

BUILDING THE VISION

NMSU Carlsbad – Strategic Plan

2013 – 2018

NMSU Carlsbad Mission

The mission of New Mexico State University Carlsbad is to provide access to quality educational opportunities and to support the economic and cultural life of the people of southeastern New Mexico.

NMSU Carlsbad Vision

New Mexico State University Carlsbad will be the foremost institution of higher education in southeastern New Mexico.

Goal 1: Diversity

Be a model of student, faculty, and staff diversity at all levels

Objective 1: To ensure that NMSU faculty, staff, and student demographics reflect state and regional demographics.

Strategy 1: Increased recruitment of Hispanic faculty and staff members

Action 1: Increased attention to advertising

Action 2: Increased attention to job description narratives

Strategy 2: Increased recruitment of Hispanic, black, and Native American students

Action 1: Analysis of recruiting materials

Action2: Analysis of recruiting visits

Strategy 3: Study best practices in minority student involvement

Action 1: Amass best practices details

Action2: Absorb best practices into NMSU Carlsbad culture

KP1: Diversity of faculty and student population

Objective 2: To ensure that campus events reflect the diversity represented on the NMSU Carlsbad campus.

Strategy 1: An analysis of the diverse populations represented

Action 1: Depiction of ethnicities

Action 2: Study of diversity initiatives

Strategy 2: An analysis of cultural events for each represented ethnicity

Action 1: Depiction of ethnic events

Action 2: Development of events calendar

Strategy 3: Increased advertising of cultural events

Action 1: Email messages to all students

Action 2: Development of brochures to advertise events

KP2: Listing of cultural events

Objective 3: To ensure that all NMSU Carlsbad policies and procedures support excellence, access, and a commitment to diversity.

Strategy 1: Analysis of student admission practices

Action 1: Study issues that are barriers to students

Action 2: Study course and program advising procedures

Strategy 2: Study of issues related to special populations

Action 1: Analysis of special needs student policies

Action 2: Analysis of building adaptability for special needs students

Strategy 3: Research the image of NMSU Carlsbad to the community and county

Action 1: Business and industry input

Action 2: Local school districts input

KP3: Admission standards

KP4: Special population processes

Goal 2: Graduation – Teaching, Learning, and Programs

Provide effective academic programs, stellar teaching and learning, and enhanced student engagement to advance highly capable graduates

Objective 1: To ensure that NMSU Carlsbad provides a supportive environment to its students

Strategy 1: Enhance the first-year college experience for students

Action 1: Increase intervention activities

Action 2: Analyze college orientation processes

Strategy 2: Enhance college activities for all students

Action 1: Provide more on-campus activities

Action 2: Provide a welcoming atmosphere for students

Strategy 3: Increase recognition of completing students

Action 1: Increased advertising of graduating students

Action 2: Increase two plus two program offerings

KP5: Student retention data

Objective 2: To ensure that NMSU Carlsbad's academic processes support retention and completion initiatives.

Strategy 1: Encourage student degree completion and implement supporting mechanisms

Action 1: Establish an enrollment management committee

Action 2: Redesign developmental education program

Strategy 2: Provide coordination of course offerings, scheduling, and advising in order to eliminate student barriers

Action 1: Use of Ad Astra in order to better meet student needs

Action 2: Provide quality, consistent student advising

Strategy 3: Develop a "culture of completion" with enhanced student support services

Action 1: Develop student/faculty academic relationships outside of the classroom

Action 2: Enhance the collaborative relationship between academic affairs and student services in order to best meet student needs

KP6: Course scheduling processes

Objective 3: To ensure that NMSU Carlsbad admission policies, allocation of resources, and enrollment management processes support student success and completion.

Strategy 1: Effectively use marketing to promote completion

Action 1: Human interest stories in the media

Action 2: Recognition of alumni success stories

Strategy 2: Ensure that program offerings are appropriate to meet student needs

Action 1: Analyze enrollment trends in all academic programs

Action 2: Survey area constituents to determine the need for additional vocational/technical programs of study

Strategy 3: Analyze admission policies for all NMSU Carlsbad programs of study to determine needs for modification

Action 1: Implementation of admission standards for an industrial maintenance mechanic program

Action 2: Further study of entry standards for allied health programs

KP7: New programs of study

Goal 3: Internationalization

Effectively prepare students for a global society

Objective 1: To increase campus recruitment of international students

Strategy 1: Increase advertizing of campus opportunities

Action 1: Brochure production in Spanish

Action 2: Increased advertizing of STEM program offerings

Strategy 2: Increase housing opportunities for international students

Action 1: Study campus housing provisions

Action 2: Work with local realtors to develop affordable housing plan

Strategy 3: Increase diversity of course offerings and methodologies

Action 1: Develop "sister campus" relationship with Mexico

Action 2: Increase online course offerings to international students

KP8: Campus housing initiatives

KP9: Online course offerings

Objective 2: To provide a more in-depth scope of activities that recognizes the culture of other countries.

