

Goal Team 3 Fall 2020 Summary of Accomplishments and Next Steps September 15, 2020

Current members of Goal Team 3 include: Jon Boren, Wayne Savage, Carol Parker, Lenny Martinez, Kathy Hansen, Andrew Nwanne, Sonja Cooper, Patricia Sullivan, Cheyanne Carlisle, Melody Munson-McGee, Braun Cartwright, Natalie Kellner, Justin Bannister, Derek Dictson, Julia Parra

Goal 3 Team has met 9 times from September 2019 to September 2020. Team discussions recognized several key points. These key points included the following:

- Extension and outreach activities are often integrated with the other University goals/objectives identified in the LEADS 2025 Strategic Plan, particularly in relation to Student Success & Social Mobility and Elevating Research & Creativity.
- Need to better connect and leverage the existing Extension network in the ACES College (presence in all 33 counties through county extension offices) with all the other NMSU Colleges and units.
- All Colleges and units are doing outstanding outreach and community engagement. However, we need a mechanism to document university-wide Outreach and Community Engagement activities/impacts that will lead to better ways to leverage resources and develop future collaborations among faculty across the University system.
- Continuance of our Carnegie Classification Community Engagement (re-classification in 2025) also is largely dependent on our ability to document system-wide Outreach and Community Engagement Impacts. Must have an infrastructure in place to capture this data from all Colleges and units.
- Although the Key Performance Indicator of total expenditures for Goal 3 is certainly important, additional metrics and documenting the impacts of this investment are equally important.

Accomplishments: Goal 3 Team identified 4 priorities for 2019 and 2020. Subcommittees were established for each of the 4 priorities and include faculty and staff with expertise relevant to the priorities from across the University system. Below are the 4 priorities identified by Goal 3 Team including current accomplishments.

- A. Develop an iterative process to plan, implement, assess, and modify a reporting system that will document Extension, outreach and community engagement impacts across the NMSU system. (*Adjust Watermark + Digital Measures and provide training resources*)
 - Subcommittee and Goal Team 3 identified 9 13 NMSU system -wide metrics for Extension, Advancement and outreach.
 1. Number of Contacts (people/clientele reached)
 2. Number of Alumni & Donors Engaged
 3. Number of Youth Reached
 4. Number of Hours
 5. Number of Outreach Publications & Media Releases
 6. Number of Businesses Assisted
 7. Number of Grants & Contracts Submitted
 8. Dollars Received through Grants & Contracts
 9. Total Expenditures (Leads 2025 metric)
 10. Total Gifts & Pledges raised from donors

11. Growth of the Endowment
 12. Capital Campaign Progress
 13. Brief Impact Narrative
 - a. Purpose of Outreach Program
 - b. Description of Outreach Program
 - c. Accomplishments of Outreach Program
 - d. Actual or Anticipated Impacts
 - e. Program Products (publications, curriculum, social media posts)
- Goal Team 3 has worked with the Watermark + Digital Measures Team to make changes to the current platform to include these metrics that all faculty and staff will report to. This will allow reporting of Extension, outreach, and community engagement efforts and impacts across the NMSU system.
- B. Understand and disseminate information on current outreach and community engagement efforts; establish mechanisms to better align existing efforts and more readily enable new opportunities. (*Develop system-wide inventory and website of all outreach programs*)
- Subcommittee is developing and implementing a NMSU Engagement Website.
 - The Subcommittee identified and reviewed engagement and outreach websites from eight peer universities, and then developed a website framework using a “best practices” approach. The goal is to have a website that is welcoming, attractive, “user friendly”, and that is easily navigable by our statewide customer base. System-level outreach and engagement impact information will be highlighted, at county and state levels. Information on outreach activities and how to engage to identify needed resources will be available both by campus location and by interest or need. The website is expected to be online by the end of September.
- C. Connect the Extension network with other NMSU Colleges and units to leverage current and future outreach. (*University-wide Outreach conference*)
- Subcommittee planned a University-wide Outreach Conference with the goal of promoting collaboration and working relationships between the Cooperative Extension Service and faculty from other NMSU Colleges and units.
 - The conference was scheduled for April 29, 2020 and included Deans, Department Heads, faculty and staff.
 - Because of the COVID-19 pandemic, the conference was canceled. Goal Team 3 decided to pivot and have a Virtual NMSU Outreach Conference on November 16, 2020.
 - Conference will most likely include the following agenda items:
 - Welcome and keynote by President Floros
 - Crosscutting Panel and Q & A with Extension, Foundation, Arrowhead, Athletics, Community Colleges, Admissions, Sustainability, and Research
 - NMSU Outreach and Engagement Response to COVID-19
 - Overview of the new metrics and Community Engagement Impact Reporting System
 - Breakouts for Discussions
 - Goal Team 3 Priorities for 2020 and Input
 - Closing by Chancellor Arvizu

- D. Develop and implement a framework for system-wide, holistic, corporate engagement to support growth in corporate relationships, industry sponsored research, and philanthropy. *(Identify framework for engagement levels and responsibilities)*

Accomplishments for this year fall into three areas: Research on best practices, analysis of the Report of Actuals and strategic alignment.

