

NMHU Unit Strategic Planning: FY23 Plan	
Unit name: Department of Business Administration	
Dean: Dr. D. Veena Parboteeah	
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PLAN - Unit Goals / Objectives						DO - Implement Plan		STUDY - Assessment			ACT - Improve				
Department Objective	Purpose of Objective	SP Goal 1	SP Goal 2	SP Goal 3	SP Goal 4	SP Goal 5	Status (New or Ongoing)	Timeframe	Measurable outcomes	Action(s)	Budget implication	Status (Met, Ongoing, Stop)	Outcome(s)	Challenge(s)	Improvement(s)
1.1 Continue assessing learning outcomes to enhance student learning.	Provide current and high-quality academic programs.	x	x			x	Ongoing	Every semester	Collection of outcomes assessment data at the end of every semester.	The outcomes assessment plan was modified in the Spring 2023 semester.	Yes	Ongoing	Outcomes assessment data has been collected for AY 2022 - 2023 and faculty are working on assessment reports.	With the number of per-course faculty, it has historically been hard to collect outcomes data. However, with a shared spreadsheet, the process is now streamlined.	Continue to refine data collection process. Now that we have a good process, there should be more discussions of best practices among faculty.
1.2 Review existing programs for relevance and propose new programs for opportunities for growth and change, with feedback from stakeholders.	Provide current and high-quality academic programs.	x	x			x	Ongoing	Every year	Curriculum changes and proposals	Based on outcomes assessment data, faculty will revise curriculum and based on market needs, propose new programs.	Yes	Ongoing	During AY 2022 - 2023, the following Wiley-supported programs were launched: BA in Organizational Leadership in Public Safety, BAS in General Business and an MBA concentration in Healthcare Administration. A director was hired to oversee the BA and BAS programs. Undergraduate and graduate concentrations in Supply Chain management have been approved and will be launched contingent upon the hire of a director.	As enrollment grows, there will be need for more full-time tenure-track/tenured faculty to alleviate the department's reliance on per-course faculty.	The department will continue research to identify the need for new programs. The department will also request funding to fill vacant positions to support continued growth in enrollment.
1.3 Collaborate with other NMHU academic and support departments and centers to strengthen our curriculum.	Provide current and high-quality academic programs that integrate an interdisciplinary understanding.	x	x			x	Ongoing	Every year	Curriculum changes and proposals	The department will continue to explore opportunities to collaborate with other departments on campus for new programs.	Yes	Ongoing	The department continues to collaborate with the Department of History and Political Science in delivering courses in the BA program. Dr. Sanchez as the graduate coordinator is also exploring collaboration with School of Social Work to increase enrollment in the MSW/MBA dual degree.	As enrollment grows, there will be need for more full-time tenure-track/tenured faculty to alleviate the department's reliance on per-course faculty. Other departments on campus are not ready to support online asynchronous 8-week courses.	The department will continue research to identify the need for new programs. The department will also request funding to fill vacant positions due to program growth.
1.4 Expand applied learning opportunities for students such as internships, apprenticeships, and professional mentoring.	Provide current and high-quality academic programs that prepare students for job placement.	x	x	x	x	x	Ongoing	Every year	Number of applied learning opportunities for students	The department will encourage students to participate in applied learning opportunities.	Yes	Ongoing	Fall 2022 - 2 student internships & 8 directed studies Summer 2023 - 1 student internship	There are very few opportunities for internships in Las Vegas, NM. Students from Las Vegas may face challenges when they have to be in Santa Fe, Los Alamos, or Albuquerque for an internship.	The department will work with Career Services and Foundation for more student internships. It will cultivate and grow relationships with local employers including LANL, Presbyterian Healthcare, the State of New Mexico, and others.
