

Goal 3 Team Fall 2021 Summary of Accomplishments and Next Steps September 15, 2021

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Accomplishments and Next Steps: Goal 3 Team has met 10 times from September 2020 to September 2021. Goal 3 Team identified 4 objectives/priorities for 2020 - 2021. Below are the 4 objectives/priorities identified by Goal 3 Team including current accomplishments and next steps for each respective tactic.

I. Objective 3.1: Effectively capture, quantify and report outreach and extension activities and impacts

Tactic 3.1.1: Develop Common metrics and fully capture outreach and extension activities and impacts in the Digital Measures system

- All Colleges and units are doing outstanding outreach and community engagement. However, we needed 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.
- We have finalized defining key terminology used in Digital Measures for “Service”, “Outreach”, “Extension” and “Community Engagement”.
 - **Service** – Activities related to the advancement of a faculty or staff profession, or organization. Includes departmental, college, university or professional activities. Service activities are typically more administrative in nature, and are intended to enhance the outcomes of units and quality of programs.
 - **Outreach** - Outreach involves contributing to the public welfare beyond the university community calling upon the faculty or staff member's expertise. Includes organized and planned activities/programs that allows faculty and staff expertise to benefit individuals, families, communities, and business by addressing locally identified needs.
 - **Extension** - Extension involves the transfer of research-based knowledge and information beyond the university community by Extension faculty and staff in the College of ACES.
 - **Volunteerism** - Volunteerism includes faculty and staff time or talents for charitable, educational, or other beneficial activities in the community. Examples include community service activities, assisting charitable organizations, supporting youth organizations, donating time as a food line volunteer, trash pickup volunteer.
- We also have developed the lead measures and metrics to capture system-wide impacts of outreach, Extension, and community engagement activities across the university system.
 - Primary level metrics (KPIs) include 1) Outreach & Extension Expenditures and 2) Outreach Impact Index.
 - Secondary level metrics (Key Metrics) include 1) Outreach & Extension Expenditures; 2) \$'s Outreach Awards & Grants; 3) # Outreach Publications,

- Events & Media Releases; 4) # Contacts & Service to Communities; and 5) Resource Development (alumni engagement, dollars raised, increase endowments and scholarships).
 - Worked with Kathy Hansen’s group (Kramer Winingham) to develop an Outreach Impact Index (Outreach Expenditures – 20%, Publications & Events – 25%, Contacts & Service to Communities – 35%, and Grants, Contracts & Gifts – 20%). Should have finalized October 2021.
- Subcommittee and Goal Team 3 identified 13 NMSU system-wide metrics for Extension, Advancement and Outreach for the Digital Measures platform.
 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
 - Purpose of Outreach Program
 - Description of Outreach Program
 - Accomplishments of Outreach Program
 - Actual or Anticipated Impacts
 - Program Products (publications, curriculum, social media posts)
- Goal Team 3 has worked with the Watermark + Digital Measures Team to include these metrics in the current platform that all faculty and staff can report to in the “Community Engagement, Extension, and Outreach Activities” section of Digital Measures. This will allow reporting of Extension, outreach, and community engagement efforts and impacts across the NMSU system. We expect these final changes to be made by October 2021.
- At APLU’s request, provided guidance to universities seeking APLU’s innovation and economic prosperity designation. NMSU will pursue renewal of the APLU IEP designation and is engaged with APLU in future plans for the designation.

Tactic 3.1.2: Provide online outreach and extension impact training modules

- After the final changes are made to the Digital Measures platform, we will be developing online outreach and Extension impact training modules on how to use the new system for interested faculty and staff.
- Therefore, the changes to Digital Measures is a critical step to have completed and implemented to develop online training tools and modules.

II. Objective 3.2: Disseminate outreach and extension to align and enable greater capacity

Tactic 3.2.1: Engage deans, department heads, and community colleges in increasing outreach and extension capacity

- Increasing outreach and Extension capacity across the University system will require leveraging expertise and resources across colleges and program units, including athletics

and Foundation. Goal Team 3 members will be engaging deans, department heads, community colleges and faculty to discuss opportunities for collaboration across the University system to amplify our outreach and engagement activities and to better serve the needs of New Mexicans. The discussion also will allow for further development and implementation strategies to better connect Extension network to colleges and units across the University system.

- Plan to meet Dean and Department Heads within each college during the Fall 2021 Semester.
 - Encourage input Outreach & Extension data into Digital Measures
 - Each College identify an Outreach Liaison that coordinates efforts within their respective units and with Goal Team 3

Tactic 3.2.2: Effectively utilize website and communication channels to promote research, outreach and extension

- Goal 3 Team identified and reviewed engagement and outreach websites from peer universities and developed a website using a “best practices” approach. The goal was 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 is highlighted, at county and state levels. The website can be viewed by going to *engagement.nmsu.edu*.
- Wayne is coordinating with Justin Bannister to develop a marketing campaign that would let our stakeholders know more about our efforts in Extension and outreach.

Tactic 3.2.3: Develop and implement outreach and extension data refresh methods and procedures

- Wayne is working directly with Justin Bannister and Melissa Chavira at MarCom to develop processes needed to automatically update the outreach and Extension data provided on the NMSU Engagement website.

