Key Principles

• Serve as a living document providing the system with guidance for individual units
• The intent is to have the plan reviewed and updated on an ongoing basis
• Our objective is to be inclusive and to seek broad engagement across the University system
• Create alignment of strategic vision and success metrics
• Transition Vision 2020 pillars & metrics
Mission

The mission of the New Mexico State University system is to serve the diverse needs of the state through comprehensive programs of education, research, extension and outreach, and public service.

As the state’s land-grant and space-grant university, and as a Hispanic-Serving Institution, NMSU fosters learning, inquiry, diversity and inclusion, social mobility, and service to the broader community.
Vision

By 2025, the NMSU system will excel in promoting social mobility for our diverse student populations, achieve the highest Carnegie research status (R1), and maintain our Carnegie Community Engagement classification.
Values

• **Leadership**: Promoting and creating the ability for Aggies to shape the future

• **Excellence**: Providing the highest level of education, research, outreach, and service

• **Access**: Welcoming diverse populations to higher education and to the NMSU community

• **Diversity & Inclusion**: Embracing our differences as an asset and actively seeking to include wide-ranging perspectives

• **Student-Centered**: Supporting the education of our students through every aspect of our university, every day

These values are encapsulated in the phrase:
BE BOLD. Shape the future.
Strategic Planning Framework

Objectives / Actions → KPIs → Leading Indicators

BE BOLD. Shape the Future.
**Integrated Planning, Budgeting and Evaluation**

**Strategic Planning Timeline**

**2019/2020**
- Approval of Strategic Planning Framework 2025
- Replaces Vision 2020 Pending Approval
- 2018/2019 Performance Appraisals
- Expectations for 2019/2020 goals based on NMSU 2025 Strategic Plan
  - strategic plan input
  - alignment of work to strategic plan

**2020/2021**
- High Level External Advisors
  - strategic plan input
- Regents’ Retreat
  - strategic plan input
- College / Divisions Comprehensive First Draft

**Approve Fully Integrated 2025 Strategic Plan**
- 2019/2020 Performance Appraisals w/ new goals for 2020/2021
  - Comprehensive Final Plan
- 2019/2020 Finalize Budget
- High Level External Advisors
- Regents’ Retreat

**2020 Performance Appraisals**
- Continuous Faculty, Staff and Student Input and Feedback

**2021 Performance Appraisals**
- Continuous Faculty, Staff and Student Input and Feedback
Strategic Goals

GLOBAL CHALLENGES

- Enhance Student Success and Social Mobility
- Elevate Research & Creativity
- Amplify Extension & Outreach
- Build a Robust NMSU System
GOAL 1
Enhance Student Success and Social Mobility

GOAL 2
Elevate Research and Creativity

GOAL 3
Amplify Extension and Outreach

GOAL 4
Build a Robust University System

2025 Goals
GOAL 1
Enhance Student Success and Social Mobility

GOAL 2
Elevate Research and Creativity

GOAL 3
Amplify Extension and Outreach

GOAL 4
Build a Robust University System

KPI 1 Achieve 18,000 Student Headcount Enrollment

KPI 2 Achieve 21% Graduate Enrollment

KPI 5 Achieve an 83% First Year Retention Rate

KPI 6 Achieve 39% 4-year, 59% 5-year, 63% 6-year Graduation Rates

KPI 14 Achieve $150M in Annual Funded Research

KPI 19 Achieve 100% Experiential Learning

KPI 20 Achieve an 80% Career Placement Rate

KPI 23 Achieve a 10% Alumni Giving Rate

Vision 2020 Mapping
GOAL 1  Enhance Student Success and Social Mobility

Objectives

1.1 Diversify, optimize, and increase system-wide enrollment

a. Create targeted enrollment initiatives to increase recruitment from high school
b. Develop a comprehensive marketing and communications plan that emphasizes degree opportunities across the system and aligns communication plans across the system to foster common messaging and branding
c. Leverage system-wide outreach programs (e.g. 4-H, STEM programs, athletics, entrepreneurship) as recruitment opportunities
d. Create a recruitment network (e.g. high schools, military installations, outreach programs)
e. Formalize, expand and market Aggie Pathways for seamless transfer to the university campus
f. Develop marketing strategies that target diverse student segments such as transfer, military, returning students, and individuals enrolling with educational gaps
g. Adopt holistic recruitment programs that address the needs of a diverse student population, foster inclusion and diversity, engage families, and leverage our vast alumni network
h. Create and promote robust online learning programs (fully online degrees, blended programs, online courses, support services)
i. Leverage our programs and networks (e.g. student organizations, alumni, and non-profit partners) to increase national and international enrollment
j. Collaborate on interdisciplinary academic programs in emerging disciplines
k. Align human, financial, and physical resources to support student success across the system

