

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 FY19-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>						
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
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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>2. Highlands University will achieve strategic enrollment management.</p>	<p>1 Improve targeting of online ads 2 New prospective website 3 research website vendor</p>	<p>1 UR engaged a web marketing firm to oversee ads on Google, Facebook and Pinterest 2 Working with the Recruitment Office, a new prospective site launched at the beginning of the year 3 Working with IT, we identified a consultant to improve the user experience for nmhu.edu</p>	<p>The original measures for the online ads were overall web traffic reported by Google analytics. After engaging Colling Media to oversee our online ads, we have developed a new landing page and are using the data collected during the spring as a new baseline.</p>	<p>Sean Weaver Rick Loffredo</p>		<p>Spring 2018</p>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
<p>- Achieved</p>	<p>Spring 2018</p>	<p>- 1 IT has been researching a web portal vendor that will greatly increase the usability of the nmhu.edu domain and change the scope of a redesign.</p>		<p>- Cost</p>		<p>- Yes</p>

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3. <i>Highlands University will achieve a vibrant campus life.</i>			1.		1.	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
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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>4. <i>Highlands University will be a community partner.</i></p>	<p>1. Develop relationships within the Las Vegas/San Miguel community to better communicate and promote common goals</p>	<p>1. in 2016-17 the director of University Relations met regularly with his counterpart at the UWC to discuss common goals. While we made some headway, there were personnel changes that put the project on the back burner. Our goal is to improve communication partnerships with the city, county, UWC, LLC and school districts</p>	<p>1. increased media presence for all parties</p>	<p>Sean Weaver</p>	<p>1. Ongoing</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>- Stop</p>	<p>n/a</p>	<p>This is an important project and needs to continue as a priority.</p>	<p>- Personnel changes in external agencies, time</p>	<p>No</p>		

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5. <i>Highlands University will achieve technological advancement and innovation.</i>				1.	1.	
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)		Challenge(s)		Budget Consideration (Yes / No)
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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>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p>	<p>1. Website to better organize and present relevant information to each demographic 2. HU news radio show 3. usage of social media channels to promote HU’s core values 4. Expand marketing materials in conjunction with SEM</p>	<p>1. Current student segment was completed in 16-17, and will continue through 17-18 with the addition of policy pages. Faculty, staff and other segments will be updated, along with relevant office information during the 17-18 year 2. Hired work study to coordinate and produce segments 1. 3. Work study began Voices of HU in fall 2017</p>	<p>1. Better website traffic flow demonstrated through Google Analytics 2. Number of segments produced 3. Number of posts produced and reach of each post.</p>	<p>Sean Weaver Rick Loffredo</p>	<p>1.</p>	<p>1. Fall 17 2. Ongoing 3. 18-19 AY 3. Ongoing</p>
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
<p>- 1, 3, 4 achieved 2 ongoing</p>	<p>1 Unit pages on the nmhu.edu domain were updated in fall 2017 3. UR started a HU News spot last year, but fell short of producing a weekly show. 4. UR began two campaigns; Freshmen on the move and HUVisions during summer and fall of 2017. These are ongoing. SEM and UR, along with Media Arts faculty produced several brochures and other promotional and recruiting materials. This is ongoing.</p>	<p>- 1. Adopt the portal service mentioned above. -</p>	<p>Time/cost</p>	<p>yes</p>		

