GOAL CARD 2.0

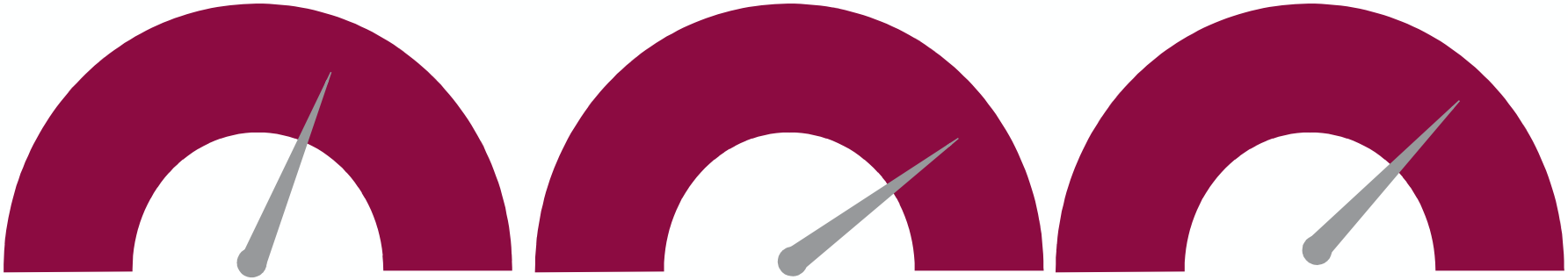
MAY RETREAT

May 19th, 2021 | ZOOM

NM STATE UNIVERSITY

BE BOLD. Shape the Future.

Allocate Resources to Move the Needles



Student Success and Social Mobility

Carnegie R1 Ranking

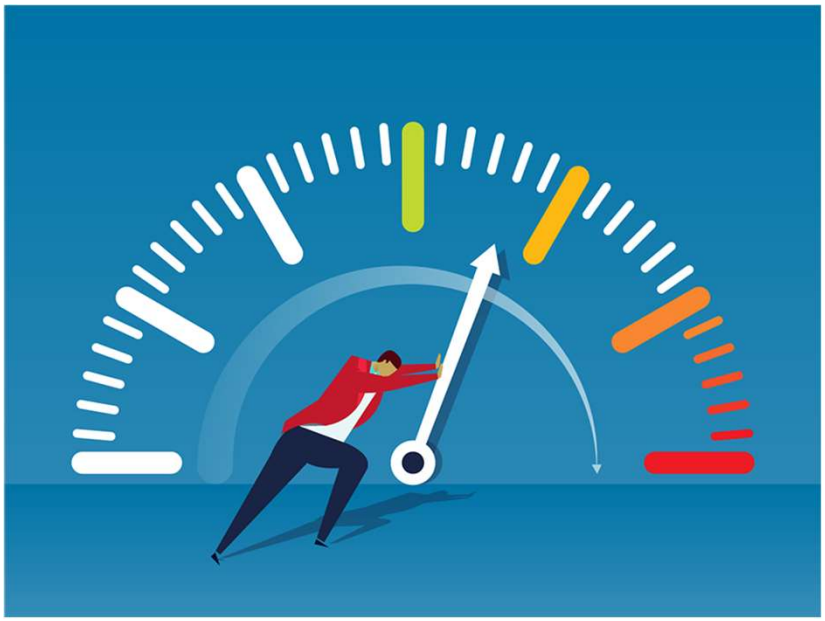
Community Engagement

By 2025, the NMSU system will excel in student success and social mobility for our diverse student populations, achieve the highest Carnegie research status (R1), and maintain our Carnegie Community Engagement classification.

