Strategic Directions with Metrics

Strategic Planning Committee
Dr. David Boje, Chair

1. Undergraduate Education – To meet or exceed NMSU expectations on
Undergraduate enrollment, freshman retention, diversity and graduation rates. Advance
our ranking among our peer institutions in above criteria (Refer to LIVING
DOCUMENT sections 1.2 through 1.8).

1.1 - Increase undergraduate student enrollment (fall) by 3% each year
(CBAE Action 1.2.1)
1.2 - Increase percent of full-time, first-time, degree-seeking freshmen who are retained
to second year by 2%
(CBAE Actions 1.4.1, 1.4.2)
1.3 - Increase number of transfers/branchfers by 16 per year
(CBAE Action 1.6.1 – 1.6.3, 1.7.1)
1.4 - Increase percent of first-time, degree seeking, freshmen who graduate within 6 years
by 3%
(CBAE Actions 1.5.1-1.5.3)

2. Graduate Education – To meet or exceed NMSU expectations on enrollment,
establish broader range of offerings, and increase number of collaborative (& joint)
programs (Refer to LIVING DOCUMENT sections 2.1 through 2.5).

2.1 - Increase percent of degree seeking students at the graduate level by 6%
(CBAE Action 2.1.1)
2.2 - Increase number of collaborative programs with Agriculture, HRTM, H&SS,
Education (EMD), Engineering, and Arts & Sciences by 2
(CBAE Action 2.1.4)

3. Extension Education & Outreach – To meet or exceed NMSU expectations by
offering more distance education courses (e.g. New Mexico Military Institute BBA
program; Refer to LIVING DOCUMENT sections 3.1 through 3.3).

3.1 - Increase number of distance education courses by 2
(CBAE Action 3.2.1)
4. **Mission-Support to University** - Maintain our premiere academic research excellence as a Carnegie Research Extensive status institution with (1) a new BA&E building by 2007 that includes distance education support technologies, Ph.D. & MBA program space, and two large classrooms for freshman and sophomore large sections and college meetings; (2) Arrowhead Center spin-off of new ventures; (3) Maintain scholarship in refereed journal publication.

4.1 - Implement space utilization assessment plan and deliver a final report by Jan 15, 2004 to CEC  
(CBAE Action 9.1.1)

4.2 - Develop and put in place infrastructure for support of a business incubator by June 30, 2004  
(CBAE Action 2.5.1)

5. **Support to College** - Raise funds necessary to bring CBAE staff (and faculty) salaries to market levels (and reverse current faculty salary inversion/compression); Aggressive grant writing, summer employment, more development dollars, & what would you be willing to give up (Refer to LIVING DOCUMENT sections 4.1 through 4.3).

5.1 - Determine amount of funds necessary to bring CBAE salaries to market levels and reverse current faculty salary inversion/compression  
(CBAE Action 4.2.1)

5.2 - Dean Carruthers to present recommendations from 5.1 to Provost  
(CBAE Action 4.2.1)

5.3 - Determine monetary goals taking into consideration fund raising efforts for professorships and sponsored chairs by Feb. 15, 2004  
(CBAE Action 4.2.2)
Strategic Directions
With Metrics

College of Business
Administration and Economics
January 8, 2004
Strategic Directions Planning Committee
Dr. David Boje, Chair

CBAE Goals
1. Undergraduate Education
2. Graduate Education
3. Extension Education & Outreach
4. Mission-Support to University
5. Support to College

1. Undergraduate Education

• To meet or exceed NMSU expectations on Undergraduate enrollment, freshman retention, diversity and graduation rates. Advance our ranking among our peer institutions in above criteria (Refer to LIVING DOCUMENT sections 1.2 through 1.8).
Undergraduate Education - Metrics

- 1.1 - Increase undergraduate student enrollment (fall) by 3% each year (CBAE Action 1.2.1)
- Fall 2002 CBAE enrollment - 2061
  - Target for fall 2003 - 2122 (+3%)
  - Result for fall 2003 - 2001 (-2.9%)
Undergraduate Education - Metrics

