

Strategic Plan - Recruitment

Strategy	Activities
<p>Expand marketing to encourage divisions to advertise course and program offerings that are appealing and meaningful for workforce development or academic success.</p>	<ul style="list-style-type: none"> • Produce or update marketing materials specific to individual programs, degrees, and certificates.
	<ul style="list-style-type: none"> • Hold or host events on campus that promote individual programs.
	<ul style="list-style-type: none"> • Build relationships with local and regional employers to help understand the job market of the community.
	<ul style="list-style-type: none"> • Partner with public schools, military, or local businesses to expose and promote individual programs.
	<ul style="list-style-type: none"> • Build relationships with public school teachers in the community to foster improvement within the K-14 ecosystem.
	<ul style="list-style-type: none"> • Create a strong and meaningful program review process that adequately evaluates student recruitment within each program.
<p>Improve NMSU-A's community outreach, service, and engagement by promoting communication and cooperation with university stakeholders through Community Education.</p>	<ul style="list-style-type: none"> • Identify credit courses that might appeal to non-degree students.
	<ul style="list-style-type: none"> • Actively pursue topics and instructors for non-credit courses that appeal to continuing education students.
<p>Increase the number of online degree and certificate programs while also increasing the opportunities for completion of higher degrees while remaining in the local area.</p>	<ul style="list-style-type: none"> • Identify possible additional 2+2 (face-to-face or online) programs that align with the main campus for the completion of a bachelor's degree.
	<ul style="list-style-type: none"> • Identify meaningful certificates that may lead to employment.

Strategic Plan - Retention

Strategy	Activities
<p>Foster student engagement at all levels. Provide required professional development on engaging students to promote success.</p>	<ul style="list-style-type: none"> Identify and improve three (3) institutional challenges identified in the latest Ruffalo Noel Levitz Student Satisfaction Surveys related to student services paying particular attention to minority student satisfaction.
	<ul style="list-style-type: none"> Identify and improve three (3) institutional challenges identified in the latest Ruffalo Noel Levitz Student Satisfaction Surveys related to academics paying particular attention to minority student satisfaction.
	<ul style="list-style-type: none"> Create a strong and meaningful program review process that adequately evaluates student enrollment and retention within each program.
<p>Identify and remove barriers to retention</p>	<ul style="list-style-type: none"> Engage in professional development activities that promote student engagement and success.
	<ul style="list-style-type: none"> Continue to grow scholarship endowments that assist student financial needs.
<p>Retain Quality Faculty and Staff</p>	<ul style="list-style-type: none"> Assess adequacy of faculty and staff development and compensation.

Strategic Plan - Completion

Strategy	Activities
<p>Help students attain desired educational goals.</p>	<ul style="list-style-type: none">• Create a strong and meaningful program review process that adequately evaluates student completion within each program.
	<ul style="list-style-type: none">• Increase the number of students attaining "reverse transfer" degrees within the NMSU System.
	<ul style="list-style-type: none">• Develop a batch audit system to help address issues that prevent completion and to assist in identifying students who have met completion requirements.
	<ul style="list-style-type: none">• Identify resources to improve student success by helping students assess how educational and career choices relate to their interests and abilities.

Strategic Plan - Placement

Strategy	Activities
<p>Help students meet transfer requirements for higher degrees</p>	<ul style="list-style-type: none"> • Encourage Bachelor Degree seeking students to participate in the Aggie Pathway program to provide support for continued studies at NMSU.
	<ul style="list-style-type: none"> • Establish student transfer opportunities and articulation agreements, and curriculum alignment to meet the needs of students pursuing further education or degrees not offered by NMSU-A.
	<ul style="list-style-type: none"> • Track student success at transfer institutions (start with NMSU). Identify areas that need improvement and celebrate successes.
<p>Help students obtain jobs in their career field</p>	<ul style="list-style-type: none"> • Create a strong and meaningful program review process that adequately evaluates workforce need to address the need to expand, contract, add, or discontinue programs and employer satisfaction with graduates.
	<ul style="list-style-type: none"> • Increase the use of New Mexico Workforce Solutions Career Coach and BrainFuse JobNow resources.
	<ul style="list-style-type: none"> • Create and maintain strong relationships with advisory boards to ensure programs are aligned with workforce needs.
	<ul style="list-style-type: none"> • Identify internships, cooperative education, and other opportunities to provide work related experience to students.
	<ul style="list-style-type: none"> • Assess student learning of Institutional Learning Outcomes through feedback from supervisors of works study, service learning projects, internships, and employers of graduates.

Strategic Plan – Key Performance Indicators

<p>Recruitment</p>	<p>KPI 01 - Attain an overall enrollment FTE of 1000 (2014 level). KPI 01 - Attain an overall enrollment FTE of 1000 (2014 level).</p> <p>KPI 02 - Attain an overall enrollment of Alamogordo Campus students that is a 4.0% (2014 level) or greater market share of the adult population in Otero County.</p> <p>KPI 03 - Attain continuing education enrollment of 1000 seats.</p>
<p>Retention</p>	<p>KPI 04 - Attain a fall to fall retention rate of 58% (IPEDS peer average) for first-time, full-time, degree seeking students.</p> <p>KPI 05 - Attain a fall to fall retention rate of 34% (IPEDS peer average) for first-time, part-time, degree seeking students.</p> <p>KPI 06 - Increase NMSU-A class retention rates (79%) to be comparable to system class retention rates (86%).</p>
<p>Completion</p>	<p>KPI 07 - Attain graduation rates for full-time, first-time degree/certificate-seeking undergraduates within three years of 22% (NCCBP National Average).</p> <p>KPI 08 - Attain graduation rates for part-time, first-time degree/certificate-seeking undergraduates within three years of 7% (NCCBP National Average).</p> <p>KPI 09 - Attain transfer-out rates for full-time, first-time degree/certificate-seeking undergraduates within three years of 15% (NCCBP National Average).</p> <p>KPI 10 - Attain transfer-out rates for part-time, first-time degree/certificate-seeking undergraduates within three years of 6% (NCCBP National Average).</p> <p>KPI 11 - Attain minority graduation percentages that are reflective of NMSU-A demographic enrollment.</p>
<p>Placement</p>	<p>KPI 12 - Attain 65% (NCCBP 50th percentile) placement of graduates in degree related jobs.</p> <p>KPI 13 - Attain 26% (NCCBP 50th percentile) placement of graduates who pursue additional education.</p> <p>KPI 14 - Attain 95% (NCCBP 50th percentile) employer satisfaction with overall preparation of employed graduates.</p> <p>KPI 15 - Attain 84% (NCCBP 75th Percentile) second year enrollment for students who transfer to a four-year institution.</p>