

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. MA&T will increase the number of undergraduate declared majors by at least ten students per year until we reach one-hundred majors.</p> <p>2. MA&T will create an external advisory board for MFA.</p> <p>3. MA&T will encourage and support faculty and student attendance at annual conferences.</p> <p>4. MA&T will continue to develop recruitment strategies.</p>	<p>1. Build relationships with student services for first time freshman.</p> <p>2. Organize and plan meeting to board members.</p> <p>3. Fund faculty for annual conferences and/or research.</p> <p>Media Arts Club will hold regular fundraisers.</p> <p>4. Invite groups & individuals to student shows</p>	<p>1. Yearly Social event for advisors</p> <p>2. Successful completion of first advisory board meeting – agenda and meeting notes</p> <p>3. Faculty will attend conference on annual basis</p> <p>Students will raise enough money to attend conference</p> <p>Faculty and students will attend NMAM</p> <p>4. Increased awareness of program</p>	<p>1. Chair, Club Advisor and Facilities Manager/Administrator</p> <p>2. Faculty</p> <p>3. Chair, Dean Media Arts Club Advisor</p> <p>4. Chair, Faculty, Staff</p>	<p>1. Fall 19</p> <p>2. Summer 20</p> <p>3. Conference Attendance</p> <p>Conference Attendance</p> <p>Conference Attendance</p> <p>4. Fall 19/Spring 20</p>	<p>1. Fall 20</p> <p>2. Fall 20</p> <p>3. Yearly Conference Attendance</p> <p>Conference Attendance</p> <p>4. Yearly</p>

	<p>5. MA&T will continue to strengthen MA Club & Professional endeavors for students.</p> <p>6. MA&T will conduct a TT search lost thru attrition in order to support our academic program.</p>	<p>5. Provide student support thru professional and social events</p> <p>6. Submit job posting and conduct search for replacement</p>	<p>5. Plan a variety of weekly, monthly or annual events (work night, screenings, workshops, juried show, public talks, scholarships</p> <p>6. Proper faculty to teach program</p>	<p>5. Chair, Faculty, Staff</p> <p>6. Chair</p>	<p>5. Fall 19</p> <p>6. Fall 19</p>	<p>5. Fall 20</p> <p>6. Spring 20</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"> - 1.1 Achieved increasing majors, newly declared 12. - 1.2 Achieved & Ongoing - 1.3 Achieved & Ongoing - 1.4 Ongoing - 1.5 Achieved & Ongoing - 1.6 Stop Hiring completed - 	<p>1.1 May 2020</p> <p>1.2 April 2019</p> <p>1.3 March 2020</p> <p>1.4 Ongoing</p> <p>1.5 Ongoing</p> <p>1.6 May 2020</p>	<ul style="list-style-type: none"> - 1.1 Continue with promotion of the end of semester student shows, in the building and virtually. Continue to focus on department events, university events, and community events to bring awareness to MA&T. - 1.2 Bring advisory board to campus Spring 2022 - 1.3 Continue to attend conferences for student/faculty virtually and in person when circumstances allow - 1.4 Ongoing - 1.5 Recruit in introductory classes - 1.6 Completed - - - 	<ul style="list-style-type: none"> - 1.1 Lower enrollment, attrition, funding for activities - 1.2 Scheduling delayed due to travel restraints & funding - 1.3 Funding and travel restraints - 1.4 Limited with in person contact, workload - 1.5 Demands on student's time, limited with current travel conditions - 1.6 Completed 	<p>1.1 Yes</p> <p>1.2 Yes</p> <p>1.3 Yes</p> <p>1.4 Yes</p> <p>1.5 Yes</p> <p>1.6 Yes</p>		