1.2 Increase student learning, retention, and degree attainment

a. Develop system-wide advising practices that align with student learning objectives and promote student success
b. Incorporate comprehensive financial planning and counseling into curricular and co-curricular activities
c. Incorporate Aggie identity into system-wide support infrastructures such as tutoring, mental-health counseling, healthcare, financial counseling, ethnic programs
d. Foster inclusivity, engagement, and access to academic and co-curricular experiences
e. Expand options for curricular delivery to include fully online programs, blended programs, and online courses
f. Provide training to students, faculty, and staff to create classroom and university environments that promote inclusion and recognize the strength in diversity
g. Close the achievement gap
GOAL 1  Enhance Student Success and Social Mobility

Objectives

1.3 Develop a culture of ‘Aggie Life’ that reflects service-learning, experiential learning, engagement in campus community, and engagement in research experiences

a. Encourage involvement in system-wide co-curricular activities such as athletics, student organizations, fine arts, community outreach, Pride Band, intramurals, and ROTC
b. Develop robust experiential learning, service-learning, and research experiences that engage students and contribute to the development of essential skills
c. Engage university faculty and staff in Aggie Life experiences

1.4 Strengthen career pathways

a. Enhance system-wide internship, co-op, and externship opportunities to meet employment and workforce needs
b. Create system-wide career advising programs with shared objectives
c. Develop a strategic relationship with New Mexico Workforce Solutions to expand student awareness of New Mexico employment opportunities
d. Collaborate with business and industry partnerships to expand career opportunities for international students within and external to the U.S.
e. Develop alumni and corporate relationships for student mentoring and job placement
f. Foster awareness of post-graduate opportunities for career advancement

g. 1.5 Elevate graduate education

a. Develop a communications plan that emphasizes strong graduate programs as central to the growth and impact of research, scholarship and creative activity
b. Cultivate new and increase existing resources to support graduate students
c. Align use of graduate assistantships with the teaching and research mission
d. Invest research indirect cost (IDC) to develop and apply incentives to grow graduate enrollment
e. Foster and support graduate student enrollment in social sciences, humanities and creative arts
f. Promote professional master’s degrees as value-added credentials for career advancement
## GOAL 1

Enhance Student Success and Social Mobility

<table>
<thead>
<tr>
<th>KPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Enrollment*</td>
</tr>
<tr>
<td>2. Completion (persistence, graduation rate, degrees awarded, average time)*</td>
</tr>
<tr>
<td>3. Net Price*</td>
</tr>
<tr>
<td>4. Outcomes (employment rate‡, salary‡, graduate school, social mobility rank)*</td>
</tr>
</tbody>
</table>

‡ 6 months, 2 years, 5 years post-graduation

### Leading Indicators

For each level, demographic, market segment, discipline:

- Upstream enrollment indicators*
- Career advancement
- Recognized leader in serving diverse students and eliminating achievement gaps
- Scholarships and financial aid awarded*
- Midterm grades
- Student satisfaction metrics
- Student participation in and use of NMSU non-academic programs and services
- Student participation in career fairs
- Satisfaction survey with advising
- Alumni and industry partner participation in career mentoring

* Contribute to social mobility
GOAL 2 Elevate Research & Creativity

Objectives

2.1 Facilitate the convergence of research and creative activity to address local and global challenges, integrated with undergraduate and graduate student education
a. Achieve top Carnegie research status of R1
b. Align research strengths across all academic units to create integrated research centers supported with strategic investment and interdisciplinary hires
c. Enhance interdisciplinary collaboration, especially inclusive of creative and non-STEM disciplines
d. Develop interdisciplinary academic degrees aligned with research capabilities in emerging areas
e. Promote and reward entrepreneurial initiatives
f. Increase funded graduate assistants
g. Create competitive faculty startup packages
h. Build strategic public–private partnerships (e.g., industry, national labs), with opportunities to integrate graduate student research
i. Enrich and expand corporate, industrial, and government relationships to advance research and creative activity

