

New Mexico State University
New Initiatives Supporting Vision 2020 Goals and Objectives
For Allocation of President’s Performance Fund – Fiscal Year 2013-2014

Date of Request:	September 23, 2013	
Submitted By:	Margaret Ann Bock	Phone: 575-646-1178
College or Unit:	College of Agricultural, Consumer and Environmental Sciences	
Department:	Family and Consumer Sciences	
Project Name: (Short description): Online Family & Consumer Sciences Masters with a General Family & Consumer Sciences emphasis		
<input checked="" type="checkbox"/>	Recurring for:	Amount Recurring Funding Requested per year:
	<input type="checkbox"/> One Year	Year 1: \$ 5000
	<input type="checkbox"/> Two Years	Year 2: \$ 8600
	<input type="checkbox"/> Three Years	Year 3: \$
<input type="checkbox"/>	Non-Recurring	Amount Non-Recurring Funding Requested: \$
Description of request		
Introduction		
<p>Many professionals need a Masters degree or higher so that they can either keep their job or advance in their field. Two such groups in New Mexico are county extension 4 H agents and home economists and secondary teachers in our schools. This need is complicated in its fulfillment by two major factors. The first is the inability to leave their job to come to main campus to take classes. This is based on the fact that, in many cases, there is a possibility of job loss. Another is that, for many, there is a lack of someone in the office who can cover this person’s duties along with their own during the time that the agent or teacher is in the graduate program.</p> <p>The second factor is the inability to afford things that would be required. One of these is the cost of travel if they live close enough to drive to main campus on a regular basis. Another would be the inability to afford costs of maintaining two households if distance requires a temporary move to campus.</p> <p>The Department of Family and Consumer Sciences has multiple majors. These are:</p> <ul style="list-style-type: none"> • Clothing, Textiles and Fashion Merchandizing • Family and Child Science • Family and Consumer Sciences Education • Food Science and Technology • Human Nutrition and Dietetic Sciences. <p>In addition to these disciplines, Hotel, Restaurant and Tourism Management has a major. This major is one of the other potential providers of classes because its graduate program is associated with that of Family and Consumer Sciences. This is because this major was previously located in our department but still functions under the FCS Masters.</p> <p>Objectives:</p> <p>One can see that this breadth would allow a Master’s with an emphasis in General Family and Consumer Sciences. Based on the needs noted above, along with similar needs of these groups in far West Texas, the objectives of this project are to:</p>		

1. **Conduct a needs assessment survey of extension agents/home economists and teachers in New Mexico and far West Texas to ascertain the kinds of courses, above and beyond those already taught, that this population needs;**
2. **Market, recruit and enroll the first cohort of participants; and**
3. **Work with faculty in the FCS and HRTM departments related to teaching effectively online.**

Methods:

Objective 1: A needs assessment will be developed using an electronic survey instrument. The assessment will be pilot tested using a panel of extension agents and secondary teachers. The instrument will be revised based on pilot test results. Data will be gathered from the target population using the tested version of the instrument. To enhance return rate, the target population will be contacted at least one time following the initial distribution.

The instrument will be developed to ascertain which of the courses currently taught by the disciplines in the Family and Consumer Sciences department would be relevant to potential graduate students from the target populations. Online classes currently being taught in the department will be listed. These currently include:

- **Maternal, Infant and Child Nutrition**
- **Geriatric Nutrition**
- **Nutrition and Culture**
- **Research Methods**
- **Clothing for Special Needs**
- **Family Ethnicities and Subcultures**
- **Middle Childhood Development in the Family**
- **Aging Family**
- **Adolescent Development in the Family**
- **Infancy and Early Childhood in the Family**
- **Career and Technical Programs for Youth and Adults**

Online course work from other disciplines that would be of benefit to this population include:

- **Environmental Health**
- **International Health Problems**
- **Introduction to Counseling**
- **Biometrics**

We will also ascertain what topics would be beneficial that are not among the courses noted above.

Objective 2: The Department of Family and Consumer Sciences will market the graduate online program through direct emails to:

- **Extension 4H Agents**
- **Extension Home Economics**

- Secondary Teachers who are associated with Family and Consumer Sciences programs and those who teach health.

In addition the program will be marketed through the departmental website and a website developed to promote all graduate emphasis areas in the department.




Objective 3: Faculty that have an Online Teaching and Learning Certificate and/or are an Online Course Improvement Fellow will work with faculty who need help in effectively teaching online. This will be accomplished through one-on-one help sessions.

Request Justification

Support Vision 2020 Goals (select as many Vision 2020 goals as apply below).

