

Highlands University will achieve academic excellence; academic integration and student success 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 Media Arts & Technology**

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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>1. Highlands University will achieve academic excellence, academic integration and student success.</p>	<p>1. MA&T will increase the number of undergraduate declared majors by at least ten students per year until we reach one-hundred majors.</p>	<p>1. Build relationships with student services for first time freshman.</p>	<p>1. Yearly Social event for advisors</p>	<p>1. Chair, Club Advisor and Facilities Manager/Administrator</p>	<p>1. Fall 18</p>	<p>1. Fall 19</p>
	<p>2. MA&T will create an external advisory board for MFA.</p>	<p>2. Organize and plan meeting to board members.</p>	<p>2. Successful completion of first advisory board meeting – agenda and meeting notes</p>	<p>2. Faculty</p>	<p>2. Summer 20</p>	<p>2. Fall 20</p>
	<p>3. MA&T will encourage and support faculty and student attendance at annual conferences.</p>	<p>3. Fund faculty for annual conferences and/or research</p> <p>Media Arts Club will hold regular fundraisers.</p>	<p>3. Faculty will attend conference on annual basis Students will raise enough money to attend conference Faculty and students will attend NMAM</p>	<p>3. Chair, Dean</p> <p>Media Arts Club Advisor</p> <p>Chair</p>	<p>3. Conference Attendance</p> <p>Conference Attendance</p> <p>Conference Attendance</p>	<p>3. Yearly</p> <p>Conference Attendance</p> <p>Conference Attendance</p>
	<p>4. MA&T will continue to develop recruitment strategies.</p>	<p>4. Invite groups & individuals to student shows</p>	<p>4. Increased awareness of program</p>	<p>4. Chair, Faculty, Staff</p>	<p>4. Fall 18/Spring 19</p>	<p>4. Yearly</p>
					<p>5. Chair, Faculty, Staff</p>	

	<p>5. MA&T will continue to strengthen MA Club & Professional endeavors for students.</p> <p>6. MA&T will conduct a TT search lost thru attrition in order to support our academic program.</p>	<p>5. Provide student support thru professional and social events</p> <p>6. Submit job posting and conduct search for replacement</p>	<p>5. Plan a variety of weekly, monthly or annual events (work night, screenings, workshops, juried shows, public talks, Scholarships</p> <p>6. Proper faculty to teach program</p>	<p>6. Chair</p>	<p>5. Fall 18</p> <p>6. Fall 19</p>	<p>5. Fall 19</p> <p>6. Spring 20</p>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
<p>- 1.1 Achieved increasing majors, newly declared 20.</p> <p>1.2 Achieved & Ongoing</p> <p>1.3 Achieved & Ongoing</p> <p>1.4 Ongoing</p> <p>1.5 Achieved & Ongoing</p> <p>1.6 Ongoing-hired visiting Instructor</p>	<p>1.1 May 2019</p> <p>1.2 April 2019</p> <p>1.3 June 2019</p> <p>1.4 Ongoing</p> <p>1.5 Ongoing</p> <p>1.6 Ongoing</p>	<p>- 1.1 Continue with promotion of the end of semester student shows. Continue to focus on department events, university events, and community events to bring awareness to MA&T.</p> <p>1.2 Bring advisory board to campus spring 2020</p> <p>1.3 Continue to attend conferences for student/faculty</p> <p>1.4 Ongoing</p> <p>1.5 Recruit in introductory classes</p> <p>1.6 Continue for TT position</p>	<p>- 1.1 Faculty attrition, funding for activities</p> <p>- 1.2 Scheduling & funding</p> <p>- 1.3 Funding</p> <p>- 1.4 Workload</p> <p>- 1.5 Demands on student's time</p> <p>- 1.6 Approval for hire</p>	<p>1.1 Yes</p> <p>1.2 Yes</p> <p>1.3 Yes</p> <p>1.4 Yes</p> <p>1.5 yes</p> <p>1.6 yes</p>		

