

**BTV Committee Summary, August 2, 2011**  
Corbett Center Colfax Room • 7:00 – 9:00am  
Bobbie Derlin, Facilitator

**Announcements/Feedback**

- Announcements: Reminder of submission deadline for workgroup drafts (8/23)
- Feedback: Goal numbers may suggest priority, will be a consideration for consolidated strategic plan document, no recommendations have been received for subject matter experts at fall meetings, challenge of keeping workgroup draft indicators to an appropriate and reasonable level

**Goal #7 – Culture of Pride**

- Workgroup: E. Lopez review of efforts and development of objectives and key performance indicators (KPIs), consultation with other personnel for feedback (Glen Haubold, Bernadette Montoya, Ruth Prescott, Valerie Pickett), particular goal involves more than just an academic plan
- NMSU traditions: Should be instilled and honored, may be difficult to change even when advisable (e.g. issue with Aggie Fight Song lyrics), encouraging attendance at important events and involvement in councils, dissemination of information during student, faculty and staff orientations
- Student, faculty and staff recognition: Should demonstrate their versatility and emphasize strengths (e.g. service to community, NSF recognition), celebrating accomplishments repeatedly and consistently
- Considerations: Approach to goal should be bottom-up, need well-defined vehicle to communicate and increase awareness of NMSU traditions and points of pride, using social media can be explored, involvement of University Communications in fall session, understanding relationship between BTV and Academic Program Review (APR)

The next meeting is scheduled for Tuesday, 8/23 at 7:30am in the Corbett Center Colfax Room.

Building The Vision Committee  
8-2-11  
Corbett Center Colfax Room  
7:00 – 9:00 a.m.

1. Announcements/Feedback
  - a. Workgroup feedback
2. Goal #7 – Culture of Pride (Discussion Item)
3. Other

Building The Vision Committee  
7-19-11  
La Academia (Milton Hall 185)  
7:00 – 9:00 a.m.

1. Announcements/Feedback
  - a. Workgroup feedback
  - b. Changing meeting dates/times that conflict with UAC (Sept. 13, Oct. 11, Nov. 8)
2. Goal #6 – Alumni and Friends (Discussion Item)
3. Other



## **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.

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

7.1 Develop a culture of pride in knowledge of NMSU traditions.

KPI:

1. EVERYONE know the fight song.
2. Faculty & Staff- know the President's Success Goals- be apart of the implementation of these goals.
3. Faculty & Staff- encourage students by emphasizing the importance of the President's Challenge Coin.
  1. Take part and interest in a student's progress towards graduation.
4. Faculty and staff member adopt a student-Not to advise academically, but to show support and interest in a student’s progress towards their degree- to encourage the challenge coin process, etc

7.2 Develop a culture of pride by attending NMSU events:

KPI:

1. Take part in yearly traditions:
  1. Encourage Students, Faculty, & staff to attend important events (Convocation, Commencement, Aggie Welcome Week activities)
  2. Bring back Ring Ceremony
2. Measure attendance at home events
  1. Number of student tickets sold/ Number of Faculty & Staff tickets sold.


7.3 Develop a culture of pride by exhibiting NMSU products/logos


KPI:

1. EVERYONE wear Crimson on Fridays!
  1. Develop common departmental shirts/polos that everyone wears on Fridays.
2. Community take part by flying the flags on Friday and Saturdays.
3. Every department develop view books and brochures to give out to visitors who might be interested in coming to NMSU.

7.4 Develop a culture of pride by being recognized for having a high quality Faculty, Staff and Student body.

KPI: Show pride in NMSU by encouraging Students, Faculty, and Staff to be a part of Employee Council, Faculty Senate, ASNMSU, and other councils in which the goal is to develop and improve NMSU's mission and vision.



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1. Show pride by wanting to take part in committees and programs that shape NMSU.
  2. Encourage New Employee Orientation
  3. Encourage professional behavior amongst professionals at NMSU (being civil/professional towards one another in communication). Motivation-Rewards

#### 7.5 Achieve success via partnership in participation

Strategy: Facilitate, market, reward and celebrate collaborative efforts

KPI 7.5.1 –Academic, Athletic, Student and Alumni Event Partnership Target: ?



## **Aggie Athletics History and Traditions (5-17-11, W. Hines)**

The subcommittee's objective is to examine the history and traditions associated with NMSU Athletics and make recommendations on how we can renew and build from past successes. There are a number of topics that could be considered under the topics of history and traditions (including enhancing the Aggie Athletic Hall of Fame, the Football and Basketball Rings of Honor, reunions of teams, etc). However the topics considered here focus specifically on past history and traditions (and possible new ones) that could be implemented **to enhance attendance, interest, and game day experience at Aggie athletic events – especially football and basketball games.**

Being around Aggie athletics for 60+ years, and having done a lot of writing on the history of NMSU athletics, I do have some knowledge of past traditions related to games and game-day experience. Below, I've listed and briefly discussed several.