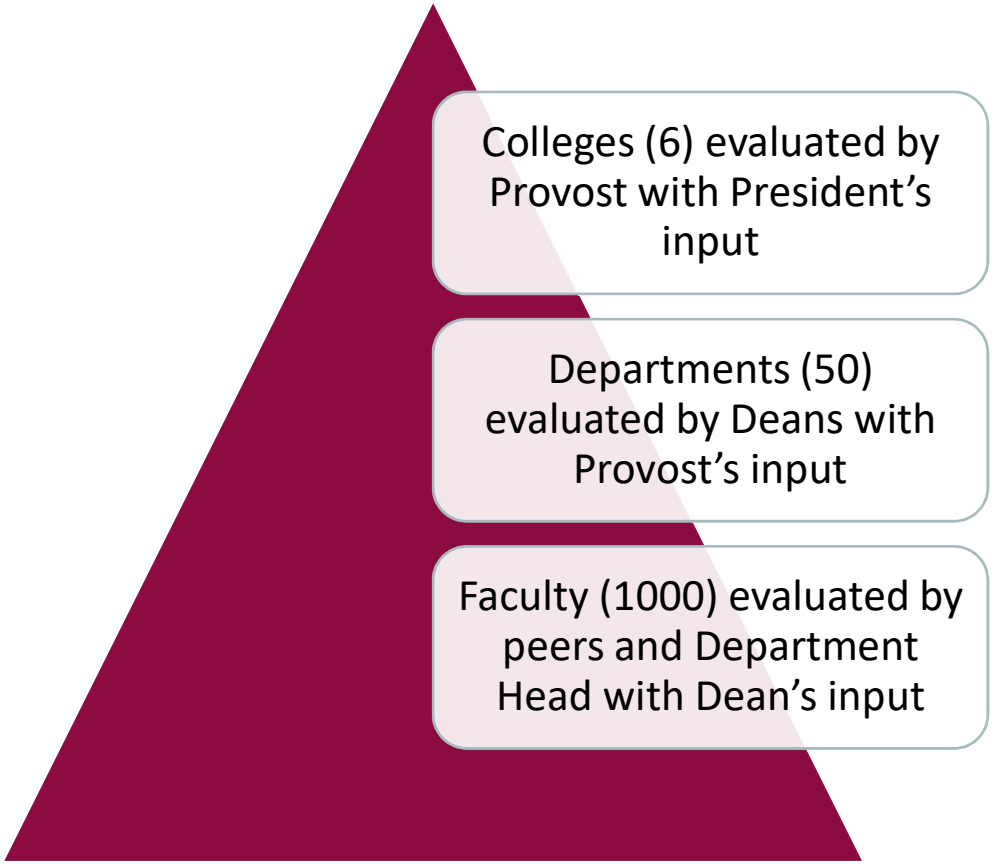
Question for May Retreat

Resource allocation will be based on goal cards

- **Which goal card metrics used to evaluate colleges and departments move the needles in a positive direction?**



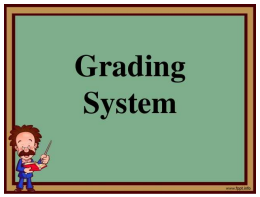
Who Evaluates in Academic Affairs?



