

**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:

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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
<b>1. Highlands University will achieve academic excellence, academic integration and student success.</b>	1. Coordinate excursions that are inclusive of students from various demographics.	1. Leadership training, Certifications.	1. Peer Resource Leaders effect on student's growth	1. Outdoor Recreation Coordinator 2. Peer Resource Leaders	1. End of FY20	June 30, 2020
<b>2. Highlands University will achieve strategic enrollment management.</b>	1. Use Outdoor Recreation Center as a tool for recruitment and retention	1. Give 360 tour of Outdoor Recreation Center online 2. Give in person tour of ORC when campus visits are occurring.	1. Student satisfaction and use via Skyfactor 2. Views on YouVisit 3. Campus tour log via NMHU Campus Tour Coordinator	1. Recruitment 2. Outdoor Recreation Coordinator 3. Peer Resource Leaders	1. End of FY20	June 30, 2020
<b>3. Highlands University will achieve a vibrant campus life.</b>	1. Outdoor Excursions 2. Peer Resource Leader facilitated ORC usage.	1. Monthly student driven excursions 2. Collaboration with HUE 3. Gauged demand	1. Student satisfaction 2. Student retention & Graduation rates 3. Annual increase in student usage of ORC services/products	1. Outdoor Rec Coordinator 2. O.R. and H.U.E.	1. End of FY20	June 30, 2020
<b>4. Highlands University will be a community partner.</b>	1. Collaboration with NM State parks.	1. Collaborate with community stake holders i.e. State Parks, National Monuments, etc.	1. Increased student usage of NM State Parks. Increased knowledge of NM outdoor opportunities.	1. Outdoor Rec Coordinator. 2. Peer Resource Leaders	1. End of FY20	June 30, 2020

**Notes:** Submit plans to your direct supervisor (Dean/Director/VP) by Friday, Sept 23, 2016 at 5:00 pm. Deans/Directors/VP will coordinate review and return with feedback by Friday, Oct 7. Final unit plans will be submitted with the budget requests on Friday, October 21, 2016. Units are generally defined by budget. Units do not have to address every strategic goal in their unit plans. However, units are encouraged to include plans for Goals 5 and 6.

<p><b>5. Highlands University will achieve technological advancement and innovation.</b></p>	<p>1. Continue to use “flybook” software</p>	<p>1. Train PRL’s to use “flybook” software effectively and frequently.</p>	<p>1. Measure outcomes related to reservations and rental efficiency</p>	<p>1. Outdoor Rec Coordinator 2. Peer Resource Leaders</p>	<p>1. End of FY20</p>	<p>June 30, 2020</p>
<p><b>6. Highlands University will achieve enhanced communication and efficiency.</b></p>	<p>1. Promotion of events 2. Student outreach</p>	<p>1. Strong social media presence i.e. Instagram, Snapchat, etc. 2. Face to face interactions</p>	<p>1. Increased student usage 2. Increase in social media following of the ORC</p>	<p>1. Outdoor Rec Coordinator 2. Peer Resource Leaders 3. University Relations</p>	<p>1. End of FY20</p>	<p>June 30, 2020</p>

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