- Victory Bell— in the 1940s, the Victory Bell, a gift of the Class of 1939, was housed in an open-sided structure on the Horseshoe and rung to announce Aggie victories. In 1972, the bell was rededicated as the NMSU Engineer's Bell and now sits on a platform near Goddard Hall. On game days, various school organizations took turns in toting the ringing bell around campus and Las Cruces prior to kick-off. The Bell was then taken to Aggie Memorial Stadium where it salutes Aggie touchdowns with its distinctive - and loud - chimes. **Reimplement.**
- A Mountain – painting and/or lighting of A Mountain at the start of football season or before rivalry games. This is a good tradition and has endured since the 1920s. It could possibly be enhanced with more spectacular lighting and a planned student event to help with painting. **Update and continue.**
- Victory Cannon – the cannon has been part of Aggie football games (on and off) for decades. At one time it was provided by the TKE fraternity, but more recently has been taken over by ROTC. This is a popular tradition that should be continued.

- Memorial Tower Chimes on game day—this was popular at one time, but has not been done for many years. We should consider re-implementing this tradition and develop recommendations for the particular chimes and tunes that might best enhance school spirit. **Reimplement.**
- Men's Basketball "Victory March"--the Aggie Men's Basketball team have a special connection with the student body. At the end of a victorious game, the Aggies celebrate with the students by marching through the Aggie Country Student Section on the South end of the Pan American Center. **Reimplement.**

### **Activities to Support Game Day Themes**

Aggie marketing has developed a theme for each football game and for some basketball games. These seem to have worked fairly well in most cases. I would recommend a student-LC community activity to enhance each of these game days. For example, a Saturday morning pancake breakfast or hamburger lunch on game day for students with music. AAC or Goal Line Club members could sponsor and cook.

**Other ideas needed here!**

### **Input from Paul Couture**

Listed below are some ideas sent to me by Paul Couture, several of which have real promise in my opinion. Making better use of the Jumbotron for player bios, short recaps of Aggie history, and past games (e.g., victories over the Lobos and Minors, etc) would be popular and entertaining.

- A strong tradition can be for the fans to get to know the players right away and feel some commitment to them as the season progresses. With our big screen technology we can have full screen introductions by each player to the fans prior to each game. In addition features during the game such as "guess who this is?" Showing a players baby picture/grade school/high school pictures could endear players to the fans.

- Football at NMSU goes back to the beginning of the university before NM was a state. Fans need to get to know that history, what it looked like, where they played, who the star players were and info about the fans. Again the big screen could feature a series of short "NMSU History" videos including stories of some of the classic rivalry games.
- Football games are all about expected and often revered traditions such as the military flyover, Jim Dewey Brown as Pistol Pete riding around the field, and the great marching band. Traditions make the games more memorable and certainly entertaining. Given the strong Hispanic culture in NM featuring more elements of that culture into the game day experience could provide a unique experience for our fans. For example we could feature mariachi music and colorful dance at some of our games.
- Mascots are an important traditional element for the fans at games and Pistol Pete is great however the field is huge and we should consider giving Pete some support with additional fan friendly "characters" who could move around the stadium. One possibility is 7' tall inflatable green and red chilies. Each would have a student inside and they would shake hands and liven up the crowd. The kids would love them. (Another possibility is developing a posse for Pete composed of students in western dress....could be different students for each game – W. Hines).
- A tradition of putting small NMSU flags on cars and trucks would show committed loyalty to NMSU as well as advertise the game.

Walter Hines, Subcommittee Chair

5-17-11

## **BTV Committee Summary, July 19, 2011**

La Academia (Milton Hall 185) • 7:00 – 9:00am

Bobbie Derlin, Facilitator

### **Announcements/Feedback**

- Workgroups are continuing to work on drafts for the 8/23 submission. The overlap of goals will be a consideration for the consolidated strategic document. Clarification from the President is needed on how Goal #6 (Alumni and Friends) should be incorporated into the academic plan.
- Fall meetings: Conflicts with UAC and other meetings will affect attendance, recurrence of Tuesday meetings will be switched, new schedule will be determined and distributed to the committee

### **Goal #6 – Alumni and Friends**

- Goal #6 draft: D. Prescott review of efforts and development of objectives and strategies, explanation of key performance indicators (KPIs) and possible targets, additional clarification is needed to establish targets for certain KPIs
- Endowment: Conducting another comprehensive campaign would increase it, raising minimum required amount, donors tend to favor endowment giving, interaction between deans and development professionals would help determine appropriate targets
- Alumni: Many institutions suffer from declining giving rate, in the process of hiring of new Executive Director of Alumni Relations, should be sensitive to new position leadership, surveying alumni would assist in the development of new programs, alumni chapters are willing to help but haven't been asked, easier way of giving should be established
- Considerations: Strategic plan should incorporate how the giving process is developed and implemented, focused campaigns tend to be more successful, focusing on NMSU's strengths as a foundation would be more beneficial, engaging students before they graduate and raising awareness of the giving process is crucial

The next meeting is scheduled for Tuesday, 8/2 and Goal #7 – Culture of Pride will be discussed. The meeting will be held in the Corbett Center Colfax Room.