Path to College and Department Evaluations

Metrics → Department "Grades" → College "Scores" → Strategic Implementation

08/20 → 11/20 → 05/21 Retreat

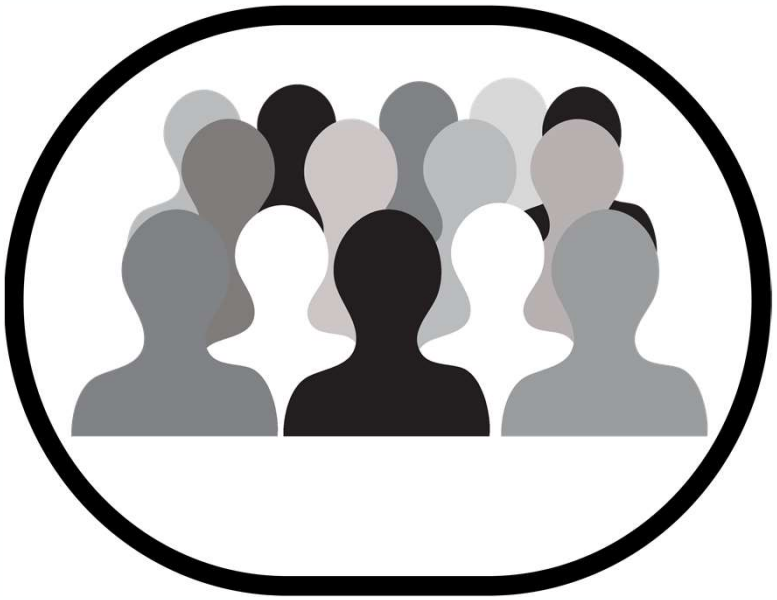


Steps Proposed at 11/20 Department Head Meeting

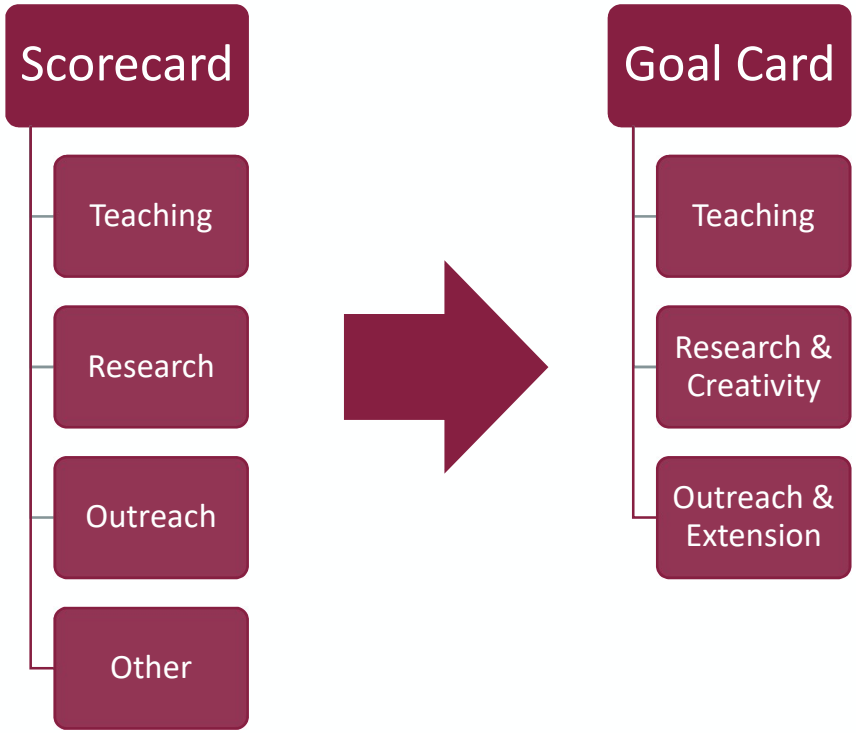
- Share with DHs
- Provide feedback
- Incorporate 2020 Productivity Index
- Adopt final version of scorecard (name changed to Goal Card)

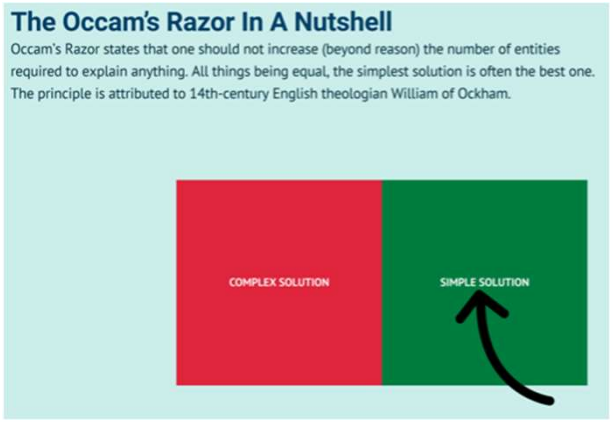
May Retreat Considerations

- Condense 4 scorecard grades to 3 goal card grades



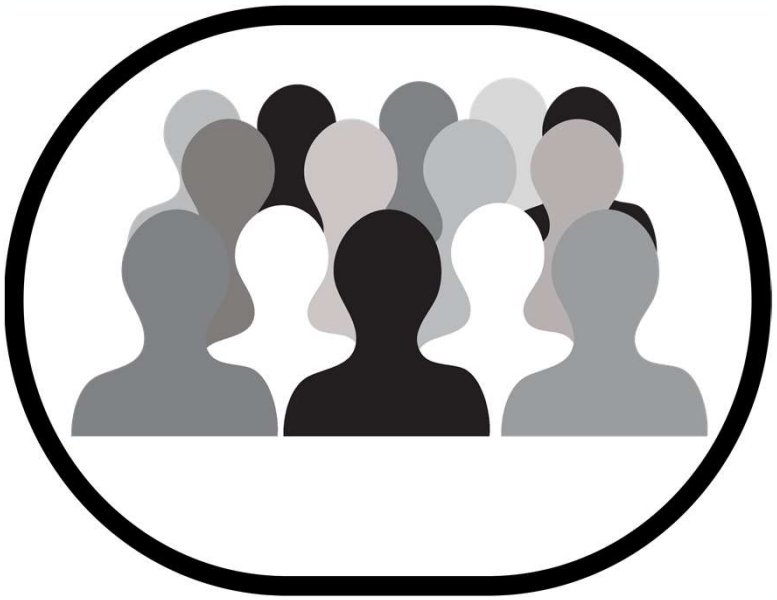
Condense 4 Scorecard Grades to 3 Goal Card Grades

