

# **NMSU LEADS 2025 Goal 3: Amplify Extension and Outreach**

**SUMMARY ACCOMPLISHMENTS AUGUST 2021 –  
APRIL 2022 AND NEXT STEPS**

**What's New, What's Next: LEADS 2025 Strategic Retreat**

**March 18, 2022**



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New Mexico State University**

# Goal 3 Overview

*NMSU LEADS* 2025's Goal 3 is to Amplify Extension and Outreach to provide valuable resources and research-based information to improve the lives of New Mexicans and their communities.



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and Environmental Sciences**  
Cooperative Extension Service



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# Objective 3.1: Capture, quantify and report outreach and extension activities and impacts

## Tactic 3.1.1: Capture outreach activities & impacts

- Finalized key terminology used in Watermark Faculty Success (formerly Digital Measures)
  - **Service:** Activities related advancement of faculty/staff profession or organization
  - **Outreach:** Organized and planned activities/programs allow faculty/staff expertise to benefit individuals, families, communities, and businesses by addressing locally identified needs
  - **Extension:** Providing research-based information and programs beyond the university community by Extension faculty/staff in College of ACES
- Developed 13 NMSU system-wide metrics for Watermark Faculty Success platform
- Watermark Faculty Success Team has made all changes to current platform
  - Important for Carnegie Classification for Community Engagement in 2025
- **Next Steps:** Develop online outreach and Extension impact training modules and how to use new Watermark Faculty Success platform
  - 1) Identifying metrics/how collect data, 2) Entering data into Watermark, 3) Faculty & Staff demonstrate how information can be used



# 13 NMSU System-Wide Metrics for Watermark Faculty Success Platform

<b># Contacts</b>	<b>Total Expenditures</b>
<b># Youth Reached</b>	<b># Alumni &amp; Donors Engaged</b>
<b># Businesses Assisted</b>	<b>\$'s Gifts &amp; Pledges Raised</b>
<b># Hours</b>	<b>Growth of the Endowment</b>
<b># Outreach Publications &amp; Media Releases</b>	<b>Capital Campaign Progress</b>
<b># Grants &amp; Contracts Submitted</b>	<b>Impact Narrative</b>
<b>\$'s Received Grants &amp; Contracts</b>	



# Goal 3 KPIs and Key Metrics

- **Primary level metrics (KPIs)**
  - Outreach & Extension Expenditures
  - Outreach Impact Index
- **Secondary level metrics (Key Metrics)**
  - Outreach & Extension Expenditures
  - Outreach Awards & Grants
  - Publications, Events & Media Releases
  - Contacts & Service to Communities



