

**BTV Success Goal 4: Economic Engine** “*Be the economic engine for New Mexico through linking and strengthening our research and economic development partnerships*”

**BTV Working Group Subcommittee Members:** Jeffrey Arterburn, Kathryn Hansen, Vimal Chaitanya, Bruce Hinrichs, Stephen Hottman

**1. The Office of the Vice President for Economic Development (VPED) has been commissioned to create a strategic business plan that will address the need for a single vision and unified approach to economic development at NMSU.** The VPED will lead a collaborative and inclusive process to set the vision, mission, goals, objectives and strategies for driving the economic engine of NMSU. All constituent groups, internal and external to NMSU, will be involved in the development process so that all views are heard. The plan will be built upon the foundation of NMSU’s “Building the Vision” effort and will incorporate critical elements of both strategic and business plans. A list of the VPED membership is provided at the end of this document.

\*The members of the BTV subcommittee on economic development are welcome to use the VPED Strategic Business Plan website, <http://nmsuyped.ning.com>.

2. The approach being used to develop the VPED Strategic Business Plan is documented on the website and in the accompanying file titled “*VPED Strategic Business Plan Overview.doc*”. This file also contains the vision, mission, goals, and objectives reviewed by the *Idea* and *Gold Team*. A copy of the VPED “*Environmental (SWOT) analysis*” is also attached as background for the BTV Economic Engine discussion.

3. Timeline – October 20, 2011 for draft plan. The VPED Committee is approximately 40% through the development of the plan. The sections of the plan are: Vision and Mission; Goals, Objectives, Strategies and Performance Measures; SWOT; Keys to Success; Strategic Relationships; Management Plan; and Resource (Financial) Plan. The review of Strategies and Performance Measures is under review by the Gold Team this week (June 13-17), and ideas for the Keys to Success Section have been generated in preparation for the next scheduled VPED Committee meeting.

4. **BTV Review:** *VPED Vision Statement, Mission Statement, Goals & Objectives*

5. **BTV Discussion:** The draft document presented at the kick-off meeting (4/6/11) identified six Objectives associated with Goal 4. Building from the VPED document, what additional Objectives & Strategies should be included in the BTV plan?

- Objective 4.1- Obtain increasing levels of external funding for research
- Objective 4.2- Increase discipline specific creative activities
- Objective 4.3- Increase technology transferred from university research and creative activity to New Mexico businesses
- Objective 4.4- Increase extension and outreach facilitating economic, social, educational, and community development
- Objective 4.5- Increase the educational level and earning power of New Mexicans
- Objective 4.6- Seek and capitalize on new revenue streams

**Members of the VPED Idea Team are:**

- a. Jeff Arterburn, College of Arts and Sciences
- b. Kevin Boberg, College of Business and Arrowhead Center
- c. Jon Boren, Cooperative Extension Service
- d. Barbara Brazil, Deputy Cabinet Secretary, New Mexico Economic Develop. Dept.
- e. Bob Carter, White Sands Missile Range
- f. Garrey Carruthers, College of Business and VPED
- g. Bill Glen, Dona Ana Community College
- h. Kathy Hansen, Arrowhead Center
- i. Anthony Hyde, MTech and College of Engineering
- j. Sharon Jones, VPED
- k. Fred Owensby, Director, Dona Ana Small Business Development Center
- l. Steve Stochaj, College of Engineering
- m. Ben Woods, Office of the President

**Members of the VPED Gold Team are:**

- a. Jon Barela, Cabinet Secretary, New Mexico Economic Development Department
- b. Lowell Catlett, Dean, College of ACES
- c. Vimal Chaitanya, NMSU VPR
- d. Barbara Couture, NMSU President
- e. Ricardo Jacquez, Dean, College of Engineering
- f. Michael Rivera, State Director, Small Business Development Centers