

**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:** **Department of Business**

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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>	1. The Department of Business Administration will achieve excellence in business education.	1.1 Develop and Implement Strategic Plan.	Strategic Plan adopted with faculty input, reviewed with LV-SM, advisory council, approved by University Admin, and available for catalog. Budget request based on the strategic plan priorities.	Department Chair.	Plan adopted by faculty in September 2019; approved by university Admin in October 2019.	Plan is reviewed regularly by Chair, Dean and faculty every Fall.
		1.2 Review, modify, and explore programs and scheduling.	Faculty reviewed curriculum and explored new programs.	Department Chair and Faculty.	Faculty completed review, adopted changes, explored new programs in Fall semester.	Schedule and curriculum reviewed every year
		1.3 Use outcomes assessment for teaching improvement.	Department leadership and faculty reviewed outcomes assessment plans, reviewed student learning outcomes, and modified measures.	Department Chair and Faculty.	Every semester.	Department closes assessment loop every semester.
		1.4 Faculty will advise students towards degree completion.	Faculty are trained to use degree audit for advising. Faculty initiate contact with their advisees and respond to them via call/email.	Department Chair and Faculty.	Chair made advising assignments in the first 4 weeks of semester.	Review advising assignments every semester.
		1.5 Faculty will adopt innovation teaching methods.	Faculty will share teaching practices or attend at least one CTE training per year.	Department chair and faculty.	All faculty participated in a training every academic year.	Every year. Trainings may be in CTE or

					faculty meetings.	
		1.6 Faculty will embrace ED technology.	All faculty using Brightspace for their classes and ZOOM for online teaching.	Department chair and faculty.	All faculty use Brightspace and ZOOM.	Ongoing
		1.7 Department will embrace peer evaluation process to improve teaching.	Tenured and tenure-track faculty will fully participate in the peer evaluation.	Department chair and faculty.	Tenured every two years; Tenure-track every year; Contingent every year.	Ongoing
		1.8 Hire new Tenured/Tenure-Track faculty.	Hire 4 Tenure/Tenure-Track faculty in Accounting; Entrepreneurship/PM/MIS; Management, and Marketing.	Department chair and faculty.	Review the faculty student ratio and class enrollments every year.	AY 2020-2021.
<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>
1.1 Ongoing	1.1 May 2021	1.1 The faculty, Chair, and Dean will be working on a new strategic plan.		1.1. With uncertainties with COVID-19, it might be difficult to meet the strategic goals.		Yes
1.2 Ongoing	1.2 May 2021	1.2 Certificate in Emerging Business Markets Entrepreneurship - Hemp was approved by NMHU Board of Regents. New programs to be approved during the spring semester: BAS, B.S. in Organizational Leadership in Public Safety, MBA with Healthcare concentration, & B.S. in Project Management.		1.2. There will be a need for marketing budget to market these new programs, as well as a position to recruit and answer questions from potential students.		Yes
1.3 Achieved and Ongoing	1.3 May 2021	1.3 Based on the outcome assessment report, the faculty made a change to the courses that are part of the MBA core. This change will be presented to the Academic Affairs committee.		1.3. Faculty members may be resistant to needed changes.		Yes
1.4 Achieved and Ongoing	1.4 Ongoing	1.4 The faculty, Chair, Dean, and administrative assistant reached out to students to get them registered in classes.		1.4. Students wait until the last minute to register and classes are not available at that time.		Yes
1.5 Achieved and Ongoing	1.5 Ongoing	1.5 Faculty participate in Faculty Development Days at the beginning of semester. The department has started a		1.5. It is difficult to track what training activities faculty are		Yes

		Virtual Brown Bag Lunch meeting where faculty can share their teaching best practices.	attending.	
1.6 Achieved and Ongoing	1.6 Ongoing	1.6 With the change in delivery method due to COVID-19, faculty embraced Brightspace and ZOOM to deliver content.	1.6. Faculty may need additional training because this is a new modality for them.	Yes
1.7 Achieved and Ongoing	1.7 December 2020	1.7 Peer evaluations were conducted per the schedule.	1.7. There are not enough tenured faculty in the department to complete peer evaluations.	Yes
1.8 Ongoing	1.8 May 2021	1.8 These positions will need to be filled for AY 2021 - 2022 to continue to support course offerings and be in compliance with the ratio of Ph.D.- and professionally-qualified individuals in the department.	1.8. The positions need to be posted early enough to get qualified individuals in these positions.	Yes

