

Introduction:

The senior administrative leadership of each sector of the University is responsible for monitoring the implementation of the strategic plans. To further guarantee that plans are moving forward, Highlands has broken down overall responsibility for the six strategic goals as follows:

Strategic Goal #1 (Academic Excellence): Provost/VPAA

Strategic Goal #2 (Strategic Enrollment Management): Vice-President of Strategic Enrollment Management

Strategic Goal #3 (Vibrant campus life): Dean of Students

Strategic Goal #4 (Community partner): Vice-President of Advancement, Director of University Relations

Strategic Goal #5 (Technological advancement): Vice-President of Finance and Administration

Strategic Goal #5 (Enhanced communication): President, Director of University Relations

These goal leaders work with staff and faculty in their areas as well as across the university to accomplish our strategic goals. These accomplishments are presented in the 2016-2017 Mission Accomplishments, a document shared widely throughout the university community and with the Board of Regents. To further ensure advancement of these goals, these leaders have created this Executive Strategic Plan, which details the ways that senior leadership is working to accomplish the strategic goals across the university.

Senior Leadership Name: [This and the next pages are what I want you to fill out.]

Primary Strategic Goal Responsibility: [Cut and paste from previous page]

2016-2017 Accomplishments: [For reference and to bulk the document out; just cut and paste from the 2016-2017 Mission Accomplishments]

Plans for Achieving Strategic Goal: [May include your personal goals from the Evaluation of Administrators Process May include major goals for your area: Campus Life initiative for Kim, Human Resource Training for Max, Retention Plan for Edward, etc. You should be able to cut and paste from material you have,]

Emerging Factors: [Write something about an emerging factor you see in your area that the University is planning for and able to respond to. This will let us take care of one of the Criteria (included before for reference). Cut that part out and replace it with something you write. If you want to help, fill out your section of the chart.]

As part of the process of designing the *HU Vision 2020*, the committee worked explicitly to build a forward looking strategic plan. A Vision statement was included in that document to express our commitment to future generations of students, and two of our strategic goals are strategic enrollment management (Goal #2) and technological advancement (Goal #5). Since individual unit strategic plans are aligned to these six university strategic goals, institutional planning, each of departments and units are actively engaged in thinking about the emerging trends facing academic. To pull all of these diverse ideas, each area of the **Executive Strategic Plan** explicitly discusses these ideas, with examples of future plans including:

Goal	Emerging Factor	Institutional Response
Academic Excellence		
Strategic Enrollment Management	Probation/funding	
Campus Life		
Community Partner		
Technological Advancement		
Enhanced Communication	funding	

Lastly, fill out the template below with something, focusing on your goal. Your area may touch on other areas, so you may want to fill out some of those. Expand your primary strategic goal as necessary, and if you leave some of the other goals blank (which seems fine to me), delete those entirely.

We'll combine the six of these together, and should have a nice 12-15 page document to link in our Assurance argument.

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:

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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. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3	1. 2. 3.
2. <i>Highlands University will achieve strategic enrollment management.</i>	1. Improve targeting of online ads 2. Graduate publications with SEM	1 During spring 2018, UR contracted a vendor to oversee and maintain HU’s online ads. This year, we will continue to build on that platform 2. SEM and UR completed a number of undergraduate publications. With SEM’s shift of focus to graduate recruitment, UR will help lead the creation of new graduate materials.	1. Increase in conversion rates 2. Number of relevant publications	1. Sean Weaver 2. Sean Weaver	1. Spring 2019 2. Spring 2019	1. June 30, 2018 2. June 30, 2018 3. July 1, 2018
3. <i>Highlands University will achieve a vibrant campus life.</i>	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
4. <i>Highlands University will be a community partner.</i>	1. Develop relationships within the Las Vegas/San Miguel community to better communicate and promote common goals	1. This effort stalled last year. UR will continue to pursue such relationships 2. 3.	1. increased media presence for all parties 2. 3.	1. Sean Weaver 2. 3.	1. Ongoing 2. 3.	1. Jan. 2019 2. 3.

	2. 3.					
5. Highlands University will achieve technological advancement and innovation.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
6. Highlands University will achieve enhanced communication and efficiency.	1. New outlets to tell the HU story 2. Working with other campus units to create a workable emergency plan.	1 Develop a half hour weekly HU news program on KEDP, video news and feature segments on the web and social media, expand the Purple Posse. 2. Follow FEMA guidelines to create a workable emergency operations plan with appendices	1. More measured engagement on social media 2. A finalized plan	Sean Weaver	1. Spring 19 2. October 18	1. Spring 18 2. Spring 18 3. Spring 19 3. Spring 18