

NMHU Unit Strategic Planning: FY23-26 Plan
 Unit name: Media Arts & Technology
 Chair: Mariah Fox-Hauman
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PLAN - Unit Goals / Objectives										DO - Implementation Plan			STUDY - Assessment			ACT - Improve
Unit	Unit / 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)
M&T	Increase UG and O student base in Media Arts & Technology MFA, BFA, BA & Minor, Software Systems Design MS, BS & Minor	Grow and reinforce our presence; inform others of our offerings and projects (within NMHU, local community and at other educational institutions)	x		x	x	x	Ongoing, New	Continuous	Increased event attendance, stronger relationship with NMHU Admissions and Student Support Services, revised articulation agreements with SCCC, LCCC, NCC, SCCC, CHM, UNM, increased enrollment and applications, degree completion	Schedule and host several student/community events per semester; encourage Media Arts Club participation; set routine advancement on degree plan; meet with and revise articulation with community colleges and dual enrollment; SSD/M&T to host open houses, respond quickly to inquiries; meet with stakeholders and student services; increase Instagram and e-vite promotions	Travel to community colleges for articulation agreements; guest speaker/workshop honoraria for events, event costs, printed promo materials	Met & ongoing	Increased participation noted. Few late registering students for advancement. New MFA cohort admitted. Increased guest speakers, 2 successful hands on workshops, traveled to exhibits. Articulation agreements and dual enrollment plans in agreement in progress with SCCC	Pandemic symptoms and effects of wildfires inhibited offerings; social interactions, open houses and participation. M&T's online majors declined to zero. Enrollment declined (now increasing) in SSD. Articulation agreements and dual enrollment plans not in compliance by previous chair.	Finalize dual enrollment and community college articulations; meet with Student Support Services. Maintain events, exhibitions, workshops, guest speakers and advancement. Provide additional support to SSD program.
M&T	Promote professional work accomplishments by providing support for student, faculty participation and attendance	Students gain professionalization in presenting work, seeing new industry standards, networking for employment; faculty maintains development in specialized areas for student learning/research	x	x	x	x	x	Ongoing, New	Continuous	Conference attendance, graduates employed in industry, new learning outcomes and press from faculty research, student internship placement, independent freelance work projects, content submissions/awards	M&T Club to hold fundraising events for a student professional conference; increase/maintain student participation in annual Tech Showcase; encourage and fund application to national conferences, contests and faculty talks.	Fees for student/faculty travel to conferences, workshops, professional events and contests.	Met & ongoing	Faculty traveled and exhibited (presented). 5 took productive sabbatical leave. Students attended workshops, exhibits, 2 conferences. Provided scholarship opportunities to students. Media Arts Club student work rights well attended with successful participation resulting in successful fundraisers, production projects. Club traveled to NYC to see exhibits, presented work at NYU. National NEH Chair and her team visited Trulley Building to listen on internships.	Pandemic still limited some conference and travel opportunities. Aging Mac labs inhibit work progress for students and faculty. Club fundraisers needed additional support for ambitious goals. University Relations unresponsive to our needs. Faculty attrition leaves us short handed.	Promote earlier and on time. Participate in additional community events and festivals. Do more to promote via our own resources. Seek more contests and events to participate in.