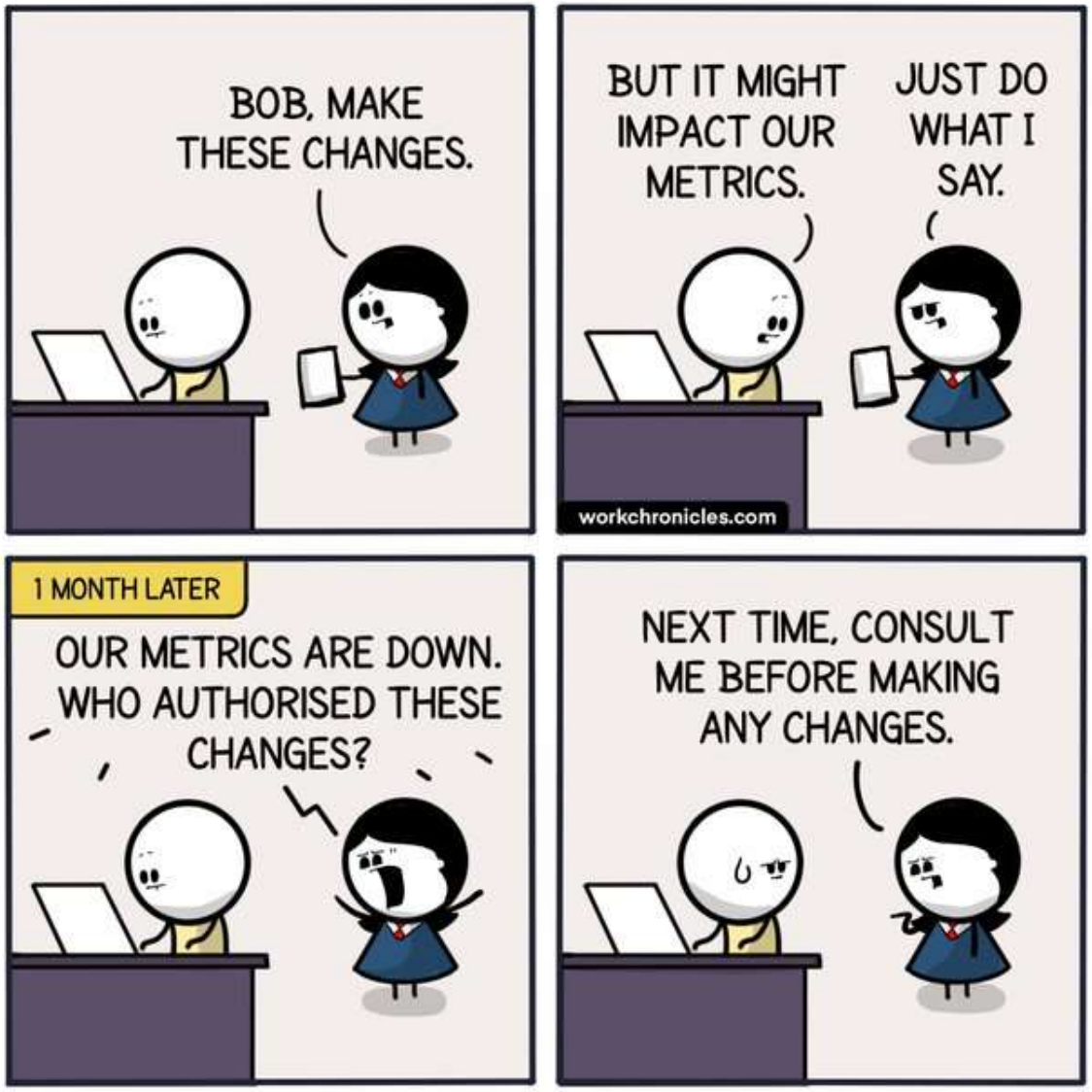




May Retreat Considerations

- Condense 4 scorecard grades to 3 goal card grades
- Reset Goal Card Metrics




BOB, MAKE THESE CHANGES.
BUT IT MIGHT IMPACT OUR METRICS.
JUST DO WHAT I SAY.
workchronicles.com
1 MONTH LATER
OUR METRICS ARE DOWN. WHO AUTHORISED THESE CHANGES?
NEXT TIME, CONSULT ME BEFORE MAKING ANY CHANGES.
Comics about work. Made with love & lots of coffee.
Join r/workchronicles or follow on Instagram/Twitter/FB
Work Chronicles
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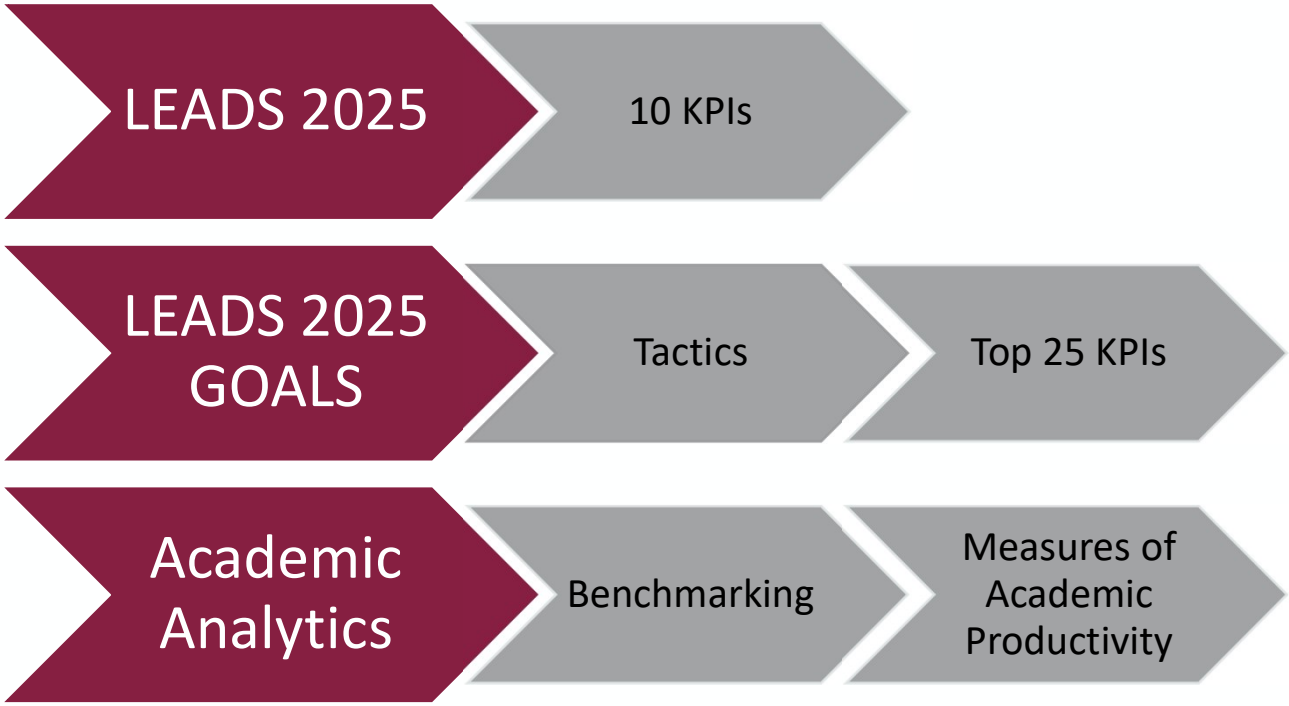
Goal Card Metrics Used To Date

TEACHING	RESEARCH	OUTREACH	OTHER
Time to Degree FTFT	Research Expenditures per T/TT Faculty compared to R1R2 peers	Service expenditures per T/TT faculty	Regular faculty per department head
Number of Students Taught	Percent Graduate Students Externally Funded	Percent service expenditures per T/TT faculty compared to R1R2 peers	Foundation funds raised by department
SCH per T/TT faculty compared to R1R2 peers	Research Expenditures per T/TT Faculty	Outreach per FTE	Staff diversity in department