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<p><i>2.Highlands University will achieve strategic enrollment management.</i></p>	<p>1. MA&T will increase the number of undergraduate declared majors by at least ten students per year until we reach one-hundred majors.</p> <p>2. MA&T will recruit qualified students for the new MFA.</p> <p>3. MA&T will increase the number for enrolled graduates to six for MSSD.</p>	<p>1. Revise existing articulation agreements with SJCC, LCC, NCC, SFCC & CNM Negotiate new articulation agreements with NM community colleges. Continue to build on signed articulation with CNM CIS program. Program Marketing materials. Continue to develop personal relationships to enhance recruitment</p> <p>2. Upon approval from HLC direct efforts to marketing & recruiting for the MFA.</p> <p>3. Promote MSSD program locally, regionally, & nationally.</p>	<p>1. Updated agreements to align with 4 credit courses New articulation agreements with NM community colleges Increased number of transfer students Website, brochures</p> <p>Open house at Albuquerque classroom with CNM Student work displayed on TB monitors & installed in building</p> <p>2. Begin MFA Fall 2019</p> <p>3. Increased enrollment</p>	<p>1.Chair, Dean Chair, Dean M. Langer, J. Lee MART design faculty J. Lee Chair, faculty & staff</p> <p>2. Chair & faculty</p> <p>3. M. Langer, J. Lee</p>	<p>1.Fall 18 Spring 19 Spring 19 Spring 19 Fall/Spring Fall/Spring</p> <p>2. Spring 20</p> <p>3. 6 new MSSD students each fall</p>	<p>1.Fall 19 Spring 20 Spring 20 Spring 20 Spring 20</p> <p>2. Fall 20 and yearly</p> <p>3. Fall 19 and yearly</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>- 2.1 Achieved - 2.2 Achieved & Ongoing - 2.3 Ongoing</p>	<p>2.1 May 2019 & Ongoing 2.2 Ongoing 2.3 March 2020</p>	<p>- 2.1 Revisit articulation agreements - 2.2 Recruitment process continuing for MFA applications</p>	<p>- 2.1 Time & Effort - 2.2 Improve communications w Grad Office several applications lost</p>	<p>- 2.1 Yes - 2.2 yes - 2.3 yes</p>		

		- 2.3 Communicate to other departments that this program is available and combine MA & SSD recruitment efforts	- 2.3 Time & no budget for recruitment	
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<p>3. <i>Highlands University will achieve a vibrant campus life.</i></p>	<p>1. MA&T will cultivate relationships with granting organizations.</p> <p>2. MA&T will support & encourage faculty & student attendance at annual conferences.</p>	<p>1. Biennial Program in Interactive Cultural Technology</p> <p>2. Media Arts club will hold regular fundraisers</p>	<p>1. PICT class every other year</p> <p>2. Students will raise enough money to attend conference</p>	<p>1. M. Langer & faculty</p> <p>2. Media Arts Club Advisor</p>	<p>1. Funding allocated for odd numbered years</p> <p>2. Conference attendance</p>	<p>1. Fall 2019</p> <p>2. Yearly</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>
<ul style="list-style-type: none"> - 3.1 Achieved & Ongoing - 3.2 Achieved & Ongoing - Achieved & Ongoing 	<p>3.1 Spring 2019</p> <p>3.2 Ongoing</p>	<ul style="list-style-type: none"> - 3.1 Continue to foster relationships with Newman's Own foundation and Mellon Foundation and foster relationships with granting organizations that align with the MA&T mission - 3.2 Faculty should also consider instate conferences as well as regional and national 		<ul style="list-style-type: none"> - 3.1 Grant-writing and management time considerations - 3.2 Time & Effort - Funding, time away from classroom 		<ul style="list-style-type: none"> - 3.1 Yes - 3.2. Yes -