1.5 Recruit faculty from different backgrounds to enhance our diversity in academic thought for the benefit of students and the department.	Provide current and high-quality academic programs that integrate a broad range of academic skills and a breadth and depth of curricular knowledge.	x	x	x	x	x	Ongoing	Every year	Number of positions filled	The department will review faculty to student ratio, class enrollment, and faculty load to determine the need to fill new or vacant positions.	Yes	Ongoing	The search for a faculty member in Accounting was unsuccessful. Two per-course faculty members were hired as term faculty.	The department attracts very qualified candidates, but when a job offer is made, either the relocation or salary package offered is not appealing enough for these individuals to accept the positions.	Administration at NMHU is aware of these challenges and is committed to working with the department to fill these positions by offering more competitive salaries. Further, additional funding opportunities, such as endowed funds, will be identified to offer more competitive salaries.
1.6 Maintain and solidify our department's academic accreditation.	Provide current and high-quality academic programs.	x	x	x	x	x	Ongoing	Every year	Continued accredited status	The department will ensure that it continuously meets the ACBSP standards.	Yes	Ongoing	The next Quality Assurance Report is due on September 15, 2025. The department continues to collect data towards that report.	The department consists of 3 tenured and 4 tenure-track faculty members. With their teaching loads and focus on research and service, it is challenging for them to also devote time to accreditation.	A plan will be developed to get data for the purposes of outcomes assessment, strategic planning, and accreditation at the end of each semester. The department will seek to fill an accreditation coordinator position.
2.1 Develop and implement marketing efforts to recruit a diverse student body.	Champion student recruitment and enrollment.	x			x	x	Ongoing	Every semester	Engagement data from social media marketing campaign and recruitment events.	The department will continue to work closely with the VPSEM to participate in recruiting events. It will maintain its presence on social media platforms.	Yes	Ongoing	Dr. Moreira will contribute expertise to market programs through engagement on social media platforms. Wiley student recruitment has exceeded forecasted goals.	The department does not have a marketing plan. The VP for Marketing and Communications has not helped in marketing programs.	The department will develop a comprehensive marketing plan with its stakeholders and explore opportunities to establish its presence on social media platforms.
2.2 Work with education and community partners to increase awareness of our academic offerings.	Champion student recruitment and enrollment.	x		x	x	x	Ongoing	Every year	Renewed or new memorandum of agreement (MOU) with education and partnerships with community partners	The department will maintain or initiate new partnerships with education and community entities.	Yes	Ongoing	During AY 2022 - 2023, the department has renewed an MOU with Santa Fe Community College and is in the process of finalizing MOUs with San Juan College and Luna Community College. Now that the curriculum in Supply Chain Management is ready to be launched, the department will approach various community colleges for new MOUs.	Faculty members do not participate in the process of establishing new MOUs or renewing existing ones, such that this task falls on the dean.	The dean will travel to academic institutions to renew or initiate partnerships. The department will also maintain and strengthen its partnership with LANL for internships and career opportunities for students. With the MBA concentration in Healthcare Administration and the BA in Organizational Leadership in Public Safety, the department will initiate new partnerships with healthcare and public safety entities in NM and beyond.
2.3 Provide various modes of delivery to make academic programs accessible to students independent of geography.	Champion student recruitment, enrollment, and retention efforts.	x			x	x	Ongoing	Every year	Continuous review of delivery modes for accessibility	The department will explore modes of delivery to make education more accessible.	Yes	Ongoing	The department is successfully offering three MBA concentrations and the BA and BAS programs online asynchronously.	Faculty struggle to find ways of making online asynchronous courses more engaging and interactive for students. As a result, the department has to rely on per-course faculty to teach these courses.	Faculty members will be encouraged to seek training in teaching in an online asynchronous mode and work closely with the instructional designer in delivering the content. In filling new positions, the department will ensure that the hired faculty members have prior experience with teaching online asynchronous courses to alleviate its reliance on per-course faculty.
2.4 Work with support departments and centers to improve the availability and effectiveness of student services.	Champion student retention.	x			x	x	Ongoing	Every semester	Year to year retention rate of 40% or greater	The department will work closely with the centers and support departments to increase its year to year retention rate.	Yes	Ongoing	With the hire of the Student Success Coach, retention rate is expected to go up because now students have a designated person to go to for help.	Post COVID-19, students continue to face challenges, including, but not limited to, job loss, homelessness, sickness, and mental issues. It has been challenging to get data from OIER.	NMHU prides itself in its family-like atmosphere where students can reach out to faculty and staff. The department will continue the use of Early Alerts to identify at-risk students who can then get access to the support services needed.
