



President's Success Goal 7 – Culture of Pride

Build a culture of pride in partnership and achievement in our classrooms, studios and laboratories and on our campuses, courts and fields

Background and Definitions

In preparation for configuring this Goal, the workgroup focused on what it means to be an Aggie, which can vary as the University has gone through several generations of educating individuals. Previous University administrations had different ideas of what it means to be an Aggie, translating to less participation and apathy for being an Aggie from Alumni, and current students, faculty and staff. The workgroup met on several occasions and shared their experiences from previous institutions and recommended outlining a plan for developing the culture of pride, and researching current activities. Thus, the outcome of this goal is ultimately to build relationships and provide positive experiences with interested individuals, including students, alumni, faculty/staff and the entire community associated with New Mexico State University.

Scope, Approach and Process

Build a culture of pride and connection between students, faculty and staff, Athletics and Community in an effort to express what it means to be an NMSU Aggie.

Strategic Plan

Objective 7.1: Develop a culture of pride in knowledge of NMSU traditions

Strategy 7.1.A: Grow knowledge of the school song and/or development of a creed or philosophy.

Strategy 7.1.B: Develop knowledge of the President's Success Goals


Strategy 7.1.C: Promote the significance and meaning behind the President's Challenge Coin and providing support for our students

Strategy 7.1.D: Encourage faculty and staff to adopt a student and take an interest in a student's progress towards graduation

KPI 7.1.1: Number of faculty and staff mentors **Target:** 100% participation

KPI 7.1.2: Number of students sponsored **Target:** 100% participation

KPI 7.1.3: Prevalence of the Success Goals and Coin Challenge in marketing pieces and communications **Target:** 80% participation and infiltration



KPI 7.1.4: Incentives for mentoring and being mentored. **Target:** 80% participation

Objective 7.2: *Develop a culture of pride by participation and attendance at important NMSU events*

Strategy 7.2.A: Encourage students, faculty and staff to take part in annual events

Strategy 7.2.B: Revitalize the NMSU ring ceremony

Strategy 7.2.C: Facilitate, market, reward and celebrate collaborative event efforts

KPI 7.2.1: Attendance at convocation, commencement, Aggie welcome week **Target:** 80% participation and attendance

KPI 7.2.2: Attendance at academic, athletic, student and alumni events **Target:** 80% participation and attendance

Objective 7.3: *Develop a culture of pride by exhibiting NMSU products and logos*

Strategy 7.3.A: Promote Crimson Fridays by developing and wearing common departmental shirts

Strategy 7.3.B: Encourage the community to take part by flying NMSU flags for athletics events and important university events

Strategy 7.3.C: Encourage departments to develop view book and brochures to provide to visitors interested in attending or contributing to NMSU

Strategy 7.3.D: Increase webpage advertising indicating NMSU history and individual, departmental or university achievement stories

Strategy 7.3.E: Build/Develop an NMSU Welcome Center

KPI 7.3.1: Saturation of wear crimson **Target:** 50% infiltration

KPI 7.3.2: Saturation of community flags **Target:** 25% infiltration

KPI 7.3.3: Saturation of departmental view books **Target:** 80% infiltration

KPI 7.3.4: Saturation of NMSU history and university achievements on mynmsu main page **Target:** 80% infiltration

KPI 7.3.5: Open house events page **Target:** 80% infiltration

KPI 7.3.6: Student and faculty/staff developed images/animation with music placed strategically throughout NMSU website **Target:** 80% infiltration



KPI 7.3.7: Student, Faculty/Staff , Visitor Welcome Center developed and built in an easily accessible and highly visible location **Target:** Summer 2012

Objective 7.4: *Develop a culture of pride by being recognized for a high quality faculty, staff and student body*

Strategy 7.4.A: Show pride by developing an initiative to encourage students, faculty and staff to contribute to Employee Council, Faculty Senate, ASNMSU and other councils in order to develop and improve NMSU's mission and vision

Strategy 7.4.B: Inform and encourage faculty and staff at the new employee orientation to contribute to the university via these formal bodies

Strategy 7.4.C: Encourage professional behavior and communication amongst NMSU employees through the establishment of a new annual awards program

Strategy 7.4.D: Increase webpage advertising indicating NMSU research, teaching, service, outreach and collaboration stories

Strategy 7.4.E: Encourage and support service-learning activities throughout the University

KPI 7.4.1: Number of individuals contributing to committees and programs which shape NMSU **Target:** 80% participation

KPI 7.4.2: Number of individuals contributing to committees and programs which shape NMSU **Target:** 80% participation

KPI 7.4.3: Number of reported instances of professional behavior and communication reported **Target:** 80% participation

KPI 7.4.4: Number of annual awards given out recognizing professional behavior and communication reported **Target:** 80% participation

KPI 7.4.5: Instances of national, state and local recognition of NMSU **Target:** 80% infiltration

KPI 7.4.6: Number of service learning projects **Target:** 50% participation