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<p><i>2.Highlands University will achieve strategic enrollment management.</i></p>	<p>2.The Business Administration Department will coordinate with the VPSEM and VPAA to increase enrollment and improve retention.</p>	<p>2.1 Faculty participate in recruitment efforts.</p>	<p>Participate in recruitment events: New student orientations, Main campus and centers events/recruitments.</p>	<p>Dean, Department Chair and faculty.</p>	<p>New student orientations every semester.</p>	<p>Ongoing</p>
		<p>2.2 The Department of Business will work with University Relations to develop recruitment materials and website.</p>	<p>New brochures with updated information about department, faculty, and students. Website information is updated and correct.</p>	<p>Dean and Department Chair.</p>	<p>Every semester.</p>	<p>Ongoing</p>
		<p>2.3 Faculty will participate in university activities and programs aimed at increasing retention.</p>	<p>Faculty will meet regularly with their advisees via emails, phone calls with 24-hr responses. Using Early Alert program to help students be successful.</p>	<p>Faculty.</p>	<p>Every semester.</p>	<p>Ongoing</p>
		<p>2.4 More advertising on social media.</p>	<p>More advertising on social media to retain current/former students and recruit new ones by increasing exposure rate.</p>	<p>Department Chair.</p>	<p>Every semester.</p>	<p>Ongoing</p>
		<p>2.5 Create and maintain relationships with former, current, and potential students.</p>	<p>Host department welcome, recruitment, graduation ceremony. Invite alumni to participate the activities by tracing alumni.</p>	<p>Dean, Department chair, and faculty.</p>	<p>Every semester.</p>	<p>Ongoing</p>
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<p>2.1 Ongoing</p>	<p>2.1 Ongoing</p>	<p>2.1 The dean participated in a new orientation event.</p>	<p>2.1. With COVID-19, recruiting events</p>	<p>Yes</p>		

		The department will continue to work closely with the VPSEM to participate in upcoming events.	have to be conducted online.	
2.2 Ongoing	2.2 Ongoing	2.2 Brochures will be needed for new and existing programs. The website will need to be updated to be more user friendly. A GA was trained to make minor changes to the website.	2.2. University Relations is not willing to make requested changes to website.	Yes
2.3 Ongoing	2.3 Ongoing	2.3 The faculty, Chair, Dean, and administrative assistant reached out to students to get them registered in classes.	2.3. Students wait until the last minute to register and classes are not available at that time.	Yes
2.4 Ongoing	2.4 Ongoing	2.4 The department has a small budget for recruiting on social media. In conjunction with a recruiter, the department will be working on changing leads to admitted students.	2.4. It is difficult to determine how to spend the money to gauge interest in programs.	Yes
2.5 Ongoing	2.5 Ongoing	2.5 The department will be hosting a graduation ceremony at the end of the Fall 2020 semester. The dean will be working on a plan to start tracking alumni better.	2.5. The department has no current system to keep track of alumni.	Yes

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3. <i>Highlands University will achieve a vibrant campus life.</i>	3 The Department will collaborate with Dean of Students and International program in efforts to achieve a more vibrant student life.	3.1 Department will host a welcome back event every Fall semester.	Welcome back event every Fall semester.	Dean, Department Chair, and faculty.	Welcome back barbecue held early in Fall semester.	Every year
		3.2 Dean establishes "Coffee with Dean" Meetings on main campus and ZOOM.	"Coffee with Dean" Meetings.	Dean.	Coffee or similar events held throughout the academic year.	Every year
		3.3 Promote Delta Mu Delta to recognize student academic achievement.	Students' membership to Delta Mu Delta.	Dean, Department Chair, and faculty.	End of year activity; coordinated with graduation events.	Every year
		3.4 Support students' travel opportunities to participate in various academic activities, such as the Daniels Fund Ethics Competition and annual meeting.	Continued participation in various academic activities.	Dean, Department Chair, and faculty.	Most are annual activities.	Every year
		3.5 Promote NMHU SHRM national charter.	Monthly meetings.	Dean, Department Chair, and faculty.	SHRM revived in Fall semester. Club meets monthly.	Every year
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3.1 Ongoing	3.1 Ongoing	3.1 Because of COVID 19, the department did not host a welcome back event.		3.1 With COVID-19, the department will need to host this event online.		Yes
3.2 Ongoing	3.2 Ongoing	3.2 The dean did not hold these meetings. The GA assigned to the dean held meetings on Thursdays to engage students. The dean participated in several of these meetings.		3.2 It was challenging to get students to participate in these meetings.		Yes
3.3 Ongoing	3.3 Ongoing	3.3 Students will be invited to join Delta Mu Delta based on their GPA during the spring semester.		3.3 With COVID-19, the department will need to host the initiation		Yes