- The Vice President of Research and his staff have provided materials presented at various conferences, regarding strategic partnerships, corporate engagement and universities.
- Under Economic Development and partnerships, Arrowhead has looked at best practices for corporate engagement at land grant and other university systems.
 - In both scenarios, the results were the same. The most effective model is a system wide, holistic corporate engagement model and that has been established as the 2025 goal for subcommittee D.
- In order to reap the benefits of such a model, strategic alignment of all the participating entities is required. In order to accomplish this, strategic alignment with the NMSU Foundation is foundational. Alignment with Research, Athletics, Economic Development, Extension and all the colleges and Community College branches is also required.
 - Strategic MOU framework established with NMSU Foundation to align strategically
 - Established strategic alignment criteria for hiring VP of Advancement
 - Derek Dictson hired the summer of 2020
 - Derek has joined the Goal 3 team, moved his goals from Goal 4 to Goal 3 and has agreed to be a part of Goal 3 and subcommittee D.
 - NMSU Foundation aligning its goals to LEADS 2025
 - Identify and pursue strategic relationship with key entities that align with our strategic intent:
 - Framework established for a 30-year relationship with a partner to provide services and investments between \$75-100M. (unannounced)
 - Established a long-term relationship and signed an MOU to that end, with Los Alamos National Laboratories (LANL) and Sandia National Labs (SNL)
 - Established a relationship with New Mexico Department of Health to establish laboratory testing for southern New Mexico for the first time
 - Provided leadership to establish the Creative Media Institute (Monica Torres) and have created the forum for all regional players to collaborate
 - PSL CREW collaborators (Northrop Grumman, Sandia, LANL, General Dynamics, and Aerospace Corporation): This effort will elevate NMSU as a provider of classified-ready graduates to support national security career opportunities
 - TX A&M Secure America Institute: New public-private consortium (similar model to NMPWRC) to support cyber, advanced manufacturing and U.S. supply chain research and tech-to-market opportunities
 - ENMRD: climate change and grid modernization efforts
 - NAWI (Berkeley Labs is lead on this \$100M effort)
 - EPE (solar facility on main campus, approved by NM PRC)
 - NMPWRC (has over 65 members from the oil and gas industry, government agencies and NGO's) to provide produced water research
 - NM PED (College of Education –K-12 outreach programming and College of Engineering --- STEM outreach programming)

- Explore the strategic use of the Extension Network for education (broadband projects, PED/STEM outreach, technology transfer/entrepreneurship and economic development support (Arrowhead, expansion and integration of and with 4-H)
- Strategic agricultural projects such as HEMP support statewide, controlled agricultural opportunities (Grants) and NAPI

Next Steps: Input received from the October 2019 Retreat with Deans, Associate Deans, Department Heads, Community Colleges, and Unit Leaders was discussed, prioritized, and used to guide Goal Team 3 in developing the next steps listed under each of the priorities. Realistic, achievable deliverables for FY2021 are being discussed during the Fall semester. Based on current discussions, Goal Team 3 expectations and goals for the next year include the following:

- Starting in 2021, the co-chairs for Goal Team 3 also plan to meet with Colleges Administrative Teams (Dean and Department Heads in each College) to provide a Goal Team 3 update and receive input/recommendations.
- Next steps under **priority/subcommittee A** include developing College and departmental training on outreach impact narratives/documents and entering data into Watermark + Digital Measures.
- Next steps under **priority/subcommittee B** include a system-wide inventory of all outreach programs for Carnegie and update the current outreach activities on the website. Subcommittee B will also address the following questions:
 - What information on outreach do we “disseminate” today?
 - What channels do we utilize for that dissemination? (Internal and External)
 - What/who are our targets?
 - What opportunities do we have to better align our existing outreach efforts?
 - How can we assist faculty/staff across the system in enabling (seeing, creating, acting on) new opportunities?
- Next steps under **priority/subcommittee C** include making appropriate changes to Goal Team 3 priorities based on input received from the Fall 2020 NMSU Outreach Conference and continue to develop strategies to better connect the Extension network with other NMSU Colleges and units.
- Next steps under **priority/subcommittee D** include the following:
 - Use of existing reporting systems such as the Report of Actuals, 1) to set goals and capture results accurately and 2) to develop appropriate single points of engagement strategies for the most strategic of our relationships
 - Establish the framework for cascading corporate enhancement through-out the system
 - Set multiyear goals measured in revenue and the establishment of key strategic relationships to further our reputation in our selected strategic focus areas
 - Win the NBOC contract, establish strategic relationship with NASA