



## NMHU Department of Business Administration Strategic Plan 2025

**Goal 1:** Provide current and high-quality academic programs that integrate a broad range of academic skills, a breadth and depth of curricular knowledge, and an interdisciplinary understanding.

- 1.1 Continue assessing learning outcomes to enhance student learning.
- 1.2 Review existing programs for relevance and propose new programs for opportunities for growth and change, with feedback from stakeholders.
- 1.3 Collaborate with other NMHU academic and support departments and centers to strengthen our curriculum.
- 1.4 Expand applied learning opportunities for students such as internships, apprenticeships, and professional mentoring.
- 1.5 Recruit faculty from different backgrounds to enhance our diversity in academic thought for the benefit of students and the department.
- 1.6 Maintain and solidify our department's academic accreditation.

**Goal 2:** Champion student recruitment, enrollment, and retention efforts.

- 2.1 Develop and implement marketing efforts to recruit a diverse student body.
- 2.2 Work with education and community partners to increase awareness of our academic offerings.
- 2.3 Provide various modes of delivery to make academic programs accessible to students independent of geography.
- 2.4 Work with support departments and centers to improve the availability and effectiveness of student services.
- 2.5 Implement retention strategies aimed at identifying successful pathways to graduation and career placement.

**Goal 3:** Prepare students for academic and career success by providing a positive campus experience.

- 3.1 Implement and promote student programs, activities, and events to enhance student academic experience
- 3.2 Work with centers to create a cohesive academic experience for all NMHU students independent of geography.
- 3.3 Maintain and cultivate ties with NMHU alumni to provide networking opportunities.
- 3.4 Invite guest speakers into our classes and events.
- 3.5 Promote existing academic student clubs and explore new ones.

**Goal 4:** Engage with the local, regional, national, and global business community as a means of academic wealth and diversity for students and faculty.

- 4.1 Maintain an Advisory Board to improve the competitiveness of our academic offerings.
- 4.2 Offer and promote single class and program/event offerings to our community.

**Goal 5:** Foster research and innovation to better serve the needs of students and the department.

- 5.1 Promote the idea of the 'innovative mindset' amongst our students.
- 5.2 Collaborate with organizations, including not-for-profit entities, to create opportunities for student applied learning and research opportunities.
- 5.3 Evaluate and implement technology tools, services, and techniques to enhance student learning and departmental operational effectiveness