Average cost per SCH taught by T/TT faculty compared to R1R2 peers	Graduate degrees to total degrees compared to R1R2 peers		Faculty diversity in department
Contribution with State Appropriation per SCH	Post-doctoral fellows and non-faculty PhD researchers		
Online Baccalaureate Programs	Humanities and Social Sciences PhDs		
Online Graduate Programs	STEM PhDs		
	Other PhDs		
	Google Scholar Footprint		

Reset Goal Card Metrics



Link LEADS 2025 KPIs and Metrics to Goal Card

LEADS 2025 Original KPIs	LEADS 2025 Goal 1 KPIs	LEADS 2025 Goal 2 KPIs	LEADS 2025 Goal 3 KPIs
1. Enrollment	Student Headcount	STEM R&D expenditures	Outreach & Extension Expenditures
2. Completion	Student Credit Hours	Non-STEM R&D expenditures	Grants and Contracts Awarded
3. Net Price	Net Price	Post-Doc & Research Staff with PhDs	Impact Index
4. Social mobility index	4 and 6 Year Graduation Rate	Humanities & Social Sciences PhDs	Outreach Publications & Media Releases
5. STEM R&D expenditures	Net Tuition Revenue	STEM PhDs	Resource development
6. Non-STEM R&D expenditures	Achievement Gap		
7. Outreach & Extension Expenditures			
9. Resource development			