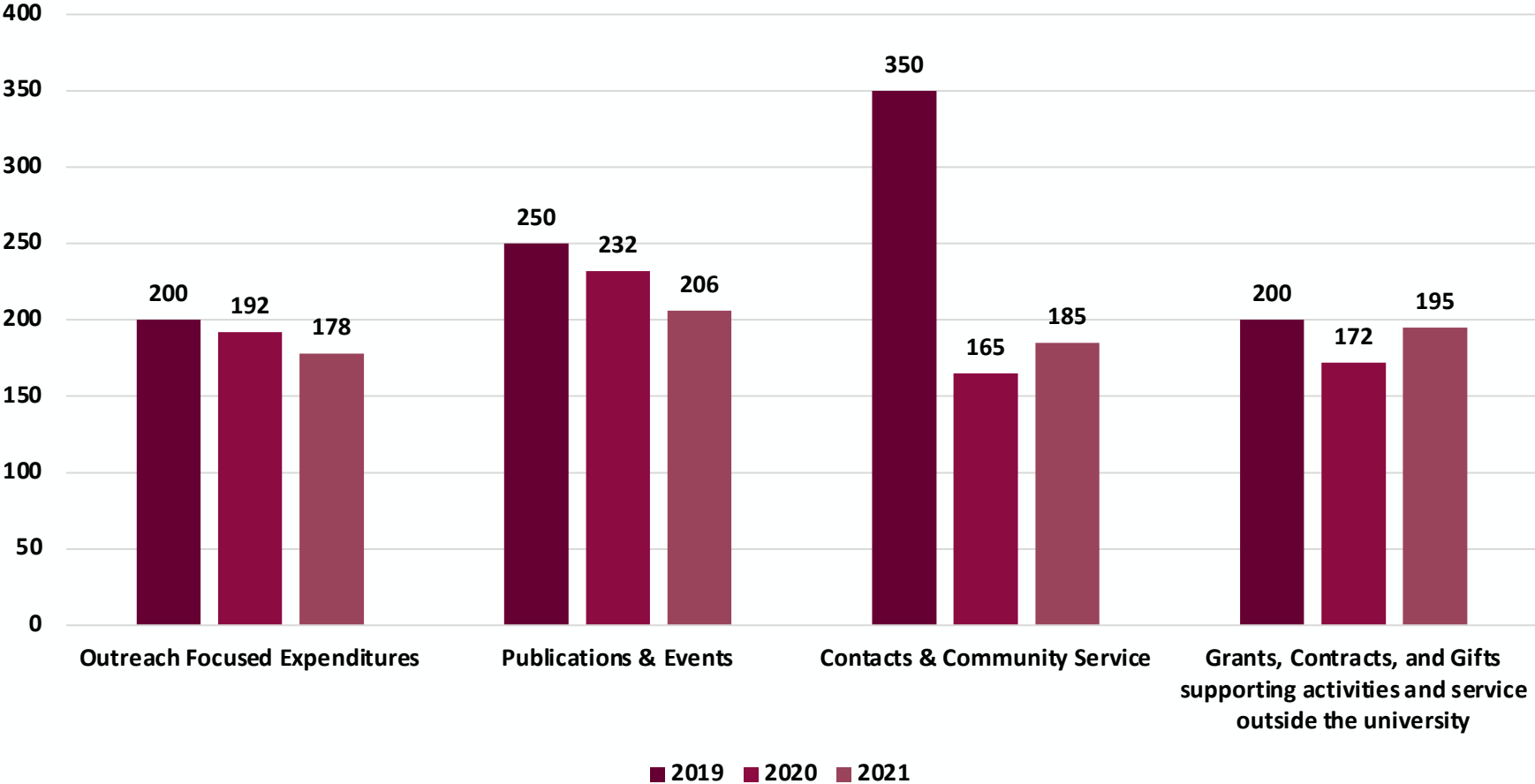
# Outreach Index: Components and Weightings

- **Developed Outreach Index:**
  - **Outreach Expenditures (20%):** Total expenditures on outreach and service to the community, including faculty and staff time allocated to outreach and service efforts.
  - **Publications & Events (25%):** Number total publications, presentations at conferences, events, workshops and trainings provided outside the university.
  - **Contacts & Community Service (35%):** Number contacts with individuals (community members, alumni, k-12 students), communities, and businesses.
  - **Grants, Contracts, and Gifts (20%):** Dollar value of grants, contracts, endowments, and gifts that support outreach and Extension.
- **Next Steps:** Testing Outreach Index with Colleges and Units across campus



# Outreach Index: CES Example

2019, 2020 and 2021



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# Objective 3.2: Disseminate Outreach and Extension to Align and Enable Greater Capacity

## Tactic 3.2.1: Engage Deans, DHs, Community College increase capacity

- G3T members engaged deans and department heads to discuss opportunities for collaboration across University system during Fall 2021 Semester
  - Discussed inputting data into DM and received input/suggestions
  - **Next Steps** include identifying Outreach Liaison/Contact for each College

## Tactic 3.2.2: Utilize website and communication channels

- NMSU Outreach and Engagement Website ([engagement.nmsu.edu](http://engagement.nmsu.edu))
- **Next Steps** include coordinating with Justin Bannister develop a marketing and communication plan

### NMSU Outreach and Engagement

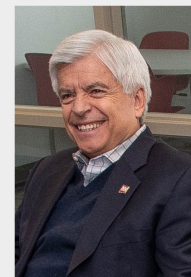
As a land-grant university, reaching out and engaging those we serve is as deeply ingrained in our culture as teaching and research. When I look at the wide range of outreach and engagement efforts across the NMSU system, it makes me proud to see the scope and the impact of our work across the state and the region. And, we can do more!