2.2 Amplify impact of research findings by addressing local needs that align with global challenges
a. Develop sustainable research programs in energy, food and agriculture, and water to serve as drivers for economic development throughout New Mexico
b. Foster interdisciplinary research agendas that explore the integration of data and information technologies with diverse disciplines
c. Leverage NMSU’s land- and space-grant missions to initiate a space sustainability academic and research program by integrating NMSU’s commercial space and sustainability efforts
d. Conduct research that improves borderland health with a focus on health disparities
e. Build interdisciplinary teams to increase competitiveness for large biomedical research grants
f. Expand research by leveraging NMSU’s unique physical assets such as Physical Science Laboratory, Agricultural Experiment Stations, Apache Point Observatory, and Sunspot Solar Observatory
g. Incentivize faculty and staff participation in creation of intellectual property
GOAL 2 Elevate Research & Creativity

Objectives

2.3 Amplify impact of research on society and the economy and promote international collaboration by accelerating technology and knowledge transfer

a. Reward faculty and staff engagement in technology transfer through financial incentives such as intellectual property revenue sharing, new equipment, facility enhancements, and legal support
b. Develop a communications plan to amplify research outcomes beyond NMSU
c. Create an environment supportive of interdisciplinary and cross-border collaborations
d. Provide opportunities for educators to engage in international activities
e. Build long-term strategic partnerships and relationships
f. Promote Cooperative Extension Service, engineering extension and outreach, STEM Outreach Center, and other outreach programs as opportunities for technology transfer
GOAL 2  Elevate Research & Creativity

KPI
1. Science & Engineering research and development expenditures
2. Non-Science & Engineering research and development expenditures

Leading Indicators
For each discipline, venue, industry, benefactor, agency
- Visibility and Impact - Scholarly, Educational, Behavioral, Health, Societal, Governmental, Political, Resource, Economic, Cultural consumer
- Doctoral degrees conferred
- Increase in proposal submissions
- Faculty startup expenditures
- Quality of research facilities
- Journal submissions
- New collaborations and partnerships
- Invention disclosures

Leading Indicators, cont’d.

- Amount of external matching funds
- Graduate students supported by external funds
- Graduate total enrollment
- Master’s degrees conferred
- Master’s, doctoral-professional practice, and doctoral-other degrees conferred in Arts & Sciences**
- Master’s, doctoral-professional practice, and doctoral-other degrees conferred in professional fields **
- Doctoral degrees – other**
- Doctoral degrees – professional practice**
- Doctoral degrees – research and scholarship**
- Humanities research and scholarship doctoral degrees**
- Social science research and scholarship doctoral degrees**
- STEM research and scholarship doctoral degrees**
- Number of research and scholarship doctoral degrees conferred in professional fields**

** data used by Carnegie Classification
### GOAL 3 Amplify Extension & Outreach

#### Objectives

**3.1 Be a leader in place-based innovation and in economic and community development**

- a. Build sector-specific collaborative initiatives with business and economic development organizations
- b. Develop investment partners for technology and business start-ups
- c. Partner with innovation centers and business incubators across the state
- d. Network and market NMSU systemwide economic development and entrepreneurial programs such as Arrowhead Center, especially to New Mexico communities
- e. Promote funding opportunities to startup community (e.g. Small Business Innovation Research, Small Business Technology Transfer, National Science Foundation I-Corps, and Arrowhead Innovation Fund)
- f. Develop investment partners with Angel Investors and Venture Capitalists around the globe

**3.2 Develop and implement innovative and culturally responsive PK-20 outreach, professional development, and continuing education programs that support social mobility**

- a. Network and market NMSU systemwide outreach programs
- b. Establish shared vision and common metrics for outreach programs across the system
- c. Increase engagement of multi-generational students in continuing education and professional development to promote lifelong learning
GOAL 3  Amplify Extension & Outreach

