

**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:** *Rio Rancho 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><i>1. Highlands University will achieve academic excellence, academic integration and student success.</i></p>	<p>1. Assess and overhaul Center student services and install ‘one-stop’ approach with emphasis on intake-to-registration process</p> <p>2. Conduct fall and spring new student orientations</p> <p>3. Work with Social Work administration and main campus facilities on ABQ Center lease expiration and space options</p> <p>4. Establish faculty lounge for adjunct instructors at Rio Rancho</p>	<p>1. Offer consistent appointment and walk-in advisement</p> <p>2. Offer phone, email, and face-to-face advisement options</p> <p>3. Create shared calendar for appointments</p> <p>4. Establish quick turn-around procedures for addressing student inquiries for fast, reliable, human-centered services, email in/email out and message in/message out 1 business day responses</p> <p>5. Collaborate with main campus departments</p>	<p>1. Enrollment and retention</p> <p>2. Number of students served</p>	<p>1. Center Manager</p> <p>2. Student Services Professionals</p>	<p>Per semester</p>	<p>Annually</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>- Achieved</p> <p>- ‘One-Stop’ procedures in-place</p>	<p>AY 2019-2020</p>	<p>- Continue rapid response to current and prospective student inquiries.</p>			<p>No</p>	

<ul style="list-style-type: none"> <li>- Faculty lounge housed at RRC, room 129</li> <li>- On-going             <ul style="list-style-type: none"> <li>- 'One-Stop' procedures on-going</li> <li>- Orientations on-going</li> <li>- ABQ space assessment is on-going</li> </ul> </li> </ul>				
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<p><i>2. Highlands University will achieve strategic enrollment management.</i></p>	<ol style="list-style-type: none"> <li>1. Assess and overhaul Center outreach and marketing efforts</li> <li>2. Enhanced outreach to CNM</li> <li>3. Explore collaboration with SIPI</li> <li>4. Joint outreach with main campus to area schools</li> <li>5. Joint outreach with main campus to community events</li> <li>6. Targeted outreach with faculty</li> <li>7. Create new branded outreach materials</li> <li>8. Establish stronger Facebook presence</li> <li>9. Overhaul Center website</li> <li>10. Establish HSI strategies with CESDP</li> <li>11. Ops Eds/Ads in area</li> </ol>	<ol style="list-style-type: none"> <li>1. Assess Slate reports weekly and communicate with students about where they are in the admissions process</li> <li>2. Create outreach and marketing plan</li> <li>3. Contact SIPI for possible transfer articulation</li> <li>4. Attend events with main campus</li> <li>5. Support and attend events with NMHU faculty to recruit students</li> <li>6. Create flyer, brochure, business flyer in English and Spanish</li> <li>7. Increase likes on Facebook with weekly posts</li> </ol>	<ol style="list-style-type: none"> <li>1. Enrollment and retention</li> <li>2. Number of visits to area entities promoting NMHU, NMHU RRC, and NMHU ABQC</li> </ol>	<ol style="list-style-type: none"> <li>1. Center Manager</li> <li>2. Student Services Professionals</li> </ol>	<p>Per semester</p>	<p>Annually</p>

	<p>newsletters</p> <p>12. Order give away items and Center branding materials</p> <p>13. Create Center outreach presentations</p> <p>14. Build business email database</p>	<p>8. Identify conferences and workshops to present with CESDP</p> <p>9. Ads and Op Eds in school newsletters, Tribal newsletters, and community newsletters</p> <p>10. Order NMHU RRC Swag, outreach tent, and chairs</p> <p>11. Create orientation, general information, and transfer presentations</p> <p>12. Create business database to email blast NMHU RRC information</p>				
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)		Budget Consideration (Yes / No)	
<ul style="list-style-type: none"> <li>- Achieved                             <ul style="list-style-type: none"> <li>- Center outreach materials</li> <li>- Center webpage</li> <li>- Give away items, tent, and chairs</li> </ul> </li> <li>- On-going                             <ul style="list-style-type: none"> <li>- CNM Outreach</li> <li>- SIPI Collaboration</li> <li>- Outreach with main campus</li> <li>- Outreach with faculty /schools</li> <li>- Facebook marketing</li> <li>- HSI outreach</li> <li>- Op Eds/ Ads in newsletters</li> <li>- Business database</li> </ul> </li> </ul>	<p>AY 2019-2020</p>	<ul style="list-style-type: none"> <li>- Year 2, 2020-2021 plan accounts for virtual outreach</li> </ul>	<ul style="list-style-type: none"> <li>- COVID-19 has changed the way we conduct outreach. New plans address a shift to digital delivery</li> </ul>		<p>No</p>	