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<p>4. <i>Highlands University will be a community partner.</i></p>	<p>1. MA&T will develop events and opportunities for our students to offer workshops/internships to include community and academic partners.</p> <p>2. MA&T will cultivate relationships with foundations & granting organizations.</p>	<p>1. Determine events and invite students & other groups</p> <p>2. We will continue to build on our successful grant writing to develop relationships</p> <p>Biennial Program in Interactive Cultural Technology</p>	<p>1. Invite and create events with Professionals in Public Talks/ workshops or Internships thru the Media Arts Internship Program</p> <p>2. Projects and events funded thru granting organizations</p> <p>PICT class every other year</p>	<p>1. Chair and faculty</p> <p>L. Addario</p> <p>2. MA&T faculty</p> <p>M. Langer & faculty</p>	<p>1. Funding for Events allocated and scheduled</p> <p>Funding allocated for internships</p> <p>2. Spring 2019</p> <p>Spring 2018</p>	<p>1. Fall 2019</p> <p>Fall 2019</p> <p>2. Fall 2019</p> <p>Fall 2019</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>- 4.1 Achieved & Ongoing - 4.2 Achieved & Ongoing</p>	<p>4.1 Thru academic year 4.2 Summer 2018 , ongoing</p>	<p>- 4.1 This is successful and will continue endeavors to maintain - 4.2 Continue to build on these existing relationships</p>		<p>- 4.1 Scheduling and funding - 4.2 Time & Effort</p>		<p>4.1 Yes 4.2 yes</p>

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<p>5. Highlands University will achieve technological advancement and innovation.</p>	<p>1. Installation of lab upgrade to increase to 18 computers allowing higher enrollment in classes.</p> <p>2. MA&T will encourage and support faculty & student attendance at annual conferences.</p> <p>3. Provide state of the art technology for student use.</p>	<p>1. Make this the #1 equipment budget request for FY20</p> <p>2. Fund faculty for annual conferences and or research</p> <p>3. Replace photography, audio, video and other check-out equipment on a five year rotation Invest in emerging technologies such as VR</p> <p>Provide training services to MA&T students outside of class for additional skillsets</p>	<p>1. New lab and increased enrollment</p> <p>2. Faculty will attend conferences on annual basis</p> <p>3. Yearly equipment replacement budget</p> <p>Coordinate service plan for training with students / feedback from both students, faculty and trainers (GA's)</p>	<p>1. Chair</p> <p>2. Chair, Dean</p> <p>3. Chair</p> <p>Facilities Mgr./Administrator</p>	<p>1. Fall 19</p> <p>2. Conference Attendance</p> <p>3. Every Fall</p> <p>Every semester</p>	<p>1. Fall 2020</p> <p>2. Yearly</p> <p>3. Yearly</p> <p>Yearly</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>- 5.1 Not achieved - 5.2 Achieved - 5.3 Not Achieved & Ongoing</p>	<p>5.1 Ongoing 5.2 Thru out academic year 5.3 Ongoing</p>	<p>- 5.1 Make computer lab upgrade – priority #1 in FY 20 and increasing 2 other labs to 18 - 5.2 Encourage faculty to research appropriate conferences well in advance - 5.3 Make computer lab upgrade - priority number 1 in FY 19 and replacing equipment</p>	<p>- 5.1 Budget - 5.2 Funding and travel time - 5.3 Funding</p>	<p>- 5.1 Yes - 5.2 Yes - 5.3 Yes</p>		

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<p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p>	<p>1. MA&T will develop a plan to offer Media Arts services to the University, Community and Academic Partners</p>	<p>1.Devise opt in texting service</p>	<p>1.Improved communication and use of facilities</p>	<p>1. Chair, faculty</p>	<p>1.Spring 2018</p>	<p>1.Spring 2020</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>- 6.1 Achieved</p>	<p>6.1 Fall 2019</p>	<p>- 6.1 Encourage student staff & faculty to opt in to the texting service</p>	<p>6.1 Getting students to opt in</p>		<p>6.1 No</p>	