Strategy 1: Increase campus international appreciation activities

Action 1: Focus on International Awareness week

Action 2: Increase event scheduling of entities such as the "Taste of Culture"

Strategy 2: Facilitate the recognition of international festivities

Action 1: Campus calendar depicting holidays and observations around the world

Action 2: Create lecture series concentrating on international appreciation

Strategy 3: Strengthen the university commitment to the international focus

Action 1: Increased Diversity Committee participation

Action 2: Student Association recognition of international students

KP10: Schedule of campus events

Objective 3: To provide educational opportunities for NMSU Carlsbad students to study in other countries.

Strategy 1: Broaden student exchange opportunities

Action 1: Develop relationships

Action 2: Provide incentives

Strategy 2: Establish a Study Abroad program

Action 1: Develop opportunities with other countries

Action 2: Advertise study opportunities

Strategy 3: Develop language immersion programs

Action 1: Develop contract with Mexico

Action 2: Advertize credit opportunities

KP 11: International course options

Goal 4: Economic Development

Be a driving force for economic progress in New Mexico

Objective 1: To strengthen relationships with local business and industry.

Strategy 1: Create sound partnerships with business and industry

Action 1: Be attentive to business and industry needs

Action 2: Establish close contacts with Carlsbad Department of Development and the Carlsbad Chamber of Commerce

Strategy 2: Provide needed services to business and industry

Action 1: Advertise Work Keys opportunities

Action 2: Provide next level training

Strategy 3: Promote business and industry opportunities

Action 1: Enhanced Business Summit activities

Action 2: SBDC business start-up facilitation

KP 12: MOUs with industry partners

Objective 2: To enhance program offerings aimed at meeting business and industry needs.

Strategy 1: Increase business and industry program offerings

Action 1: Add a management AAS degree

Action 2: Add a CDL training program

Strategy 2: Explore additional program opportunities

Action 1: Investigate engineering technology program

Action 2: Investigate diesel mechanics opportunities

Strategy 3: Ensure that program offerings meet industry expectations

Action 1: Offer flexible scheduling options

Action 2: Offer courses in multiple modes of instruction

KP 13: Increased program offerings

Objective 3: To ensure that NMSU Carlsbad students are made aware of business and industry opportunities.

Strategy 1: Develop internship opportunities for students

Action 1: Develop apprenticeship programs

Action 2: Advertise program opportunities

Strategy 2: Enhance program opportunities for varied student groups

Action 1: Additional dual credit class offerings

Action 2: Enhanced weekend and evening classes

Strategy 3: Enhance interaction between students and industry

Action 1: Students attend Business Summit

Action 2: Field trips to business and industry

KP 14: Dual credit course offerings

Goal 5: Effectiveness and Efficiency

Serve our local communities and constituencies across the university system

Objective 1: To increase communication with the local communities

Strategy 1: Participation of college personnel on local Boards and organizations

Action 1: Executive Committee membership in service clubs

Action 2: Participation in Chamber of Commerce, Department of Development, Hospital, and other community Boards