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<p><i>3. Highlands University will achieve a vibrant campus life.</i></p>	<ol style="list-style-type: none"> <li>1. Create a Center safety plan</li> <li>2. Merge ABQ and RR Campus Life funds</li> <li>3. Create Campus Life Committee</li> <li>4. Establish student lounge</li> <li>5. Establish food and toiletries pantry</li> </ol>	<ol style="list-style-type: none"> <li>1. Collaborate with Brian Henington and Chief Romero to conduct fire and safety assessment. Use recommendations to build safety plan</li> <li>2. Create campus life committee comprised of students and staff from ABQ and RIO to plan campus life events</li> <li>3. Find space to establish pantry</li> </ol>	<ol style="list-style-type: none"> <li>1. Number of campus life events</li> </ol>	<ol style="list-style-type: none"> <li>1. Center Manager</li> </ol>	Per semester	Annually
<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>		
<ul style="list-style-type: none"> <li>- Achieved                             <ul style="list-style-type: none"> <li>- Center safety plan</li> <li>- Campus Life funds merged and managed by RRC</li> <li>- Campus Life Committee formed</li> <li>- Student lounge established in room 102</li> <li>- Food and toiletries pantry established in room 217</li> </ul> </li> <li>- On-going                             <ul style="list-style-type: none"> <li>- Safety procedures/plan updates</li> <li>- Campus life events</li> </ul> </li> </ul>	AY 2019-2020	<ul style="list-style-type: none"> <li>- Swipe card access needed to ensure safety and security of Center students, staff, and faculty</li> </ul>	<ul style="list-style-type: none"> <li>- Campus life events must now be offered virtually or drive-through</li> </ul>	No		

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<p>4. <i>Highlands University will be a community partner.</i></p>	<ol style="list-style-type: none"> <li>1. Establish Center building use policy and intake process</li> <li>2. Create business outreach flyer</li> <li>3. Meet with regional businesses, tribes, municipalities, school districts and other stakeholders to promote NMHU and develop partnerships</li> </ol>	<ol style="list-style-type: none"> <li>1. Promote RRC to area entities as a meeting space and have intake policy, forms, and procedures</li> <li>2. Promote NMHU RRC programs, CEU opportunities, and meeting space to area businesses through branded flyer</li> <li>3. Develop relationships with area stakeholders through in-person, phone, email, and Zoom communication</li> </ol>	<ol style="list-style-type: none"> <li>1. Number of area entities contacted</li> </ol>	<ol style="list-style-type: none"> <li>1. Center Manager</li> </ol>	<p>Per semester</p>	<p>Annually</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>		
<ul style="list-style-type: none"> <li>- Achieved                             <ul style="list-style-type: none"> <li>- Center use policy, forms, and procedures</li> <li>- Business outreach flyer</li> </ul> </li> <li>- On-going                             <ul style="list-style-type: none"> <li>- Relationship building with area stakeholders</li> </ul> </li> </ul>	<p>AY 2019-2020</p>	<ul style="list-style-type: none"> <li>- Continue collaboration and dialogue with regional business and entities to promote NMHU</li> </ul>	<ul style="list-style-type: none"> <li>- COVID-19 has impacted the in-person preference to collaboration and meeting. Year 2 plan address virtual methods of engagement.</li> </ul>	<ul style="list-style-type: none"> <li>- No</li> </ul>		

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5. <i>Highlands University will achieve technological advancement and innovation.</i>	<ol style="list-style-type: none"> <li>1. Install digital signage</li> <li>2. Establish Center shared calendar and email</li> </ol>	<ol style="list-style-type: none"> <li>1. Install digital signage at the Center to promote enhanced communication with students</li> <li>2. Utilize Outlook email and calendar to communicate more efficiently between staff members</li> </ol>	N/A	<ol style="list-style-type: none"> <li>1. Center Manager</li> <li>2. ITS</li> </ol>	Per semester	Annually
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
- Achieved - Digital signage - Shared email and calendar	AY 2019-2020	-		-		- No
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
6. <i>Highlands University will achieve enhanced communication and efficiency.</i>	<ol style="list-style-type: none"> <li>1. Address front desk coverage</li> <li>2. Create front desk manual</li> <li>3. Conduct professional development for staff</li> <li>4. Establish Center coverage by staff</li> <li>5. Create cleaning plan</li> </ol>	<ol style="list-style-type: none"> <li>1. Install student employees to cover instruction hours</li> <li>2. Create front desk manual for student employees emphasizing customer service</li> <li>3. Explore training opportunities for staff</li> <li>4. Ensure Center is covered by NMHU</li> </ol>	<ol style="list-style-type: none"> <li>1. Number of staff trainings/ professional development opportunities</li> </ol>	<ol style="list-style-type: none"> <li>1. Center Manager</li> </ol>	Per semester	Annually

Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)
<ul style="list-style-type: none"> <li>- Achieved                             <ul style="list-style-type: none"> <li>- Front desk manual</li> </ul> </li> <li>- On-going                             <ul style="list-style-type: none"> <li>- Coverage</li> <li>- Professional development</li> <li>- Cleaning</li> </ul> </li> </ul>				