Many in our state know the NMSU Cooperative Extension Service works in each of our 33 counties, but there are other ways our university is making a difference in the lives of our residents on a daily basis:

- Food safety and security
- Educational and professional development opportunities for Native American students
- Arrowhead Center's Studio G support student entrepreneurs
- Irrigation management training and resources
- Math Snacks program to help our youth develop in critical math skills
- NM Alliance for Minority Participation that supports under-represented students in completing degrees in the STEM disciplines
- The New Mexico Small Business Assistance program that provides access to leading edge technical resources at state universities, and our national labs
- NM Technology Student Association for middle and high school students
- Community Art workshop for plant making

What is your need for NMSU's engagement? Where can you be a part of the outreach that NMSU performs each year? As we work together for a better future, I hope this website answers your questions, and encourages you to become a part of our outreach and engagement work.

Go Aggies!



### Summary Impact Data - Statewide

Student Enrolled 14,000	Alumni living in state 76,000	Financial aid awarded \$750 M
NMSU employees working in the state 7,000	4-H youth participants 45,000	



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# Objective 3.3: Align and leverage Arrowhead Center, Athletics and Foundation in outreach, extension and economic development

## Tactic 3.3.1: Connect Extension network to colleges & units

- Strategies to connect statewide Extension network to colleges and units across NMSU system partially accomplished through annual NMSU Outreach Conference
- **Next Steps** include determining how G3T can help facilitate outreach collaborations across campus (other opportunities in addition to the annual Outreach Conference).



## Objective 3.3: Align and leverage Arrowhead Center, Athletics and Foundation in outreach, extension and economic development

### Tactic 3.3.2: Conduct annual outreach conference

- NMSU Outreach Conference  
November 18, 2021 at Corbett Center, 120 Participants
- Conference:
  1. Demonstrated Outreach Collaborations, Achievements and Future Opportunities for Collaboration across campus
  2. Documenting Outreach Impacts for LEADS 2025 and Faculty & Staff Evaluations
- **Next Steps:** Plan 2022 Conference

### 2021 NMSU Outreach Conference Corbett Center Ballrooms

November 18, 2021  
9:00a.m.-2:00p.m.

#### Goal 3 **LEADS 2025**

Promote Collaboration and Working Relationships Throughout the University System to Amplify Outreach and Extension

<https://aces.nmsu.edu/cooperativeextension/outreach>

NMSU outreach extends knowledge beyond the university, drives integration of activities, directly and indirectly, and supports student learning experiences, and success. Our outreach activities include research, connections with communities and families, multigenerational engagement, economic development and entrepreneurship, and collaborative efforts with industry, corporations, and government entities.



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## Objective 3.3: Align and leverage Arrowhead Center, Athletics and Foundation in outreach, extension and economic development

### Tactic 3.3.4: Provide incentives for outreach, Extension, CE

- *Distinguished Award for Extension, Outreach, and CE at Fall Convocation*
- **Next Steps:** Recognition CE scholarship in faculty P&T process

Aggies Without Limits, engineering students given the first-ever Extension, Outreach and Community Engagement Award



## **What are the most important tactics? *What will move the needle the most?***

1. Encouraging faculty and staff to capture outreach and engagement impacts in Watermark Faculty Success (formally Digital Measures)
2. Provide online Watermark Faculty Success training modules for faculty and staff
3. Recognize outreach can be a valuable component of faculty P&T
4. Collaborate across university
5. Improved competitiveness for grants
6. More systemwide outreach workshops for faculty and staff



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