Tactic 3.2.4: Advance social mobility through PK-20 outreach, STEM programs, professional development and lifelong learning

- At current time, the only focus has been continuing to support existing outreach and Extension efforts.
- However, increasing outreach and Extension capacity in social mobility through PK-20 outreach, STEM programs, professional development and lifelong learning across the University system will require better leveraging expertise and resources across colleges and program units. As a result, this will be a topic during the meetings with Deans and Department Heads this Fall 2021 semester.

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

Tactic 3.3.1 Develop and implement strategies to connect Extension network to colleges and units

- The development and implementation of strategies to connect the statewide Extension network to colleges and units across the NMSU system is partially being accomplished through the annual NMSU 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 Goal 3 Team discussions with Deans and Department Heads, including Athletics, Foundation, Arrowhead Center and Community Colleges, during the upcoming Fall 2021 Semester also will allow for further development and implementation strategies to better connect Extension network to colleges and units across the University system.
- One recent example is the *Aggie Next Step Program*. Working with Renay Scott and her team, the Cooperative Extension Service and 4-H Program developed a college and career readiness program for youth ages 9 -18 to support Goal 1 and recruitment efforts of colleges across the NMSU campus.

Tactic 3.3.2 Conduct an annual outreach conference, engaging regional businesses, innovators and incubators

- We had our first Virtual NMSU Outreach Conference on November 16, 2020, with around 200 attendees. The conference highlighted the diversity of outreach and engagement programs across the University system and promoted opportunities for collaboration. We also had discussions in key areas of NMSU outreach and engagement related to Health Outreach, STEM Outreach, Arts & Language Outreach, and State Economic Development programs. Because of the success of the first conference, Goal 3 Team is in the process of planning the second NMSU Outreach Conference for November 18, 2021.

Tactic 3.3.3 Leverage the humanities, social sciences, arts and athletics in outreach, extension and economic development

- Leverage the humanities, social sciences, arts and athletics in outreach, extension and economic development is partially being accomplished through the annual NMSU Outreach Conference with the goal of promoting collaboration and working relationships.
- Goal 3 Team changes to the Digital Measures reporting system will allow faculty and staff from all units, including athletics, Foundation, and Arrowhead Center input outreach impacts and provide a vehicle to future collaborations across the NMSU system.
- Through our recent participation in the *Humanities Extension: Developing the Western Land-Grant Network* grant program designed to bring together humanities and Extension faculty from 10 western states, the College of Arts and Sciences is partnering with Extension to build collaborations to better address community needs across the state.

Tactic 3.3.4 Provide incentives and rewards for outreach, extension and economic development

- In an effort to better recognize faculty for outreach, Extension, and community engagement activities and impacts, the Provost Office supported the new *Distinguished Award for Extension, Outreach, and Community Engagement* awarded at the August 17, 2021 convocation. Goal Team #3 evaluated all applications.
- Given the University's commitment to outreach, Extension, and community engagement across the system, must continue to support the recognition of community engagement scholarship in faculty promotion and tenure process across all academic colleges and at our community colleges.

Tactic 3.3.5 Engage with the NMSU Foundation, Athletics and Arrowhead Center in cultivating alumni, friends, corporations and foundations

- Amplifying engagement with the NMSU Foundation, Athletics and Arrowhead Center in cultivating alumni, friends, corporations and foundations will be an ongoing effort with the new strategic MOU between NMSU and Foundation.

IV. Objective 3.4: Establish a Holistic Corporate Engagement System and Network

- The Vice President of Research and his staff have provided materials presented at various conferences regarding strategic partnerships and corporate engagement at various universities.
- Under Economic Development and Partnerships, Arrowhead also 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 a goal for Goal Team 3.

Tactic 3.4.1 Develop a cascading Corporate Engagement Framework throughout the NMSU system

- Given the need to develop and implement a system-wide, holistic, corporate engagement framework that will support growth in corporate relationships, industry sponsored research, and philanthropy, coupled with the agreement and formalized strategic MOU between NMSU and the Foundation, the development of a framework for cascading corporate engagement throughout the NMSU system is being developed and will be completed during Fall 2021 semester.
- To realize the full benefits of such a model, strategic alignment of all the participating entities is required. 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 also will be required.

Tactic 3.4.2 Baseline the Report of Actuals and establish corporate engagement financial goals

- Efforts continue to use existing reporting systems such as the Report of Actuals to 1) set goals and capture results accurately and 2) develop appropriate single points of engagement strategies for the most strategic of our relationships.

Tactic 3.4.3 Develop a Strategic Partnership Matrix

- The development of a Strategic Partnership Matrix is scheduled to be completed during Fall 2021 semester.

Tactic 3.4.4 Develop a Transformational Partnership Task Force

- NMSU leadership and University Advancement has identified the need to meet regularly to discuss individuals, companies and foundations that are capable of being transformational partners for NMSU and that would benefit from a high level, multidisciplinary engagement strategy. As a result, University Advancement, Chancellor Office, and President Office are working to establish a *Transformational Partnership Task Force*.

Tactic 3.4.5 Identify three-year financial metrics and targets based on strategic intent

- Continuing efforts to set multiyear goals measured in revenue and the establishment of key strategic relationships to further our reputation in our selected strategic focus areas.