

**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: **University Relations**

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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
1. <i>Highlands University will achieve academic excellence, academic integration and student success.</i>						
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
-		-		-		

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<p><b>2. Highlands University will achieve strategic enrollment management.</b></p>	<p>1. Develop an overarching university marketing plan that outlines Highlands’ unique brand across the institution’s Las Vegas campus, its centers and distance education, and alumni and donors. 2. Establish a timeline of printed material updates.</p>	<p>1. - Establish a marketing plan committee with representatives from SEM, the Office of Advancement, the centers, faculty and staff. - Develop and execute an institutional visibility and awareness campaign. <b>2. Collaborate with SEM/Recruitment to create a more efficient path of updated materials</b></p>	<p><b>1 Final plan</b> <b>2. Final plan</b></p>	<p><b>1. Sean Weaver</b> <b>2 Sean Weaver</b></p>	<p>1. (Spring- Fall 2019) 2. Sean Weaver</p>	<p><b>1 Fall 2019</b> <b>2. Fall 2019</b></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>-</p>	<p>1. Fall 2019 2. Fall 2019</p>	<p>-</p>	<p>-</p>	<p>1 no 2 no</p>		

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<p>3. <i>Highlands University will achieve a vibrant campus life.</i></p>	<p>1 Promote Highlands events through increased use of student-led social media teams 2 Develop Arts@Hu public website with ticket sales option</p>	<p>1 University Relations work studies will develop social campaigns to help generate interest in the various events on campus 2 Work with Ilfeld/Athletics/Student life</p>	<p>1. Increased attendance/ticket sales. 2. Completion of site</p>	<p>1 Anne Maclachlan 2 Sean Weaver/Anne Machlachlan</p>	<p>1. Measured at the end of each semester through representative events 2. Fall 2019</p>	<p>1 ongoing 2 Fall 2019</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>	<p>ongoing</p>	<p>-</p>	<p>- 1 none - 2 budget</p>	<p>- 1 no - 2 yes</p>		

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4. <i>Highlands University will be a community partner.</i>	1 Expand Cowboy Card community business program	1. Engage with more local businesses to participate in discount program for campus visitors	1. Number of businesses participating	1. Sean Weaver/Linda Anderle	1. Fall-2019-Spring 2020	Spring 2020
<b>Action Status w/Description (Achieved, Ongoing, Stop)</b>	<b>Completion Date(s)</b>	<b>Recommendation(s)</b>		<b>Challenge(s)</b>		<b>Budget Consideration (Yes / No)</b>
- Ongoing	First brochure to be published July 2019; subsequent updates will be published at the beginning of each fiscal year.	-		- Time to visit with local businesses		Yes

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5. <i>Highlands University will achieve technological advancement and innovation.</i>	1 Work with IT to develop intranet	1. While intranet needs to be created/maintained by IT, UR needs to assist in content migration	1. Addition of intranet/portal to university's digital landscape	2. Sean Weaver/Anne Maclachlan	1. Summer-Fall 2019	Spring 2020
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
-	Spring 2020	-		- Budget/staffing		- Yes

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6. <i>Highlands University will achieve enhanced communication and efficiency.</i>	1 Develop a plan for consolidated, efficient internal communications	1. Work with various campus units to create an email digest or other means of communicating information on a regular more efficient schedule.	1. Final policy	Sean Weaver	1. Fall 2019	Fall 2019
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
-	Fall 2019	-		no		