

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: **Outdoor Recreation 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
1. <i>Highlands University will achieve academic excellence, academic integration and student success.</i>	1. Coordinate Outdoor Excursions that tie in Faculty as well as Student participation. 2. Peer Resource Leadership Program.	1. Leadership Training, Certifications.	1. Peer Resource Leadership program and the Outdoor Recreation Centers effect on student growth and success.	1. Outdoor Recreation Coordinator	End of FY21	End of FY21
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
<ul style="list-style-type: none"> - Stop - The Outdoor Recreation Center is open strictly for contactless equipment rentals. - Excursions will be brought back online Spring 2021 	Spring 2021	<ul style="list-style-type: none"> - Continue to execute demanding outdoor excursions and have them at times convenient for the students. - Keep Peer Resource leaders up to date with all certifications as well as integrate faculty and staff in our Outdoor Excursions. 		<ul style="list-style-type: none"> - Scheduling an excursion that allows a faculty member to add an educational piece to the trip. 		Yes

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<p><i>2. Highlands University will achieve strategic enrollment management.</i></p>	<p>1. Use Outdoor Rec as a tool for recruitment and retention</p>	<p>1. Give 360 tour of Outdoor center online.</p>	<p>1. Gauge how many students attend HU through our revamped C.L. Program.</p>	<p>1. Outdoor Recreation Coordinator.</p>	<p>End of FY21</p>	<p>End of FY21</p>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
<p>-Stop - The Outdoor Recreation Center is a major highlight of prospective students when they visit our online campus tour and when they participate with on campus tours. The feedback from students is great.</p>	<p>Various dates throughout Fall 2020 and Spring 2021 semesters, as well as summers.</p>	<p>- Continue to develop the Outdoor Recreation Center and promote this program to prospective students.</p>	<p>- More students need to be brought in on campus tours so they can see what great opportunities we have to offer them. - Offer testimonials from former students at orientations and online.</p>	<p>- Yes</p>		

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3. <i>Highlands University will achieve a vibrant campus life.</i>	1. Outdoor Excursions 2. Peer Resource & Team Building	1. Monthly student driven excursions 2. Collaboration with FYE 3. Gauged demand	1. Student satisfaction 2. Student retention & Graduation rates	1. Outdoor Recreation Coordinator.	End of FY21	End of FY21
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
-Stop -The Outdoor Recreation Center is open strictly for contactless equipment rentals. - Excursions will be brought back online Spring 2021	Various dates throughout Fall 2020 and Spring 2021 semesters, as well as summers.	- Continue to offer various Outdoor Excursions to NMHU students as well as offer new and unique opportunities for them outdoors.		- Need to update our mountain bike fleet, it is our #1 equipment rental.		- Yes

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4. <i>Highlands University will be a community partner.</i>	1. Community and Youth involvement.	1. Collaborate with community stake holders 2. Tie in community youth as prospective students.	1. How many prospective students attend HU with community involvement?	1. Community liaison 2. Recruitment	End of FY21	End of FY21
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
<ul style="list-style-type: none"> - Ongoing - Due to COVID-19, promotion of the outdoor Recreation Center can only take place virtually. 	Fall 2020 & Spring 2021	<ul style="list-style-type: none"> - Stress the importance of higher education to local high school students; display what HU has to offer against its competitors. 	<ul style="list-style-type: none"> - Who is allowed access to the Outdoor Recreation Center and its equipment? - How the Center and its offerings can be shared in a virtual environment. 	Yes		

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<p>5. <i>Highlands University will achieve technological advancement and innovation.</i></p>	<p>1. Equipment check-out system 2. Electronic reservation system</p>	<p>1. Seek a technology service that will assist with technological issues.</p>	<p>1. Check for an increase in reservations and rental efficiency.</p>	<p>1. Outdoor Recreation Coordinator.</p>	<p>1. End of FY21</p>	<p>End of FY21</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"> - Achieved/Ongoing - The Outdoor Recreation Center is using an online reservation software that allows students to rent equipment and sign up for trips virtually anywhere they have an internet connection. 	<p>Various dates throughout fall 2020 and spring 2021 semesters, as well as summers.</p>	<ul style="list-style-type: none"> - There is currently a reservation software in place and is better serving the students. 		<ul style="list-style-type: none"> - Monitoring of the current system and making it more efficient. 		<ul style="list-style-type: none"> - Yes

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<p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p>	<p>1.Promotion of events Reaching our student population</p>	<p>1. Use of Digital Signage 2. Use of the NMHU portal</p>	<p>1.Event presence</p>	<p>1. Outdoor Recreation Coordinator.</p>	<p>End of FY21</p>	<p>End of FY21</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>	<p>Various dates throughout fall 2020 and spring 2021 semesters, as well as summers.</p>	<p>- Utilize the student portal with useful information regarding the Outdoor Recreation Center.</p>		<p>Will the Activities calendar and the portal be enough communication for our student population.</p>		<p>Yes</p>