M&T	Enhance recruitment materials and strategies	Increase enrollment, build awareness of M&T programs locally, regionally and nationally		x	x	x	x	Ongoing, New	Continuous	Invite groups, individuals to Fall/Spring student Tech Showcase and maintain displays/work in building's galleries; revise and produce new program marketing materials; implement marketing and recruitment for old and new programs; increase utilize social media to promote; host 1 open house per semester; bring alumni back as guest speakers/instructors; Maintain summer youth workshop series	Cost of printing or promotion of programs, events, honoraria, time and funding for recruitment area outside of Las Vegas	Met & ongoing	Held 2 successful public student shows. Displayed student artwork in the Trulley Building year round. Devoting work tasks to social media campaign yielded new and increased followers. Notable increase in student involvement and participation.	The Highlands website is full of misinformation pages that need to be corrected or deleted. Many design students graduated, leaving fewer experienced design centers, students and GA's. Create more work for faculty. Faculty attrition leaves us short handed. University Relations unresponsive to our needs. Student Services and much of the University misunderstands this program and it's offerings. MFA program undergoing stress (but enrollment up).	Revise and rethink additional materials and strategies to promote program. Plan earlier for fundraisers, events. Improve and amp up social media, e-vite and printed outreach promotions by starting earlier, pushing harder with more frequency, and covering more ground, involve more of the department, utilize faculty, work studies and GA's. Increase the showcasing of student work from projects in progress. Host open houses and talks to inform outsiders and the University of department's assets. Somehow, get the web pages corrected (www.nmhu.edu)	
M&T	Develop opportunities for students which provide and build essential skills for future employment success	Provide students expanded learning opportunities outside the classroom with outside stakeholders	x	x	x	x	x	Ongoing	Continuous	Internships assigned, successful employment hires in industry, presentations, awards, increased cultural engagements and display with community and granting organizations resulting from partnerships (NHCC, NM Law Office, Hall Institute, etc.)	Provide student support through professional and social events, guest artists, workshops, service activities, field trips, student presentations, planned work nights, grant funded cultural projects (practicums, PICT, Galata, ADP) and project management, portfolio reviews, screenings, juried shows, public talks, endowed scholarships, provide class opportunities facilitating Goal 4. Plan local, national, international travel projects centered on media education.	Grant writing and management time considerations, Time & Effort, faculty time away from classroom, travel costs	Met, Ongoing	Increased participation in internships, not only summer, but thru fall and spring. Students gained employment in media arts fields. Students showcasing exhibit work in Los Laurens Historic Site featuring K-12 materials, brochures, videos, interactive installation. New grants awarded for projects. Installation of design library as a professional student resource.	Payments to students delayed or incorrect; lost courses. Decreased grant funding. We are grossly short on faculty and lacking videography expertise for cultural technology projects.	Increase travel opportunities but during pandemic. Seek new visiting professor and/or TT hire. Seek new per-course instructors. Seek new grant funding sources. Tap our artist networks for involvement.
M&T	Replace all Apple designated vintage and obsolete hardware in classrooms with new and current industry standard equipment	Return M&T to "state of the art" technology	x	x		x	x	Ongoing, New	FY23, FY24, ongoing	Improved recruitment offerings; enhanced student experiences, projects and exhibit displays; accelerated learning outcomes; industry standard skillset training provides more competitive employment and internship opportunities	Work with IT for purchase and upgrade of technology; seek more grant funding; monitor the release and costs of new technology	Cost of hardware and time to install, time and effort	Ongoing for Lab 1 & 3. Minor replacements; Stop. Lab 2 replacement.	Grant funds provided classes and some labs with a variety of new technology.	Funding equipment is expensive. Technology changes faster than academia moves. Slow progression for Mac replacements in lab; department no longer state of the art with computers 8+ years old. Old computers are not repairable, upgradeable or sufficient for software apps in classrooms. HU made Adobe Creative Suite unusable for off-campus homework assignments. Some Macs inoperable and most falling short of adequate.	Persist in requesting new computers in labs and update equipment each year with available funding. Seek new grant funding for tech.
M&T	Evaluate, develop, update all departmental graduate and undergraduate degrees	Offer new and improved programs for students, attract more students	x	x		x	x	Ongoing, New	FY23 to FY26	Increased enrollment and attract more inquiries; expanded student projects, internships and employment opportunities; work towards reusing degree plans to stay abreast of changes in media technology	Make plans to offer SSD program online; revise old and create new BFA degree tracks); experiment with updated Special Topics courses; maintain/revist old and establish expanded online course offerings; consider (plan potential certificate programs); discuss possible partnership with English and Art Departments for new illustration major; consider/plan low residency MFA model	Production of recruitment materials, release time	Met (Special Topics) Stop (online BA in Media Arts); Ongoing for SSD, updating classes, certificates and programs	Program adjustments are in progress and under review. New online BA degree didn't work (enrollment disappeared after pandemic threat)	Limited time and resources to work on recruitment; all tasks are challenged by inadequate staffing for planning, marketing and implementation. Lowered online enrollment after pandemic. Hybrid media arts classes are challenging for instructors; lack of sufficient equipment to teach hybrid courses fully.	Continue to evaluate and offer as many online course options and possible. Seek solutions for providing online degree options. Update and enable current offerings with new and accessible technology.