• 1.2 - Increase percent of full-time, first-time, degree-seeking freshmen who are retained to second year by 2%  
(CBAE Action 1.4.1, 1.4.2)

• NMSU Fall 2001 actual – 70.6%
  • Target for fall 2002 – 73%
  • Result for fall 2002 – 71.7%
  • * Fall 2002 CBAE results unavailable

Undergraduate Education - Metrics

• 1.3 - Increase number of transfers/branchfers by 16 per year  
(CBAE Action 1.6.1 – 1.6.3, 1.7.1)

• Fall 2002 transfers/branchfers - 89  
  • Target for fall 2003 – 105 (+16 per year)  
  • Result for fall 2003 – 74 (-16)
Undergraduate Education - Metrics

- 1.4 - Increase percent of first-time, degree seeking, freshmen who graduate within 6 years by 3%  
  (CBAE Action 1.5.1-1.5.3)

- Fall 1995 graduation rate – 46.8%  
  - Target for 1996 – 49.8%  
  - Result for 1996 – 42.5% (-4.3%)
2. Graduate Education

- To meet or exceed NMSU expectations on enrollment, establish broader range of offerings, and increase number of collaborative (& joint) programs (Refer to LIVING DOCUMENT sections 2.1 through 2.5).

Graduate Education - Metrics

- 2.1 - Increase percent of degree seeking students at the graduate level by 6% (CBAE Action 2.1.1)

- Fall 2002 CBAE graduate headcount – 159
  - Target for 2003 – 168 (+6%)
  - Result for 2003 – 171 (+8%)

Undergraduate and Graduate Headcount Enrollment
Graduate Education - Metrics

- 2.2 - Increase number of collaborative programs with Agriculture, HRTM, H&SS, Education (EMD), Engineering, and Arts & Sciences by 2
  (CBAE Action 2.1,4)

- Possible collaboration with MBA / Agribusiness

3. Extension Education and Outreach

- To meet or exceed NMSU expectations by offering more distance education courses (e.g. New Mexico Military Institute BBA program; Refer to LIVING DOCUMENT sections 3.1 through 3.3).
Extension Education & Outreach - Metrics

- 3.1 - Increase number of CBAE distance education courses by 2 in 2004-05 (CBAE Action 3.2.1)
  - Courses offered fall 2003 – 8
  - Courses offered spring 2004 – 8
  - Target for fall 2004 – 10
  - Target for spring 2005 – 10

4. Mission-Support to University

- Maintain our premiere academic research excellence as a Carnegie Research Extensive status institution with (1) a new BA&E building by 2007 that includes distance education support technologies, Ph.D. & MBA program space, and two large classrooms for freshman and sophomore large sections and college meetings; (2) Arrowhead Center spin-off of new ventures; (3) Maintain scholarship in refereed journal publication.

Mission-Support to University - Metrics

- 4.1 - Implement space utilization assessment plan and deliver a final report by Jan 15, 2004 to CEC (CBAE Action 9.1.1)
Mission-Support to University - Metrics

- 4.2 - Develop and put in place infrastructure for support of a business incubator by June 30, 2004
  (CBAE Action 2.5.1)

5. Support to College

- Raise funds necessary to bring CBAE staff (and faculty) salaries to market levels (and reverse current faculty salary inversion/compression); Aggressive grant writing, summer employment, more development dollars, & what would you be willing to give up (Refer to LIVING DOCUMENT sections 4.1 through 4.3).
Support to College - Metrics

- 5.1 - Determine amount of funds necessary to bring CBAE salaries to market levels and reverse current faculty salary inversion/compression (CBAE Action 4.2.1)
  - Approx. $1 million
Support to College - Metrics

- 5.2 - Dean Carruthers to present recommendations from 5.1 to Provost (CBAE Action 4.2.1)

- 5.3 - Determine monetary goals taking into consideration fund raising efforts for professorships and sponsored chairs by Feb. 15, 2004 (CBAE Action 4.2.2)

"Now all we need to decide is just what business we’re in."