

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 Farmington Center**

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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
<p>1. Highlands University will achieve academic excellence, academic integration and student success.</p>	<p>1. Support NMHU guidance and strategies 2. Ensure executed operations are aligned with strategies and policies to support our goals for excellence, diversity, accessibility, and responsiveness 3. Advocate for Center students, programs, academic and support needs 4. Maintain an active relationship and outreach with students and stakeholders across the academic and support units</p>	<p>1. Maintain clear, consistent lines of communication with main campus and local students</p>	<p>None</p>	<p>Director</p>	<p>N/A</p>	<p>N/A</p>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
<p>Achieved</p> <ul style="list-style-type: none"> - Sustained representation on campus committees and task forces. - Membership in Diversity, Equity, and Inclusion Advisory Council. - Sustained social media presence. - Hired new team member (Admin Assistant) - Maintained operations, remotely 	<p>Various dates during AY 2020</p>	<ul style="list-style-type: none"> - Advise students early in the registration cycle. - Support faculty in pursuit of online teaching training and tools. - Update existing transfer agreements, as necessary. - Find new program opportunities. - Sustain engagement in committees and task forces 		<ul style="list-style-type: none"> - Rapid change to remote operations. - Limited (or no) face-to-face contact with students and colleagues. - COVID-19 pandemic limitations. 		<p>No</p>

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<p><i>2. Highlands University will achieve strategic enrollment management.</i></p>	<ol style="list-style-type: none"> 1. Support and implement strategic enrollment management guidance and objectives 2. Engage the Four Corners regional partners through active recruitment efforts 3. Practice active academic advisement and coaching techniques with enrolled students 4. Evaluate opportunities for growth, expanded programs, and enhanced scheduling 	<ol style="list-style-type: none"> 1. Support Recruitment Office objectives 2. Attend regional recruitment events 3. Coordinate marketing plan with University Relations 4. Engage students outside the classroom 5. Advise to graduate 6. Visit regional partners, regularly 	<ol style="list-style-type: none"> 1. Prospective student contact 2. Admission applications 3. Information queries 4. Enrollment 5. Retention 6. Graduation 	<p>Director</p>	<ol style="list-style-type: none"> 1. Admissions, Enrollment, Retention, Graduation numbers at the end of each semester 	<p>Annually</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>Achieved</p> <ul style="list-style-type: none"> - Sustained regional recruitment event participation. - Campus Life initiatives - Minimized reduction in Fall 2020 enrollment in light of COVID-19 pandemic. 	<p>Various dates throughout AY 2020</p>	<ul style="list-style-type: none"> - Evaluate feasibility of consolidated Online & Extended Learning marketing plan - Become more efficient/proficient at remote student support - Develop efficient means of communication to encourage student advisement. 	<ul style="list-style-type: none"> - Centers and academic programs do not deliberately coordinate efforts in scheduling, advisement, nor recruitment. - Rapid adaptation to remote support - COVID-19 pandemic effect on student lives and unexpected change in course modality. 	<p>Yes Marketing</p>		

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<p>3. <i>Highlands University will achieve a vibrant campus life.</i></p>	<ol style="list-style-type: none"> 1. Create a warm, friendly atmosphere for students, faculty, and staff to study, work, collaborate, and learn 2. Set the conditions for the success of the Mission and Vision 3. Foster effective collegial working relationships between various academic and support units 4. Promote cultural and family events and opportunities for students, faculty, and support staff 	<ol style="list-style-type: none"> 1. Create events to promote Center esprit de corps 2. Coordinate with local entertainment vendors on student discounts 3. Promote visits from main campus leaders 	<ol style="list-style-type: none"> 1. Number of events hosted 2. Number of entertainment vendors participating 3. Number of students participating 	<p>Director</p>	<ol style="list-style-type: none"> 1. Active participation and increases in enrollment, retention, and graduation rates 	<p>Annually</p>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)	Budget Consideration (Yes / No)	
<p>Ongoing</p> <ul style="list-style-type: none"> - Offered pizza, movies, and frozen yogurt through Campus Life Initiative. - Offered gym membership program to students through Campus Life Initiative. <p>Achieved</p> <ul style="list-style-type: none"> - Executed move to new Center facility. 	<p>Various dates throughout AY 2020</p>	<ul style="list-style-type: none"> - Continue with Campus Life Initiative giveaways. - Continue Zoom appointments between local students and LV/ABQ/RR faculty and staff. 		<ul style="list-style-type: none"> - COVID-19 pandemic limitations - CLI funds inconsistent - Lease agreement rental rate expected to increase for FY 21 	<p>Yes CLI funds</p>	