2.5 Implement retention strategies aimed at identifying successful pathways to graduation and career placement.	Champion student retention.	x			x	x	Ongoing	Every semester	Year to year retention rate of 40% or greater Number of graduates at the end of each academic year	The department will adopt retention strategies to increase its year to year retention rate and graduation numbers	Yes	Ongoing	At the time that this report was submitted, the data was unavailable.	Post COVID-19, students continue to face challenges, including, but not limited to, job loss, homelessness, sickness, and mental issues. It has been challenging to get data from OIER.	The department will continue the use of a Student Success Coach who is dedicated to helping only BBA and MBA students. The goal for this individual to be the point of contact for students. The department will continue the use of Early Alerts to identify at-risk students who can then get access to the support services needed. The department will continue to hold events with students at the main campus and centers.
3.1 Implement and promote student programs, activities, and events to enhance student academic experience.	Prepare students for academic success by providing a positive campus experience.	x			x	x	Ongoing	Every year	Number of events hosted by the department	The department will host events to enhance student academic experience, such as Career Fairs, Open House Events, and student clubs.	Yes	Ongoing	During AY 2022 - 2023, the NMHU SHRM chapter held four events. During the 2023 Student Leadership Recognition Banquet, NMHU SHRM Chapter was selected as the Student Organization of the Year 2023 and Audra Valencia was selected as the Emerging Leader of the Year 2023. Five students pursuing the undergraduate concentration in finance visited LANL to learn about career opportunities and met with key individuals in involved the hiring process.	It is difficult to get students to participate in events held by the department and SHRM.	The department will host more in-person events. It will also be looking at implementing a plan to reinstate its identity post-COVID. Faculty members are also planning the next Cowboy Up Pitch competition.

3.2	Work with centers to create a cohesive academic experience for all NMHU students - independent of geography.	Prepare students for academic success by providing a positive campus experience.	x				x	x	Ongoing	Every year	Number of events hosted by the department at the centers	The department will host events to enhance student academic experience, such as advising meetings.	Yes	Ongoing	Faculty members from the Rio Rancho center are available to meet with students as needed. The Student Success coach reaches to students, regardless of their location.	It is difficult to get students to participate in events at the centers.	The department will continue to explore student programs, initiatives, and clubs with an emphasis on student/faculty interaction and academic value while keeping in mind student demands for remote access of these events.
3.3	Maintain and cultivate ties with NMHU alumni to provide networking opportunities.	Prepare students for academic and career success by providing a positive campus experience.	x		x	x	x		Ongoing	Every year	Number of events hosted by the department The development and maintenance of an alumni database	The department will provide current students the opportunity to network with alumni and develop a database of alumni.	Yes	Ongoing	The department will develop its Advisory Board with several alumni. It will feature stories from its current students and recent graduates on the NMHU website and their social media platforms.	Starting the database of alumni is overwhelming as the department does not have the current contact information of students once they graduate. It has been challenging to revive the Advisory Board.	The department will host an alumni event during homecoming week to cultivate ties with its alumni. It will also continue to feature stories from current students and alumni so that both entities can learn about each other's paths to success and accomplishments. The department will get a list of graduating students from the registrar's office to establish a database of alumni.
3.4	Invite guest speakers into our classes and events.	Prepare students for academic and career success by providing a positive campus experience.	x		x	x	x		Ongoing	Every semester	Number of guest speakers invited per semester	The department will invite guest speakers in classes and across campus.	Yes	Ongoing	During AY 2022 - 2023, Dr. Melanie Zollner planned and conducted 4 events with guest speakers through the NMHU SHRM chapter. These events were made available to faculty, staff, and students across campus. The department launched NMHU Business Week, where faculty members presented their work on the first day and students/alumni presented on the second day.	It is difficult to get key individuals to be guest speakers because of the costs involved and NMHU's location. It is difficult to get students to participate in these events.	The department will continue to develop creative and novel ways of incorporating business leaders into the curriculum using tools such as video conferencing. It will continue to host Business Week and explore opportunities with LANL for the newly created SCM program.
