

# College of Engineering Dean's Advisory Council

Strategic Planning Overview  
February 22, 2018

# 1. Innovative Educational and Research Programs

- A. Identify areas and programs representing regional and national workforce needs that match with teaching and research interests of current faculty members, and/or could be leveraged with new resources. For example: Advanced Manufacturing, Engineering Management, Systems Engineering, Cybersecurity, Environmental Engineering, etc.
- B. Increase on-line presence and expand delivery modes of degree and certificate training programs; increase partnerships with community colleges based on Geomatics and ChME models.

## 2. Faculty and Staff Success

- A. Hire top-quality faculty and staff with active searches that leverage start-up funds from multiple sources and that impact multiple thematic areas in the college (for example, joint appointments).
- B. Establish active faculty and staff development programs (for example, formal/peer mentoring, annual travel stipends, research and teaching workshops).

# 3. Student and Alumni Success

## (3 Gs – Get the degree, Get a job and Give back)

- A. Active recruitment of UGs in all programs offered in the college; metrics should include both quantity and quality-based.
- B. Active recruitment of graduate students; percentage of graduate students in the college should be in the top two quartiles of our peers
- C. Improve student retention, time to completion and graduation rates; expectations (metrics) should go beyond +/- national averages; should be top quartiles of our peers; metrics should account for post-Math 191 performance and time to completion should account for student internships and co-ops.
- D. Establish active industry partnerships to sustain and improve student placement.
- E. Increase alumni engagement in college activities; establish a culture of giving back.

## 4. Research and Creative/Scholarly Activity

- A. Establish thematic areas of research clusters and make them more visible.
- B. Facilitate partnerships with faculty from other colleges, faculty visits to funding agencies, and invest in high-impact research ventures.
- C. Average per faculty productivity will have metrics in the top two quartiles of our peers.
- D. Increase graduate student production with particular emphasis on the doctoral level; increase Post-Doc and research faculty ranks with active partnerships with schools in the U.S. and abroad.
- E. Increase funding for graduate student stipends and diversify revenue sources.

# 5. Outreach and Technology Transfer

- A. Develop and diversify opportunities for revenue-generating programs for the engineering workforce (Professional Development Hours); require each department to develop and offer at least one revenue-generating professional development training each year.
- B. Develop and participate in K-12 programs that are directed to recruit new engineering students.

## 6. Development and Diversification of Revenues

- A. Emphasize fundraising at both department and college levels, and increase funding from foundations and private sources; establish metrics for the Deans and Development Directors in line with our peers.
- B. Diversify gift options for needs other than scholarships, for example, retention scholarships, graduate fellowships, chairs and professorships, facility and program namings, special initiatives, etc.

# 7. Access, Diversity and Internationalization

- A. Increase representation of women and underrepresented minorities in faculty and student ranks.
- B. Increase opportunities for students to transfer from New Mexico community colleges.
- C. Increase collaborations with universities in Mexico, China and India to establish pipeline agreements for student recruitment, faculty exchange and research opportunities.



## 8. Visibility and Ranking

- A. Emphasize communication and marketing activities in the college. Metrics should represent the audience being reached by our marketing strategies relative to our peers.
- B. Address the low-hanging fruit in the ranking criteria, for example, peer assessment (metric here should be based on the ranking of our peers and our SWOT comparisons with them).