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<p>2. Highlands University will achieve strategic enrollment management.</p>	<p>1. MA&T will increase the number of undergraduate declared majors by at least ten students per year until we reach one-hundred majors.</p> <p>2. MA&T will recruit qualified students for the new MFA.</p> <p>3. MA&T will increase the number for enrolled graduates to six for MSSD.</p>	<p>1. Revise existing articulation agreements with SJCC, LCC, NCC< SFCC & CNM. Negotiate new articulation agreements with NM community colleges. Continue to build on signed articulation with CNM CIS program. Program marketing materials. Continue to develop personal relationships to enhance recruitment.</p> <p>2. Upon approval from HLC direct efforts to marketing & recruiting for the MFA.</p> <p>3. Promote MSSD program locally, regionally, & nationally.</p>	<p>1. Updated agreements to align with 4 credit courses New articulation agreements with NM community colleges Increased number of transfer students Website, brochures Open house at Albuquerque classroom with CNM Student work displayed on TB monitors & installed in building</p> <p>2. Begin MFA Fall 2019</p> <p>3. Increased enrollment</p>	<p>1. Chair, Dean Chair, Dean Chair, J. Lee MA Design faculty J. Lee Chair, faculty & staff</p> <p>2. Chair & faculty</p> <p>3. M. Langer, J. Lee</p>	<p>1. Fall 19 Spring 20 Spring 20 Spring 20 Spring 20</p> <p>2. Fall 20</p> <p>3. New MSSD student each fall</p>	<p>1. Fall 20 Spring 21 Spring 21 Spring 21 Spring 21</p> <p>2. Fall 20 & yearly</p> <p>3. Fall 20 & yearly</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>- 2.1 Achieved - 2.2 Achieved & Ongoing - 2.3 Ongoing -</p>	<p>2.1 May 20 & Ongoing 2.2 Ongoing 2.3 March 2021 & Ongoing</p>	<p>- 2.1 Revisit articulation agreements - 2.2 Recruitment process continuing for MFA applications</p>	<p>- 2.1 Time & Effort - 2.2 Improve communications w Admissions office - 2.3 Time & funding for recruitment</p>	<p>- 2.1 Yes - 2.2 Yes - 2.3 Yes</p>		

		<p>- 2.3 Communicate to other departments that the program is available. Combine MA & SSD recruitment efforts</p>		
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<p>3. <i>Highlands University will achieve a vibrant campus life.</i></p>	<p>1. MA&T will cultivate relationships with granting organizations.</p> <p>2. MA&T will support & encourage faculty & student attendance at annual conferences.</p>	<p>1. Biennial Program in Interactive Cultural Technology</p> <p>2. Media Arts Club will hold regular fundraisers</p>	<p>1. PICT class every other year</p> <p>2. Students will raise enough money to attend conference</p>	<p>1. Chair & faculty</p> <p>2. Media Arts Club Advisor</p>	<p>1. Funding allocated for odd numbered years</p> <p>2. Conference attended</p>	<p>1. Fall 2020</p> <p>2. Yearly</p>
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<p>- 3.1 Achieved & Ongoing - 3.2 Achieved & Ongoing</p>	<p>3.1 Spring 2020 3.2 Ongoing</p>	<p>- 3.1 Continue to foster relationships with Mellon Foundation, Seabury Foundation, and foster relationships with granting organizations that align with the MA&T mission - 3.2 Faculty should consider in-state and virtual conferences as well as regional and national</p>		<p>- 3.1 Grant writing & management time considerations - 3.2 Time & Effort, funding, Time away from classroom</p>		<p>- 3.1 Yes - 3.2 Yes -</p>

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<p>4. <i>Highlands University will be a community partner.</i></p>	<p>1. MA&T will develop events and opportunities for our students to offer workshops/internships to include community and academic partners</p> <p>2. MA&T will cultivate relationships with foundations & granting organizations.</p>	<p>1. Determine events and invite students & other groups</p> <p>2. We will continue to build on our successful grant writing to develop relationships</p> <p>Biennial Program in Interactive Cultural Technology</p>	<p>1. Invite and create events with Professionals in Public Talks/workshops or Internships thru the Media Arts Internship Program</p> <p>2. Projects and events funded thru granting organizations</p> <p>PICT class every other year</p>	<p>1. Chair & faculty</p> <p>L. Addario</p> <p>2. MA&T faculty</p> <p>M. Langer & faculty</p>	<p>1. Funding for events allocated and scheduled</p> <p>Funding allocated for Internships</p> <p>2. Spring 2020</p> <p>Spring 2019</p>	<p>1. Fall 2020</p> <p>Fall 2020</p> <p>2. Fall 2020</p> <p>Fall 2020</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>- 4.1 Achieved & Ongoing - 4.2 Achieved & Ongoing</p>	<p>4.1 Thru academic year 4.2 Summer 2020, ongoing</p>	<p>- 4.1 This is successful and will continue endeavors to maintain - 4.2 Continue to build on these existing relationships</p>		<p>4.1 Scheduling and funding 4.2 Time & Effort</p>		<p>4.1 Yes 4.2 Yes</p>

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6. <i>Highlands University will achieve enhanced communication and efficiency.</i>	1. MA&T will develop a plan to offer Media Arts services to the University, Community and Academic Partners	1. Devise opt in texting service	1. Improved communication and use of facilities	1. Chair, faculty	1. Spring 2020	Spring 2021
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
- 6.1 Achieved	6.1 Implemented Fall 19 and continues	- 6.1 Encourage student, staff & faculty to opt into the texting service		6.1 Getting students to opt in		6.1 No