

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 24, 2012	
Submitted By:	Chris Erickson for DED program	Phone: 575-680-6098
College or Unit:	College of Business	
Department:	Economics, Applied Statistics, and International Business	
Project Name: (Short description): DED Graduate Student Recruitment		
<input checked="" type="checkbox"/>	Recurring for:	Amount Recurring Funding Requested per year:
	<input checked="" type="checkbox"/> One Year	Year 1: \$35,000
	<input checked="" type="checkbox"/> Two Years	Year 2: \$15,000
	<input checked="" type="checkbox"/> Three Years	Year 3: \$15,000
<input type="checkbox"/>	Non-Recurring	Amount Non-Recurring Funding Requested: \$
Description of request		
<p>If approved, this proposal would enable the NMSU Doctor of Economic Development (DED) to attract additional high quality students into DED program by funding targeted advertising in trade and professional journals, banner ads on appropriate websites, and booths at trade shows.</p> <p>The DED program admitted its first students in Fall 2008 and has awarded 12 doctorates since then. Graduates work as county managers, as professors, and in state economic development offices. One student is even employed as an interim dean of a business college. Graduates have come from the United States, Mexico, Jordan, Cameroon, Vietnam and Sri Lanka.</p> <p>Given the success of our graduates and the wide range of professional opportunities available to them, the DED program clearly has accomplished its original mission of producing highly skilled economic development professionals. But like many new graduate programs, after an initial rush of highly qualified applications, the pool of new applicants has somewhat diminished. Peak enrolment in the program was 25, but has now dropped to 18. We feel confident that we can serve 25 graduate students, which requires that we admit 10 to 15 new students each fall. To do this requires that we get the program’s name out in front of our target audience. A modest targeted advertising campaign can accomplish this goal.</p> <p>The DED program is aimed at professionals who seek to develop advance skills in economic development. The ideal DED student will have a master’s degree in a related field and some work experience in economic development. Accordingly, the target audience for recruiting is working professionals who can be reached via trade and professional journals, banner ads and trade show booths.</p> <p>The proposed budget includes an initial \$35,000 to fund development of advertising material and to fund advertising during the first year. We then ask for \$15,000 in each of the following two years to fund advertising.</p> <p>Funding this proposal would primarily promote Vision 2020 Goal 1, but would also contribute to Goals 2, 3 and 5.</p>		

2014 Budget Form – President’s Performance Fund

Request Justification	
Support Vision 2020 Goals (select as many Vision 2020 goals as apply below).	
XX	1. Graduation – Teaching, Learning & Programs - Provide effective academic programs, stellar teaching and learning, and enhanced student engagement to advance highly capable graduates
X	2. Diversity – Be a model of student, faculty and staff diversity at all levels
X	3. Internationalization - Effectively prepare students for a global society
<input type="checkbox"/>	4. Research & Creative Activity -- Be the catalyst for promoting discovery, encouraging innovation, sparking economic advancement, and inspiring creative achievement
X	5. Economic Development -- Be a driving force for economic progress in New Mexico
<input type="checkbox"/>	6. Resource Stewardship -- Increase philanthropy and alternative revenue to support teaching, research and service
<input type="checkbox"/>	7. Community - Service, Extension & Outreach -- Be a model for community engagement at all levels through innovative and exceptional outreach activity
<input type="checkbox"/>	Specific objectives: (Complete attached Performance Data Matrix)

Approvals (please print and sign)			
Submitted by	<u>Christopher Erickson</u> Print	<u>[Signature]</u> Signature	<u>9-30-13</u> Date
Director/ Department Approval	<u>Richard V. Adkisson</u> Print	<u>[Signature]</u> Signature	<u>10-1-13</u> Date
College Dean/ Division VP Approval	<u>Kathleen Brook</u> Print	<u>[Signature]</u> Signature	<u>9-30-13</u> Date

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:				
President’s Academic Council:	<input type="checkbox"/> Approved	<input type="checkbox"/> Disapproved	Date:	_____
Comments:				

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	Graduation— Teaching Learning & Programs	This proposal would support obtaining <i>Objective 2: Provide strong academic programs through continuous innovation and evaluation. By increasing the visibility of the program, we can better recruit students who will benefit from our proven program.</i>	KPI 1 Enrollment	Develop and initiate a marketing plan to increase visibility of DED Program aimed at increasing the pool of qualified applicants.	Increase qualified applicant pool by 25% Enroll at least 6 new qualified students	Increase qualified applicant pool by 100% Enroll at least 8 new qualified students
2.	Diversity	The DED program is already highly diverse. Deepening the	KPI 6 Student Diversity	Develop a marketing plan that appeals to a	Maintain proportion of students who are members of	Maintain proportion of students who are members of

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**

		<p>applicant pool will allow us to continue to recruit a diverse student population in line with <i>Objective 2 - Shape student diversity at all academic stages through recruitment, retention efforts, and support services.</i></p>		diverse population	under-represented groups at or above 30%.	under-represented groups at or above 30%.
3.	Internationalization	<p>The DED program has a record of recruiting international students. Deepening the applicant pool will allow us to continue to recruit a international student in line with <i>Objective 3: Boost and support international student enrollment.</i></p>	KPI 7 International Students	Include elements in the advertising campaign that appeal to international students	Maintain proportion of international students at or above 25%	Maintain proportion of international students at or above 25%

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

5.	Economic Development	Clearly, the DED program is precisely designed to obtain <i>Objective 2: Educate a diverse internationally competitive, qualified and entrepreneurial work force..</i>	KPI 14: Workforce Development	Emphasize in marketing plan that program is designed for professionals who seek to continue working in industry	NA	NA
----	----------------------	---	-------------------------------	---	----	----