

**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: **University Relations**

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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              |
|---|--------------------|-------------------------|-----------------------|-----------------------|--|---------------------------------|
| <i>1.Highlands University will achieve academic excellence, academic integration and student success.</i> |                    |                         |                       |                       |  |                                 |
| Action Status w/Description (Achieved, Ongoing, Stop)   | Completion Date(s) | Recommendation(s)       |                       | Challenge(s)          |  | Budget Consideration (Yes / No) |
| -   |                    | -                       |                       | -                     |  |                                 |

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|--|---|---|--|--|--|--|
| <p><i>2.Highlands University will achieve strategic enrollment management.</i></p> | <ol style="list-style-type: none"> <li>1. Work with SEM to establish a schedule of printed materials</li> <li>2. Continue refining targeted digital advertising for lead generation.</li> <li>3. Work with SEM to assemble marketing committee.</li> </ol>  | <ol style="list-style-type: none"> <li>1. Develop a calendar of when materials are needed/how often materials need to be reproduced.</li> <li>2. Work with vendor to increase direct ads to individual units/new programs</li> <li>3. Upon hire of SEM</li> </ol> | <ol style="list-style-type: none"> <li>1. Working calendar</li> <li>2. Increased ad traffic to specific unit pages/lead generation</li> <li>3. Establishment of committee</li> </ol> | <ol style="list-style-type: none"> <li>1. Sean Weaver</li> <li>2. Sean Weaver</li> <li>3. Sean Weaver</li> </ol> | <ol style="list-style-type: none"> <li>1. TBD</li> <li>2. Through spring 20</li> <li>3. TBD</li> </ol> | <ol style="list-style-type: none"> <li>1. TBD</li> <li>2. Summer 20</li> <li>3. TBD</li> </ol> |
| <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/ongoing</p>  | <ol style="list-style-type: none"> <li>1. 3/20 completed calendar of published materials to coincide with Office of Recruitment visit calendar.</li> <li>2. Ongoing, but continued to refine online ads for better results</li> <li>3. Not completed, however, members of SEM have been regularly participating in marketing meetings with our</li> </ol> | <ul style="list-style-type: none"> <li>- 1 Modify calendar to the realities of 2021 (outreach during the pandemic).</li> <li>- 2. Continue refining through the use of purchased names to create look-alike audiences.</li> </ul>                                 |  | <p>- Pandemic restrictions</p>   |  | <ul style="list-style-type: none"> <li>- 1. No</li> <li>- 2. Yes</li> <li>- 3 No</li> </ul>    |

|  |                                       |  |  |  |
|--|---------------------------------------|--|--|--|
|  | <b>digital advertising<br/>vendor</b> |  |  |  |
|--|---------------------------------------|--|--|--|

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|--|--|--|---|-------------------------|--|--|
| 3. <i>Highlands University will achieve a vibrant campus life.</i> | 1. Expand social media reach for event promotion (arts@hu, ect.) | 1. Continue building student-led, peer-driven social media campaigns to increase frequency and reach | 1. Improved attendance, improved social interaction | 1. Sean Weaver          | 1. Spring 20                             | May 20                                 |
| <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> |
| -  | Not completed  | - Develop strategic social media goals for the 21 calendar year                                      |   | - Pandemic restrictions |  | - no                                   |

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|---|--|---|---|---|---|---|
| <p>4. <i>Highlands University will be a community partner.</i></p>  | <p>1. Develop business discount program for students<br/>                     2. Develop overarching signature event with city partners to increase Highlands/Las Vegas visibility<br/>                     3. Establish partnerships to create community composting program</p> | <p>1. build on this year’s Cowboy Card to encourage business community to offer student discounts<br/>                     2. Fabiola Day in May.<br/>                     3. Work with HU food vendor/local restaurants/area nonprofits to build program</p>   | <p>1. number of businesses/students participating<br/>                     2. successful event with positive regional media coverage<br/>                     3. establishment of program</p> | <p>1. Sean Weaver/Linda Anderle<br/>                     2. Sean Weaver/Linda Anderle/Juli Salman<br/>                     3. Linda Anderle/Juli Salman</p> | <p>1. Spring 20<br/>                     2. June 1<br/>                     3. June 1</p> | <p>1. July 20<br/>                     2. June 1<br/>                     3. June 1</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>-</p>  | <p>1. Completed in June<br/>                     2. Not completed<br/>                     3. Not completed</p>  | <p>- 1. Discontinue Cowboy Card due to lack of interest and focus on other community engagement projects<br/>                     - 2. Signature events might need to be put on hold until 2022.<br/>                     - 3. Composting program might need to be picked up by interested academic unit or student club.</p> |   | <p>- Pandemic restrictions</p>  |   | <p>1. Yes<br/>                     2. Yes<br/>                     3. Unknown</p>       |

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|---|--------------------|-------------------------|-----------------------|-----------------------|--|---------------------------------|
| 5. <i>Highlands University will achieve technological advancement and innovation.</i> |                    |                         | 1.                    | 1.                    | 1.                                       |                                 |
| Action Status w/Description (Achieved, Ongoing, Stop)                                 | Completion Date(s) | Recommendation(s)       |                       | Challenge(s)          |  | Budget Consideration (Yes / No) |
| -   |                    | -                       |                       | -                     |  | -                               |

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|---|--|--|--|---|--|--------------------|
| <p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p> | <p>1. Increase media reach</p>   | <p>1. AI programs to more effectively disseminate student and faculty accomplishments to a broader audience</p>            | <p>1. Number of media mentions reported on Google Alerts</p>                           | <p>1. Sean Weaver/Margaret McKinney</p> | <p>1. Spring 20</p>                      | <p>May 20</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>UR tried a online tool to help faculty push their expertise. It was not widely adopted. Followed up with Cision for its media monitoring/pitching tools</p> | <p>- Use Cision/Talkwalker to establish baselines and trends to develop a strategy for increasing media reach in 2021.</p> | <p>Absence of a faculty specialty database to promote to media for expert sources.</p> | <p>Yes</p>                              |  |                    |