machinery. 		<ul style="list-style-type: none"> - Budget limitations from Board of Regents Vote - Lack of professional development funds to help Head Pro and Superintendent to attend classes to improve their skills. - Lack of funds to hire a qualified mechanic to take proper care of equipment. 	<p>Yes</p>	

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
2. Highlands University will achieve strategic enrollment management.	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.	June FY19
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
- Stop	April 2019	<ul style="list-style-type: none"> - 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. Damaged irrigation system and lack of sprinklers/parts has caused many areas of the golf course to die and lose all turf. - Hire part time turf equipment manager to allow for proper maintenance of equipment and machinery. 	<ul style="list-style-type: none"> - Budget limitations from Board of Regents Vote. - Due to lack of funds the golf course has not been able to replace any damaged sprinklers on the golf course. We have had to not water those areas which has caused loss of turf in many areas of the course in important areas. - Lack of capital improvement has caused the soil of the golf course to deteriorate and limit its ability to grow healthy grass and retain proper irrigation and chemicals. 	- Yes		

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>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 pro shop/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 2019 2. 1 year worth of chemicals purchased and stored in shed ready for use. June 2019 1. 3. Number of students consistently showing up to play golf.</p>	<p>June FY19</p>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)	Budget Consideration (Yes / No)	
<p>- Stop</p>	<p>April 2019</p>	<ul style="list-style-type: none"> - If we had the proper budget to purchase the needed supplies the golf course we would have more play at the golf course and tournament participation would be higher. Tournaments decreased due to course conditions during the 2018 season. - Provide golf course with proper chemical budget to keep the golf course in playable conditions. Golf course conditions 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. 		<ul style="list-style-type: none"> - Budget limitations from Board of Regents Vote - We have not been able to purchase any of the chemicals we use in our yearly maintenance program to keep the golf course in decent shape. Weeds and diseases on greens were prevalent during the summer months due to this and rounds decreased. 	<p>- Yes</p>	

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>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. 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. 3. # of events hosted by golf course.</p>	<p>1. Justin Aragon 2. Justin Aragon 3. Justin Aragon</p>	<p>1. July of FY19 2. July of FY19 3. July of FY19</p>	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)	Budget Consideration (Yes / No)	
<p>- Stop</p>	<p>April 2019</p>	<p>- We have continued to provide a golf course that is accessible to the community to grow the game. - We were unable to join the first tee program due to budget constraints. We were also unable to start a PGA junior league team due to lack of employees in the golf shop to help the Head Golf Professional teach the program. - Hire proper staff in golf shop to allow the head golf professional to properly grow the game and increase revenue. - Stayed in contact with the City, NMHU, and local businesses for support and participation.</p>		<p>- Budget limitations from Board of Regents Vote - Due to limited golf shop junior golf programs and player development programs were unable to be held. To grow the game these areas need to increase. With the lack of funds all programs had to be cancelled.</p>	<p>Yes</p>	

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>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 Chronogolf point of sale system.</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. June FY19</p>	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
<p>- Stop</p>	<p>April 2019</p>	<ul style="list-style-type: none"> - Continue to work with the city, county, or local businesses to support and supplement golf course, so it can thrive in the Las Vegas community. - Get funds to cover the costs to repair irrigation system, irrigation pond, new maintenance equipment, and sprinklers so the golf course can function properly. - 	<ul style="list-style-type: none"> - Budget limitations from Board of Regents Vote - Many of the businesses and organizations we reached out to donate to the golf course for parts did not engage due to unknown reasons. - Pond was not repaired due to harsh winter conditions and the inability to get the pond filled back up with water during the winter from the city. Equipment and sprinkler parts were not purchased due to lack of funds based off of BOR vote. 	<p>- Yes</p>		

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>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 FY19 2. June FY19 3. July FY19</p>	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
<p>- Ongoing</p>	<p>April 2019</p>	<ul style="list-style-type: none"> - Get internet set up with plateau instead of Desert Gate to increased connectivity. - The lack of advertisement budget has hurt the usage of the golf course utilization. Increase budget to make promotional flyers and handouts for local businesses. - Increase professional development budget to accommodate for Head Golf Pro and Superintendent to improve their skills. 	<ul style="list-style-type: none"> - Budget limitations from Board of Regents Vote - Proactive communications have been a success with Chronogolf database and outlook. - Billboard was not purchased due to lack of funds. - Exempt employees (Mike Allen) was unable to participate in any professional development due to lack of funds. Justin Aragon had to pay out of his own pocket over \$5000 for professional development and dues and fees to the PGA due to lack of funds. These are typically paid for by the golf course. 	<p>Yes</p>		