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<p>4. Highlands University will be a community partner.</p>	<p>1. Participate in education events in the Four Corners region 2. Engage, regularly, local education leaders 3. Engage, regularly, local civic and business leaders 4. Participate in community organizations</p>	<p>1. Participate in local advisory boards 2. Maintain communications with local school districts 3. Promote meetings between NMHU leaders and community leaders</p>	<p>1. Advisory board membership 2. Meeting participation</p>	<p>Director</p>	<p>1. Participation in meetings and events</p>	<p>Annually</p>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
<p>Ongoing</p> <ul style="list-style-type: none"> - Participation in local advisory boards - Practicum and Internship placement in community - Transfer agreements with partner community college in development 	<p>Various dates throughout AY 2020</p>	<ul style="list-style-type: none"> - Continue membership in local boards - Investigate new certificate and academic program opportunities 		<ul style="list-style-type: none"> - Rural community with decreasing population and rising unemployment limit opportunities - COVID-19 pandemic limitations 		<p>No</p>

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<p><i>5. Highlands University will achieve technological advancement and innovation.</i></p>	<ol style="list-style-type: none"> 1. Encourage use of technological tools in the classroom 2. Maintain a robust, modern computer lab 3. Ensure computer and internet access at the Center for students, faculty, and support staff 4. Collaborate with Information Technology Services and Educational Outreach Services on all matters related to technology and innovation 	<ol style="list-style-type: none"> 1. Maintain accurate inventory of IT equipment and status 2. Report change of equipment status immediately to appropriate office 3. Coordinate with faculty on hardware & software needs for academic programs 4. Evaluate trends and needs for upgrades & updates 5. Issue readiness report on IT & EOS status 	<ol style="list-style-type: none"> 1. Problem repair or replacement 	<ol style="list-style-type: none"> 1. Director 2. EOS 3. ITS 	<ol style="list-style-type: none"> 1. High rate of readiness 	<p>Monthly</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>Achieved</p> <ul style="list-style-type: none"> - Moved Center to new facility - Replaced student computer lab computers 	<p>Fall 2019</p>	<ul style="list-style-type: none"> - Update/replace staff computers 	<ul style="list-style-type: none"> - Aging IT equipment in offices - Need for more portable IT equipment to meet remote work demands - COVID-19 pandemic limitations 	<p>Yes</p>		

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<p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p>	<ol style="list-style-type: none"> 1. Maintain an active social media presence 2. Ensure Center website is updated regularly 3. Ensure contact information for student and employees is updated regularly 4. Promote Center participation in regular meetings and discussion across the university portfolio to include, but not limited to Faculty and Staff Senates; Academic Schools and Colleges; and Support Departments 	<ol style="list-style-type: none"> 1. Update Center website 2. Update information on Facebook 3. Employee membership in respective Senates 4. Faculty participation in respective academic unit meetings and scheduling discussions 5. Utilize regular communication reports to appropriate offices 	<ol style="list-style-type: none"> 1. Timely response to administrative needs 2. Active membership of employees in committees and academic decisions 3. Overall improvement of student opportunities 	<p>Director</p>	<ol style="list-style-type: none"> 1. Process improvement 2. Student satisfaction 3. Scheduling improvement 	<p>Annually</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>Ongoing</p> <ul style="list-style-type: none"> - Website improvement - Social media presence - Increased Facebook followers - Membership in committees and task forces <p>Achieved</p> <ul style="list-style-type: none"> - Hired Admin Assistant 	<p>Various dates throughout AY 2020</p>	<ul style="list-style-type: none"> - Streamline processes for remote working environment - Encourage Zoom appointments between students and functional areas 		<ul style="list-style-type: none"> - COVID-19 pandemic limitations - Student access to reliable computer and/or internet - No Center participation in academic scheduling process 		<p>No</p>