<input checked="" type="checkbox"/>	1. Graduation – Teaching, Learning & Programs - <i>Provide effective academic programs, stellar teaching and learning, and enhanced student engagement to advance highly capable graduates</i>
<input checked="" type="checkbox"/>	2. Diversity – <i>Be a model of student, faculty and staff diversity at all levels</i>
<input type="checkbox"/>	3. Internationalization - <i>Effectively prepare students for a global society</i>
<input type="checkbox"/>	4. Research & Creative Activity-- <i>Be the catalyst for promoting discovery, encouraging innovation, sparking economic advancement, and inspiring creative achievement</i>
<input checked="" type="checkbox"/>	5. Economic Development -- <i>Be a driving force for economic progress in New Mexico</i>
<input type="checkbox"/>	6. Resource Stewardship -- <i>Increase philanthropy and alternative revenue to support teaching, research and service</i>
<input checked="" type="checkbox"/>	7. Community - Service, Extension & Outreach -- <i>Be a model for community engagement at all levels through innovative and exceptional outreach activity</i>
<input type="checkbox"/>	Specific objectives: (Complete attached Performance Data Matrix)

2014 Budget Form – President’s Performance Fund

Approvals (please print and sign)		
Submitted by	Margaret Ann Bock, PhD, RD, LD <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/> Print	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/>Signature </div> <div style="text-align: center;"> September 23, 2013 <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/>Date </div> </div>
Director/ Department Approval	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/>Print </div> <div style="text-align: center;">  <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/>Signature </div> <div style="text-align: center;"> 9-26-13 <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/>Date </div> </div>	
College Dean/ Division VP Approval	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;"> <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/>Print </div> <div style="text-align: center;"> <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/>Signature </div> <div style="text-align: center;"> <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/>Date </div> </div>	

Internal Use Only		
University Budget Committee:	Tier Assignment: <input type="checkbox"/> Tier I <input type="checkbox"/> Tier II <input type="checkbox"/> Tier III	Ranking No.: _____ Date: _____
Comments:	<hr/> <hr/> <hr/> <hr/>	
President’s Academic Council:	<input type="checkbox"/> Approved <input type="checkbox"/> Disapproved	Date: _____
Comments:	<hr/> <hr/> <hr/> <hr/>	

2014 Budget Form – President’s Performance Fund, supplement

**New Mexico State University
New Initiatives Supporting Vision 2020 Goals and Objectives
Performance Data Matrix
Fiscal Year 2013 - 2014**

The Vision 2020 Strategic Plan provides goals, objectives and key performance indicators for the University. Using the goal(s) you have check marked on the request form, please indicate which of the stated objectives this request is projected to positively impact, how the request is tied to the selected objective and propose a performance measure(s). Then indicate the target performance improvement goals over an annual timeline not to exceed three (3) years. Add rows as needed.

All Presidents’ Performance Fund awards are subject to annual review of comparative performance as a condition of continuing award. The required conditions of continuing funding will be identified at the time of award from the President’s Performance Fund.

Goal Number	Vision 2020 Objective	Explain how request is tied to this objective	Performance Measure	FY2013-2014 Target	FY2014-2015 Target (if applicable)	FY 2015-2016 Target (if applicable)
1	Teaching & Learning 1. & 2. Provide a learning environment supportive of degree completion	Provides a modality to complete a graduate degree by those who are place bound or economically constrained.	KPI 2 Survey target populations to ascertain course work needs above and beyond the FCS department current online graduate offerings	Complete survey and develop website for recruitment of graduate students for the proposed program and others currently offered by the FCS department		
2	Diversity 1. & 4 Provide an academic environment supportive of a diverse population	Provides a modality of serving our rural population who cannot come to main campus to complete a graduate education	KPI 6 Increase graduate student diversity in FCS		Enroll a cohort of 5 or more graduate students	

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<p>3</p>	<p>Outreach 3 Use Cooperative Extension resources to recruit and enroll graduate students for the proposed program</p>	<p>Provide a service to target populations that might not otherwise be able to obtain a graduate degree to retain their job and/or advance in their field</p>	<p>KPI 9 Increase graduate student numbers from the underserved target populations</p>	<p>Enroll a cohort of 5 or more graduate students</p> <p>Support cohort of 5 or more students to achieve completion of their first semester of graduate studies</p>	
<p>4</p>	<p>Economic Development 2. Educate a diverse, qualified workforce</p>	<p>Provide opportunities for an underserved rural workforce that would allow them to retain or advance in their job</p>	<p>KIP 14 Provide persons with the ability to obtain a graduate education which will enhance their work opportunities</p>	<p>Support cohort of 5 or more students to achieve completion of their course work and degree</p> <p>Support faculty to develop and deliver a quality online course</p>	