Objectives

3.3 Improve PK-20 Science, Technology, Engineering and Math (STEM) education

a. Establish pilot STEM community labs in New Mexico communities
b. Develop a network of STEM educators that bridge higher education and public education
c. Lead a coalition of New Mexico higher education institutions dedicated to the improvement of PK-20 STEM education as a statewide system, including advocacy efforts
d. Enhance curricula on interdisciplinary aspects of STEM and STEM-based skills (e.g. exploring the role of STEM within society and other disciplines)
e. Develop statewide resources for best practices
f. Lead a coalition of New Mexico higher education institutions in providing comprehensive professional development for teachers across various learning modalities
g. Create seamless pathways from PK-12 to higher education
h. Increase engagement of underrepresented populations in STEM education
i. Increase the number of STEM-skilled individuals entering the workforce

3.4 Strengthen and elevate public–private engagement

a. Inventory university assets and corporate needs and interests, and compile a living document of current and proposed partnerships across the NMSU system
b. Elevate core strategic partnerships to Chancellor and President to leverage across the system
c. Develop an integrated process for private sector engagement, including the NMSU Foundation, to support and grow public–private partnerships
d. Enhance culture of private sector engagement at NMSU
e. Create list of NMSU research and innovations aligned with private sector technology needs
f. Establish an incentive system within NMSU for research, Extension, and outreach that leverages private sector relationships
g. Promote NMSU strengths to current and prospective private sector partners
h. Develop a marketing campaign to promote NMSU as a resource for ground-breaking research, development of emerging technologies, and qualified students from diverse backgrounds
i. Leverage NMSU alumni and private sector networks to develop and strengthen core strategic partnerships and individual relationships
GOAL 3 Amplify Extension & Outreach

Objectives

3.5 Amplify Cooperative Extension and outreach programs and services to increase support for businesses, individuals, and communities

a. Leverage Cooperative Extension Service programs and facilities to benefit economic development and community outreach
b. Increase engineering extension and outreach programs to support and accelerate technology transfer
c. Leverage other system-wide programs to expand economic development and outreach
d. Promote College of Education outreach programs as best practices for STEM education, and Next Generation Science Standards alignment
## Goal 3

**Amplify Extension & Outreach**

<table>
<thead>
<tr>
<th>KPI</th>
<th>Leading Indicator</th>
</tr>
</thead>
</table>
| 1. Outreach, extension and economic impact and expenditures | • Jobs created  
• Investment and funding  
• Youth, students and constituents engaged  
• Student, faculty and staff service to communities  
• Business startups  
• Number of products developed or improved  
• National, regional, local partnerships  
• International engagements  
• Alignment of Extension and outreach programs and services with strategic goals |
## GOAL 4 Build A Robust University System

### Objectives

#### 4.1 Be a recognized leader in valuing the inclusion of diverse participants and in recognizing diversity as an asset among minority-serving, land-grant, and space-grant institutions

| a. Establish an Office of Diversity and Inclusion |
| b. Collect information on institutional practices that support or constrain the success of stakeholders and design interventions to address problematic practices |
| c. Ensure staff and faculty reflect New Mexico demographics and provide processes for diversity hiring practices |
| d. Engage with other minority-serving institutions and adopt best practices |
| f. Partner with students and student organizations to address issues of diversity and inclusion |
| g. Work with leadership programs to develop and sustain capacity for addressing diversity and inclusion issues |
| h. Develop capacity to understand and address issues of inclusion and diversity at all levels of the NMSU system |
| i. Promote continuous improvement in communication and management skills |
| j. Define and prioritize problems, determine information needs, develop and deliver training |

#### 4.2 Cultivate Faculty and Staff excellence

| a. Evaluate current compensation policies to ensure fair-market value for faculty and staff |
| b. Develop performance evaluation processes that align, engage, empower, and reward contributions to NMSU systemwide strategic goals |
| c. Develop robust network for cross-disciplinary faculty and staff engagement |
| d. Support faculty and staff through professional development and programs that support their financial, mental, and physical well-being |
| e. Develop professional development programs that foster academic and professional excellence and diversity |
| f. Leverage and support shared-governance to advance systemwide mission and vision |
## GOAL 4 Build A Robust University System