Add Measures of Academic Excellence

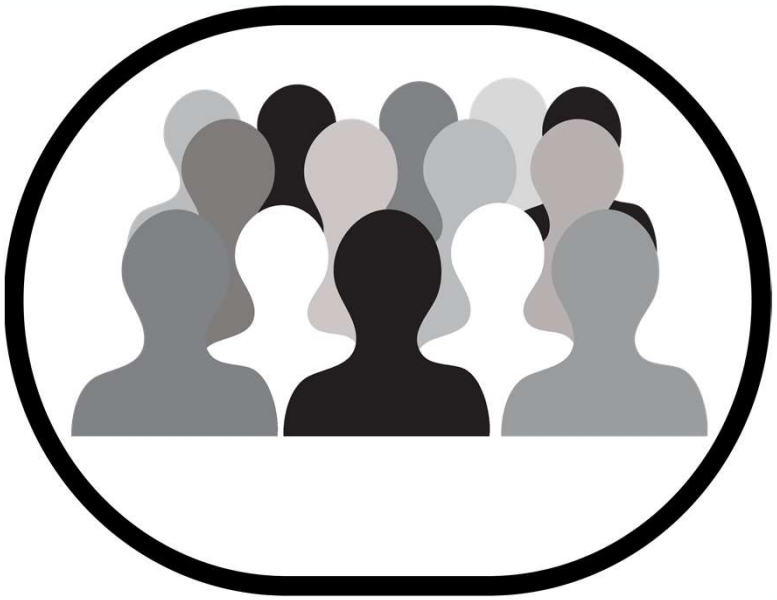
Benchmarking Suite

University administrators use our Benchmarking Suite for department and program review, strategic planning, and many other aspects of their workflows. Administrators customize our curated data to contextualize their research strengths within their self-identified peer group, and to develop evidence-based strategies to grow their research footprint.

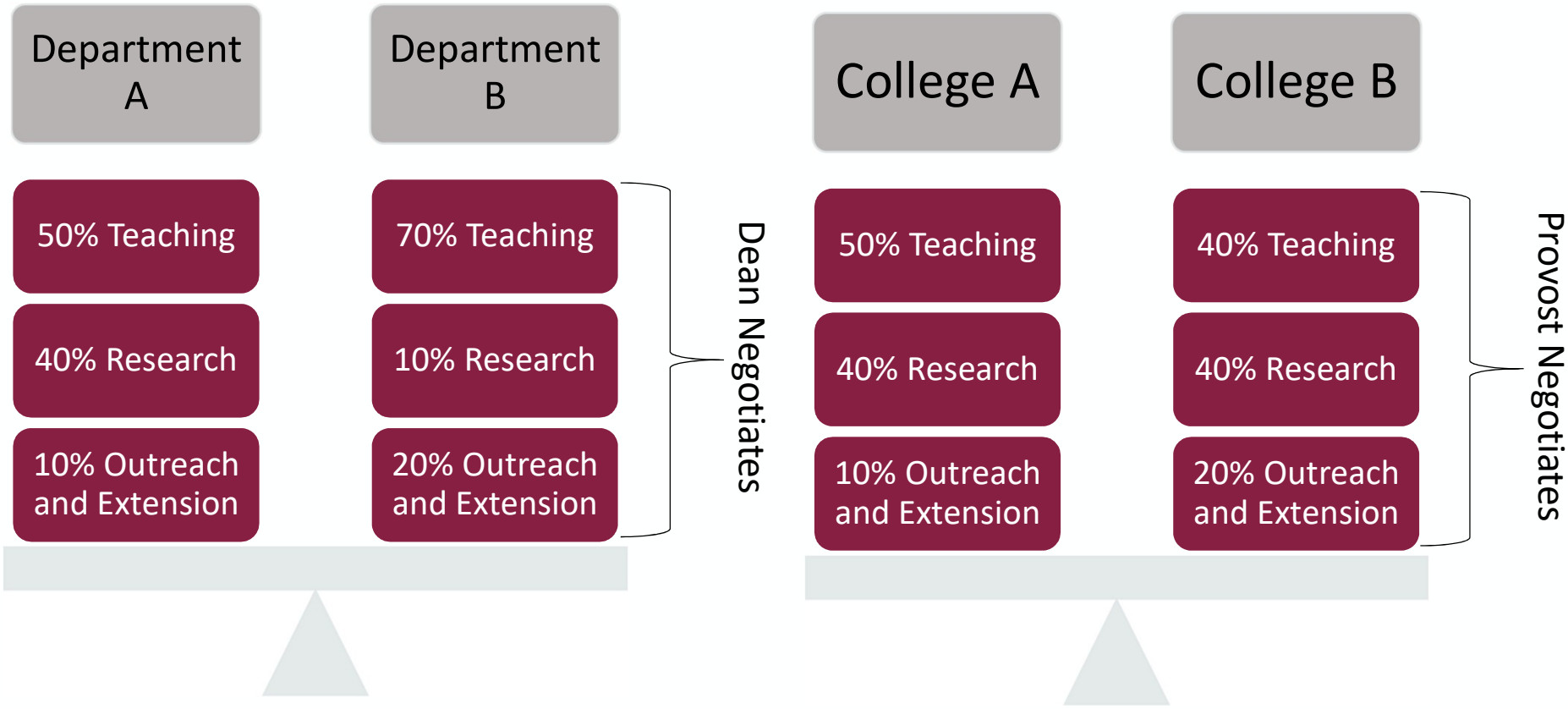
ACADEMIC ANALYTICS

May Retreat Considerations

- Condense 4 scorecard grades to 3 goal card grades
- Reset goal card Metrics
- Individualize and optimize goal card