3.5	Promote existing academic student clubs and explore new ones.	Prepare students for academic and career success by providing a positive campus experience.	x		x	x	x		Ongoing	Every year	Membership in student clubs	The department will promote awareness of the clubs and encourage students to be active members in student clubs.	Yes	Ongoing	Dr. Zollner and Ms. Michelle Bencomo maintained student membership in the NMHU SHRM chapter and the NMHU Delta Mu Delta chapter.	It is difficult to get students to be active participants in clubs.	Faculty members will continue to promote the existing student clubs and explore new ones for students' benefits. The department will explore funding opportunities to help students with membership fees.
4.1	Maintain an Advisory Board to adapt and improve the competitiveness of our academic offerings.	Engage with the local and regional business community.	x	x	x	x	x		Ongoing	Every year	Minutes from meetings to gather feedback	The DoBA will hold at least one meeting with the Advisory Board each during the fall and spring semester.	Yes	Ongoing	During AY 2022 - 2023, no meetings were held.	The NMHU Foundation facilitated the planning of the events, more specifically the Director of Advancement. With this position remaining unfilled, no meetings were planned.	Once this position is filled, the department looks forward to more meetings with the Advisory Board. The department will also host an in-person retreat for the members of the Board to get to each other better and start strategizing on initiatives for AY 2023 - 2024.
4.2	Offer and promote single class and program/event offerings to our community.	Engage with the local and regional business community.	x	x	x	x	x		Ongoing	Every year	Number of single class and program/event offerings to the community	The department will explore the interest of the community in offering these single classes or program/event offerings.	Yes	Ongoing	The department did not offer any single class and program/event offerings to the community.	These courses would be offered at low to no cost, making it difficult to find funding. It is challenging to find topics that would be attractive to all members of the community.	The department will explore potential offerings at the campus centers based on the needs of the community. With the new BA program, several entities have expressed interest in single class offerings for their employees. The department looks forward to meeting the needs of these entities.
5.1	Promote the idea of the 'innovative mindset' amongst our students.	Foster research and innovation.	x	x	x	x	x		Ongoing	Every year	Number of competitions to promote innovation amongst students and community members	The department will hold at least 1 - 2 competitions to promote innovation amongst students and community members every year.	Yes	Ongoing	The department hosted the Cowboy Up Pitch Competition for the second time. The work of the five finalists were improved as faculty members offered several workshops to them to refine their business proposal.	With the number of full-time faculty in the department, it is challenging to host these events.	The department will be planning the next Cowboy Up Pitch competition. The department will continue to submit proposals for funding the Innovation Center, which will become the hub to hosting these events. The faculty is exploring ways to include entrepreneurship and innovation courses as part of the curriculum.
5.2	Collaborate with organizations, including not-for-profit entities, to create opportunities for student applied learning and research opportunities.	Foster research and innovation.	x	x	x	x	x		New	Every year	Number of partnerships with not-for-profit organizations that can offer student applied learning and research opportunities	The department will initiate new partnerships with not-for-profit organizations.	Yes	Ongoing	The department has not made any progress towards this new strategic goal.	There are very few opportunities for such opportunities in Las Vegas, NM. Students may face challenges when they have to be in Santa Fe or Albuquerque for an internship.	The department will foster partnerships with local entities such as Rotary Club of Las Vegas, NM or the Animal Welfare Coalition of Northeastern NM as well as entities in the Santa Fe and Albuquerque in its initiative to give back to the community.
5.3	Evaluate and implement technology tools, services, and techniques to enhance student learning and departmental operational effectiveness.	Foster research and innovation.	x	x			x		New	Every year	Number of technology adoptions Ongoing research and discussions about possible adoptions	The department will research and acquire software and technology that student learning and departmental operational effectiveness.	Yes	Ongoing	The faculty members started discussions on how to use ChatGPT in an intentional manner in their classes.	The department does not have the budget to invest in technology. While faculty are involved in the selection process and are trained to use new software or technology, there may not be widespread adoption.	The department will continue to experiment with new ways of incorporating cutting edge tools for education and research and automating the processes in advising.