

# 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"> <li>• Produce or update marketing materials specific to individual programs, degrees, and certificates.</li> </ul>
	<ul style="list-style-type: none"> <li>• Hold or host events on campus that promote individual programs.</li> </ul>
	<ul style="list-style-type: none"> <li>• Build relationships with local and regional employers to help understand the job market of the community.</li> </ul>
	<ul style="list-style-type: none"> <li>• Partner with public schools, military, or local businesses to expose and promote individual programs.</li> </ul>
	<ul style="list-style-type: none"> <li>• Build relationships with public school teachers in the community to foster improvement within the K -14 ecosystem.</li> </ul>
	<ul style="list-style-type: none"> <li>• Create a strong and meaningful program review process that adequately evaluates student recruitment within each program.</li> </ul>
<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"> <li>• Identify credit courses that might appeal to non -degree students.</li> </ul>
	<ul style="list-style-type: none"> <li>• Actively pursue topics and instructors for non -credit courses that appeal to continuing education students.</li> </ul>
<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"> <li>• 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.</li> </ul>
	<ul style="list-style-type: none"> <li>• Identify meaningful certificates that may lead to employment.</li> </ul>

# 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"> <li>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.</li> </ul>
	<ul style="list-style-type: none"> <li>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.</li> </ul>
	<ul style="list-style-type: none"> <li>Create a strong and meaningful program review process that adequately evaluates student enrollment and retention within each program.</li> </ul>
<p>Identify and remove barriers to retention</p>	<ul style="list-style-type: none"> <li>Engage in professional development activities that promote student engagement and success.</li> </ul>
	<ul style="list-style-type: none"> <li>Continue to grow scholarship endowments that assist student financial needs.</li> </ul>
<p>Retain Quality Faculty and Staff</p>	<ul style="list-style-type: none"> <li>Assess adequacy of faculty and staff development and compensation.</li> </ul>

# Strategic Plan - Completion

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

# Strategic Plan - Placement

Strategy	Activities
<p>Help students meet transfer requirements for higher degrees</p>	<ul style="list-style-type: none"> <li>• Encourage Bachelor Degree seeking students to participate in the Aggie Pathway program to provide support for continued studies at NMSU.</li> </ul>
	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
	<ul style="list-style-type: none"> <li>• Track student success at transfer institutions (start with NMSU). Identify areas that need improvement and celebrate successes.</li> </ul>
<p>Help students obtain jobs in their career field</p>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
	<ul style="list-style-type: none"> <li>• Increase the use of New Mexico Workforce Solutions Career Coach and BrainFuse JobNow resources.</li> </ul>
	<ul style="list-style-type: none"> <li>• Create and maintain strong relationships with advisory boards to ensure programs are aligned with workforce needs.</li> </ul>
	<ul style="list-style-type: none"> <li>• Identify internships, cooperative education, and other opportunities to provide work related experience to students.</li> </ul>
	<ul style="list-style-type: none"> <li>• Assess student learning of Institutional Learning Outcomes through feedback from supervisors of works study, service learning projects, internships, and employers of graduates.</li> </ul>

# Strategic Plan – Key Performance Indicators

<b>Recruitment</b>	<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>
<b>Retention</b>	<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>
<b>Completion</b>	<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>
<b>Placement</b>	<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>