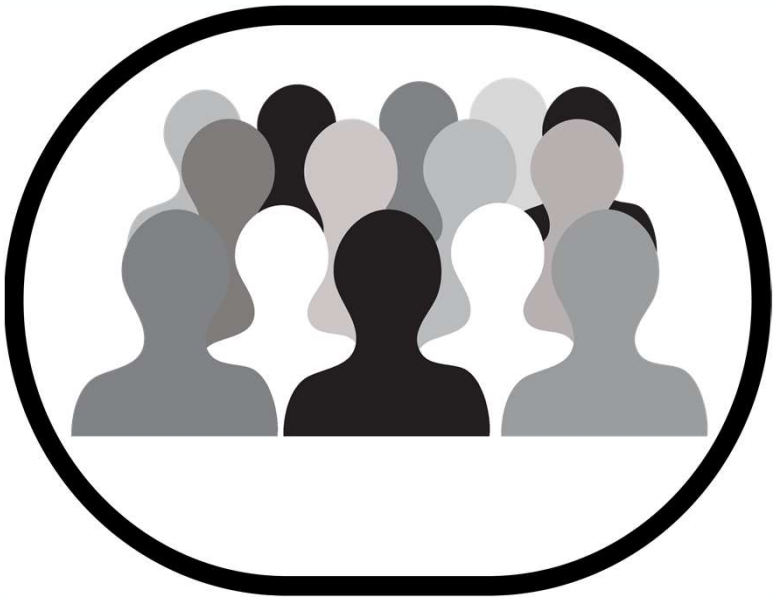


Goal Card Individualization & Optimization

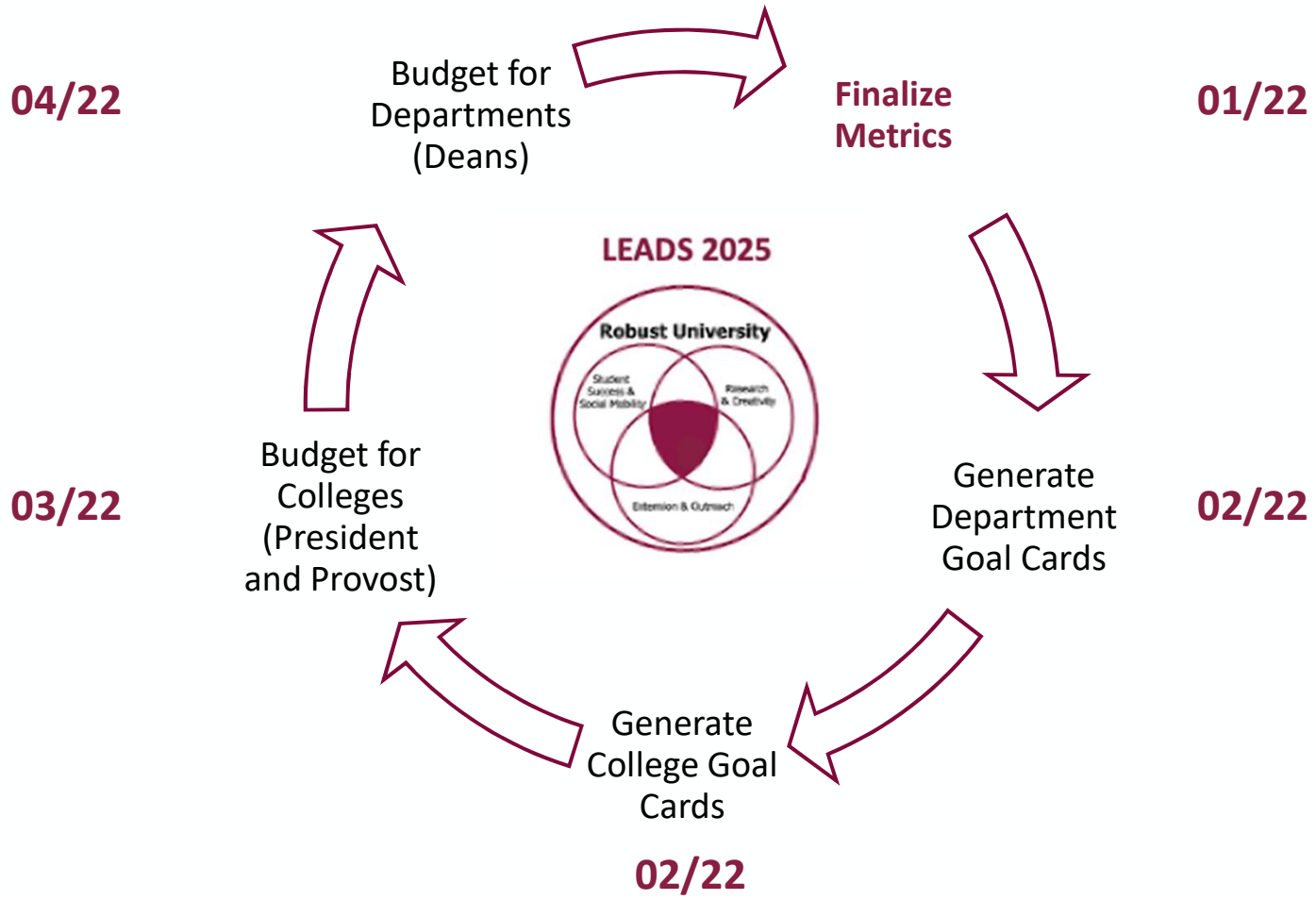
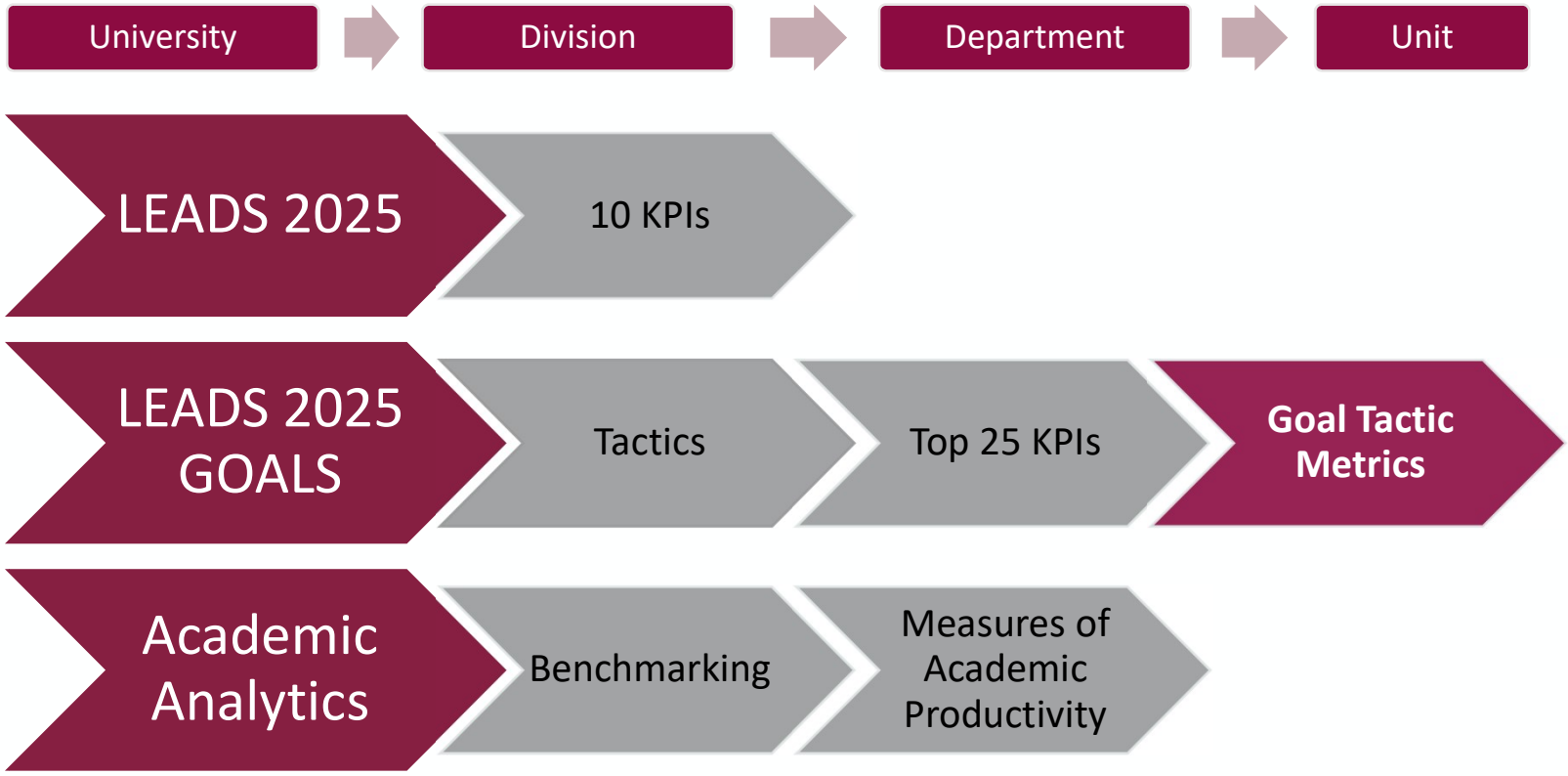


May Retreat Considerations

- Condense 4 scorecard grades to 3 goal card grades
- Reset goal card Metrics
- Individualize and optimize goal card
- Implement Annual Goal Card Process



FY22 Goal Card Process



Granularity at Unit Levels