### Objectives

**4.3 Establish operational excellence through a metric-driven, service-oriented approach**

- a. Develop metric-driven decision-making processes that drive operational efficiencies
- b. Incentivize metric-driven unit performance
- c. Develop and align human resource policies to support recruitment and retention of faculty and staff
- d. Provide system-wide technology solutions that are flexible, responsive, and secure
- e. Share software systems for operational and administrative services across NMSU
- f. Value and promote customer service and continuous improvement and establish professional development and management training programs where and as needed
- g. Ensure support system to enable employees to meet their individual, unit, and enterprise goals
- h. Enable clear, transparent alignment of budget and resources with enterprise goals

**4.4 Identify grand challenges and mobilize the University system to execute effective solutions**

- a. Empower faculty and staff to identify solutions to global challenges
- b. Encourage interdisciplinary thought and creativity at the edges of disciplines
- c. Create opportunities for students to engage in market relevant solutions
- d. Focus on current NMSU strengths in the areas of creating healthy borders, modernization of critical infrastructure, and transforming education.

**4.5 Establish strategic alignment with the NMSU Foundation to raise, manage, and steward private resources in support of the NMSU system**

- a. Cultivate, solicit and steward private financial support from alumni, parents, friends, corporations, foundations, and others for the benefit of students and programs systemwide
- b. Build endowments to support the long-term academic and priority needs of the NMSU system
- c. Provide sound fiscal oversight of current-use and endowment funds
- d. Identify opportunities to support facility upgrades and renovation, including naming and matching fund opportunities
- e. Integrate alumni engagement across NMSU strategic goals
## GOAL 4  Build Robust University System

<table>
<thead>
<tr>
<th>KPI</th>
<th>Leading Indicators</th>
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<tbody>
<tr>
<td>1. Personnel Assets (satisfaction, compensation, productivity, excellence)</td>
<td><em>For each discipline, venue, industry, benefactor or agency:</em></td>
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<tr>
<td>2. Institutional Ranking Composite</td>
<td>• Leadership development activities</td>
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<tr>
<td>3. Fundraising (alumni giving rate, dollars raised, increase in endowment)</td>
<td>• Diversity and inclusion</td>
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<td>• Business process transaction completion times (e.g. hiring, procurement, travel)</td>
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<td>• IT development and implementation cycle times</td>
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<td>• Compliance training</td>
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<td>• Adverse events and findings</td>
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<td>• Employee satisfaction</td>
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<td>• Performance evaluation</td>
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<td>• Wage equity</td>
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<td>• Total compensation</td>
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<td>• Turnover rates</td>
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<td>• Student scholarships awarded</td>
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<td>• Increase alumni giving</td>
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<td>• Growth in endowment</td>
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NMSU Strategic Marketing Framework

STRATEGIC INITIATIVES

- Enhance Student Success and Social Mobility
- Elevate Research & Creativity
- Amplify Extension and Outreach
- Build A Robust University System

Colleges & Community Colleges
- Agricultural, Consumer, and Environmental Sciences
- Arts & Sciences
- Business
- Education
- Engineering
- Graduate School
- Health and Social Services
- Honors
- Library

Office of Strategic Initiatives
- Arrowhead
- Space Grant
- Physical Science Laboratory
- Global Challenges
  - Healthy Borders
  - Transforming Education
  - Critical Infrastructure

Foundation & Alumni
- Alumni Engagement
- Giving

Athletics
- Fiscal Improvement

Integrated Communications

NMSU BRANDING

EXECUTION

Social Media  Public Relations  Events  Content Development  Website

Individual Campaigns Supporting the NMSU System
Leading to a Relevant Dashboard

- The University community will create KPI targets and multi-year goals, as well as, identify the leading indicators relevant to our overall goals.
- New indicators will be added based on in-depth, ongoing data analysis.
- Indicators with the highest relevance will be tracked and rolled up to a University system dashboard.
NMSU Leads 2025

This work reflects input and feedback across the University system

• Individual feedback
• 8+ writing teams
• Community college participation on all teams
• Dean participation
• Multiple plan reviews across disciplines

Next steps:

• Feedback and approval on Strategic Plan Framework
• Refinement of leading indicators
• College & operational plans developed (May)
• Comprehensive Plan 2021-25 Finalized (Dec)