

Overarching objective: Place students and student learning at the center of every institutional action and activity.

Goal 1: High quality academic programs. Support high quality academic programs that both enhance the marketability of graduates and encourage them to remain life-long learners. Develop new programs that reflect and respond to changing student and workforce needs.

Strategic Objectives:

1. Promote effective use of technology in appropriate courses and programs.
2. Promote effective pedagogy, including the effective use of technology.
3. Support basic and applied research, scholarship and creative activity for students
4. Expand applied learning opportunities for students.
5. Create or strengthen programs that address changing student, state and workforce needs.
6. Implement degree audits and strong protocols for student records management comply with NCAA, state and federal regulations, to assist advisors and to help students meet degree requirements in a timely fashion.

Goal 2: A quality campus experience. Prepare students for success after graduation by promoting leadership and a positive campus experience, both online and in person.

Strategic Objectives:

1. Use student learning outcomes data to enhance student learning, strengthen curriculum and increase student awareness of their accountability for learning.
2. Plan orientations for freshmen, online, and transfer students to enhance their transition to college and their academic programs, and provide other opportunities to connect to their academic programs.
3. Provide quality advising for all students.
4. Find ways to link curricular and co-curricular activities to enhance students' college experience.
5. Devise and fine-tune recruitment and retention strategies (including social media and Retention-Pro) to meet the needs of transfer students, freshmen, re-entry and graduate students
6. Through enhanced use of programs and research data, improve student persistence and graduation rates and student entry into work force or graduate programs.

Goal 3: Sustainable programs and efficient operations. Renovate and maintain facilities that support student learning; develop programs and services that increase efficiency and reduce the University's impact on the environment; educate our students to become responsible stewards of resources, for their communities and the planet.

Strategic Objectives:

1. Initiate renovation projects that will enhance student learning and enhance the comfort and safety of all campus personnel.
2. Maintain regular campus maintenance and improvements.
3. Develop campus services and facilities with a focus on efficiency, cost effectiveness, and sustainability.
4. Initiate process reviews of critical campus operations or procedures to maximize efficiency and communication (e.g., hiring and termination processes).

Goal 4: A 21st century university. Create excellent and innovative structures to anticipate and meet the needs of our students, faculty and staff.

Strategic Objectives:

1. Recruit, retain and support the needs of a diverse student body and work force at Eastern New Mexico University.
2. Identify external funding opportunities to support faculty research, student achievement and success and University priorities.
3. Address the changing nature of the student population, their learning styles, and educational delivery systems.
4. Improve strategic resource allocation and accountability.
5. Enhance opportunities for faculty research and faculty and staff professional development.
6. Develop strategies to address technology needs including internet access, operational and program-essential software and hardware, and a computer upgrade and replacement plan that keeps the campus responsive to new technology innovations.

Approved by Board of Regents, May 10, 2013