			ceremony online.	
3.4 Ongoing	3.4 Ongoing	3.4 Students have to attend the Daniels Fund Ethics Competition and the annual meeting for Delta Mu Delta and SHRM.	3.4 Travel is expensive for students. The department needs to find affordable opportunities and organize fundraisers.	Yes
3.5 Achieved and ongoing	3.5 Ongoing	3.5 Dr. Melanie Zollner is the faculty advisor for the club. New student officers have been elected and membership is growing.	3.5 With students graduating, it is difficult to maintain student motivation.	Yes

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4. <i>Highlands University will be a community partner.</i>	4.The Department of Business will be a community partner.	4.1 Establish a partnership with the Las Vegas-San Miguel Chamber of Commerce.	The Department will include COC in its advisory board.	Dean, Department Chair, and faculty.	Participation in COC activities.	Every year
		4.2 The Dean, Department Chair and faculty will engage with economic development and civic organizations.	Involve COC to develop plan addressing program evaluation, internships, and student advising.	Dean, Department Chair, and faculty.	Participation with various community organizations and events.	Every year
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4.1 Ongoing	4.1 Ongoing	4.1 The Department of Business provided a letter of support when the city applied for the grant from the EDA to repair the damage done to the tourism economy of Las Vegas and the 7 counties in northeast NM. The department will include a member from the Chamber of Commerce on its advisory board.		4.1 The department will need to identify an individual who will be willing to participate and contribute on the advisory board.		Yes
4.2 Ongoing	4.2 Ongoing	4.2 The Department of Business is involved with the Mora Empowerment Project. The dean was part of the Cares Act Small Business Grant Team, reviewing applications for \$1,000 grant.		4.2 With faculty members in Rio Rancho, Farmington, and Albuquerque, it is hard to get faculty members involved with the Las Vegas Chamber of Commerce.		Yes



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5. <i>Highlands University will achieve technological advancement and innovation.</i>	5.The Department of Business Administration will achieve technological advancement and innovation.	5.1 The department faculty use technology in all classes.	Request software in teachings and outcomes assessment.	Faculty.	Review and discuss every semester.	Every semester
		5.2 Review and update the Program's Website.	Website information is updated and correct.	Dean and Department chair.	Review and discuss every semester.	Ongoing
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5.1 Ongoing	5.1 Ongoing	5.1 With the change in delivery method due to COVID-19, faculty embraced Brightspace and ZOOM to deliver content. Further, faculty encourage the use of the Microsoft suite in their classes. The department requested that the University purchase software that can be used in outcomes assessment.		5.1 Using software in classes may cause a financial burden to students.		Yes
5.2 Ongoing	5.2 Ongoing	5.2 The website will need to be updated to be more user friendly. A GA was trained to make minor changes to the website.		5.2 University Relations is not willing to make requested changes to website.		Yes

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6. <i>Highlands University will achieve enhanced communication and efficiency.</i>	6.The Department of Business Administration will achieve enhanced communication and efficiency.	6.1 The department will institute regular faculty meetings to share information on university initiatives, approaches and experiences related to curriculum, teaching and outcomes assessment.	Monthly faculty meetings for sharing information and continuous improvement.	Department Chair.	Monthly faculty meetings.	Every semester
		6.2 The Dean and Chair will collaborate with centers on activities to improve communications between program administration, faculty and students at main campus and centers.	Dean and Chair visit the Centers in person or on Zoom.	Dean and Department Chair.	Every semester.	Every semester
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6.1 Achieved and ongoing	6.1 Ongoing	6.1 The faculty decided to have two meetings each month to handle the projects for AY 2020 - 2021.	6.1 Certain faculty members dominate the discussion at each meeting.	No		
6.2 Ongoing	6.2 Ongoing	6.2 The Dean and Department Chair will initiate communication with the center directors to communicate information about new programs as well as explore collaboration opportunities to increase student recruitment and retention.	6.2 With COVID-19, travel is limited.	Yes		