Strategy 2: Active participation of personnel in community events

Action 1: Attendance at local functions

Action 2: Sponsoring of events on the college campus

Strategy 3: Increased advertizing of college events

Action 1: Attendance at Friday Focus and Wednesday morning coffee

Action 2: Participation in recognition of 40 under 40

KP 15: Service club memberships

Objective 2: To broaden collaborative efforts across the NMSU system

Strategy 1: Increased sharing of college faculty

Action 1: Use of ITV to assist in small classes

Action 2: Identification of key faculty in each subject area

Strategy 2: Increased junior, senior, and graduate course offerings

Action 1: NMSU Carlsbad faculty teach the NMSU courses

Action 2: Increased ITV and online courses from main campus

Strategy 3: Increased modes of instruction

Action 1: Additional online courses

Action 2: Use of adjuncts from outside of the NMSU system

KP 16: NMSU faculty agreements

Objective 3: To better meet the needs of New Mexico students

Strategy 1: Study of additional program needs of students

Action 1: Survey of service area constituents

Action 2: Survey of national, regional, and state employment trends

Strategy 2: Study of potential barriers to New Mexico students

Action 1: Work with high schools on strategies to enhance student preparation

Action 2: Certify NMSU Carlsbad as a GED testing site

Strategy 3: Study of program enhancement strategies

Action 1: Early College program development

Action 2: Flex scheduling opportunities

KP 17: Survey results

Goal 6: Resource Stewardship

Optimize teaching, research, and service resources through greater philanthropy and alternative revenue

Objective 1: To enhance efforts at creating a broad-based chapter of NMSU Carlsbad alumni.

Strategy 1: Initiate efforts to create a NMSU Carlsbad Alumni Association

Action 1: Contacting past graduates

Action 2: Election of alumni officers

Strategy 2: Initiate regular meetings of the alumni association

Action 1: Advertise alumni meetings

Action 2: Provide support for all alumni meetings

KP 18: Alumni meeting minutes

Objective 2: To develop a sense of ownership in the value of being a NMSU Carlsbad alumnus.

Strategy 1: Involvement of alumni in campus events

Action 1: Recognition of distinguished alumni

Action 2: Involve alumni in granting institutional awards

Strategy 2: Create additional events which involve alumni

Action 1: Establishment of a homecoming event

Action 2: Creation of a homecoming parade

Strategy 3: Provide college services to NMSU Carlsbad alumni

Action 1: Access to college facilities and services

Action 2: Reduced costs to alumni

KP 19: List of alumni events

Objective 3: To develop an enhanced program of alumni contributions to the college.

Strategy 1: Initiate campaign to enhance alumni contributions

Action 1: Updated mailing lists

Action 2: Creation of appropriate materials

Strategy 2: Enhance the value of alumni contributions

Action 1: Sound advertising of campus needs

Action 2: Recognition of alumni contributions

Strategy 3: Continued focus on targeted alumni

Action 1: Visits from campus personnel to alumni

KP 20: Report on monies raised on an annual basis

Goal 7: Culture of Pride

Build a sense of pride in all campus entities and programs

Objective 1: To create a welcoming and supportive atmosphere campus-wide

Strategy 1: Ensure that campus grounds and buildings are maintained in an orderly condition.

Action 1: Conduct quarterly volunteer campus clean-up events

Action 2: Develop a process of reporting and addressing facility issues

Strategy 2: Ensure that all campus classrooms are equipped with appropriate technologies.

Action 1: Work through the NMSU Carlsbad Facilities and Institutional Operations Committee to determine the latest technologies and to consider campus technology needs

Strategy 3: Foster a sense of campus ownership among students and all campus entities.

Action 1: Work through the Association of Students to develop a sense of ownership among students

Action 2: Provide positive examples of campus pride from multiple entities from across the campus

KP 21: Schedule of campus clean-up events

Objective 2: To foster an environment of pride among all campus entities.

Strategy 1: Development of a campus-wide commitment of all employees to perform

their job responsibilities to the best of their abilities

Action 1: Enhance best practices in teaching

Action 2: Continuing professional development

Strategy 2: Provide best practices in customer service

Action 1: Training in customer service practices

Action 2: Consistent feedback to all campus employees

Strategy 3: Provide additional opportunities for community involvement in campus events

Action 1: Development and advertising of campus events

Action 2: Continuing analysis of additional community education opportunities

KP 22: Report of completed professional development

Objective 3: To promote accomplishments of all NMSU Carlsbad entities

Strategy 1: Enhanced recognition of faculty and staff accomplishments

Action 1: Creation of an Outstanding Staff Award Procedure

Action 2: Reestablishment of Above and Beyond Awards as a campus-wide Initiative

Strategy 2: Enhanced recognition of student accomplishments

Action 1: Increased recognition of President's and Vice President Honor Roll recipients

Action 2: Increased advertizing of Crimson Scholars, All USA Scholars, and student awardees as selected by faculty

Strategy 3: Enhanced recognition of institutional accomplishments

Action 1: Increased advertizing of achievements by NMSU Carlsbad entities

Action 2: Use of enhanced signage to advertize significant campus events

KP 23: Lists of Roush and Outstanding Staff honorees

