

2008-2009 Business Affairs Operational Plan

The Mission of Business Affairs: The Office of Business Affairs is committed to providing quality service for students, faculty and staff.

This mission aligns with AQIP Category 6: Supporting Institutional Operations

It also aligns with the Strategic Challenges of the institution as identified by the Strategic Planning Committee.

Strategic Challenge 1: Increase enrollment and student success.

Strategy 1.1: Serve identified key markets and aggressively recruit and retain students from these markets, while remaining open to new opportunities as informed by University assessment methods and strategies.

Strategy 1.2: Create, expand, and market programs and services to meet customer needs identified through various assessments and environmental changes.

Strategy 1.3: Design strategies to fully utilize and continuously evaluate the effectiveness of WNMU’s tuition, fees, and financial aid resources.

Activity	Person or Group Responsible	Time Line	Update 1	Update 2
Touchnet Phase I – Implement the Payment Gateway and Installment Plan for students to pay online	Cynthia Martinez, Amanda Stern, Cynthia Manos, Jody Alderman	August 25 th to November 15 th	Spring 2010 Semester	Summer 2010 Semester
Touchnet Phase II – Implement the eRefund for students to have funds deposited in their personal bank accounts	Cynthia Martinez, Amanda Stern, Cynthia Manos, Jody Alderman	January 25 th to March 31st	Summer 2010 Semester	Fall 2010 Semester
Propose realignment of Endowed funds and University	WNMU Attorneys, Sherri Bays	October 15 th to November 15 th	Spring 2010 Semester	Summer 2010 Semester

Loan Funds to be combined with the BOR and NM Lottery and used for an Academic Scholarship for NM Freshman with high GPA and SAT/ACT scores				

Strategic Challenge 2: Improve, broaden, and sustain a quality life experience for all WNMU students.

- Strategy 2.1: Meet or exceed the customer service and support needs of our students.
- Strategy 2.2: Develop and implement a student complaint process that incorporates continuous monitoring and evaluation of its effectiveness.
- Strategy 2.3: Identify and use benchmarks to help evaluate and improve external and internal supplier/vendor relationships that impact students; (such as bookstore, food service, and residence hall facilities, practices, and policies).
- Strategy 2.4: Expand and broaden student curricular and extracurricular activities at all campuses.
- Strategy 2.5: Systematically promote cultural awareness and appreciation within the institution.
- Strategy 2.6: Better prepare present and future students for their higher education experience. (cf. ASC, Admissions, and Financial Aid services)
- Strategy 2.7: Continue to implement and evaluate the effectiveness of First Year Experience actions in response to the Foundations of Excellence recommendations.

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Strategic Challenge 3: Improve and sustain the welfare, morale, and work effectiveness of all WNMU employees through the creation of an environment that supports faculty and staff dedication to WNMU’s mission and values.

- Strategy 3.1: Create an environment that supports faculty and staff dedication to WNMU’s mission, vision and values.
- Strategy 3.2: Nurture and celebrate diversity throughout WNMU campuses and their respective communities.
- Strategy 3.3: Systematically review staff and faculty/adjunct classifications, salaries, and benefits against relevant benchmarks and make necessary adjustments as possible.
- Strategy 3.4: Increase the efficiency and effectiveness of the recruitment, screening, and hiring processes.
- Strategy 3.5: Implement and maintain a Human Resource Plan that addresses needs for and skills of current and future employees.
- Strategy 3.6 : Develop and implement cross-training programs that support continuity of services in University operations.**
- Strategy 3.7: Initiate a defined professional development and training process for staff and faculty.**
- Strategy 3.8: Use effective and inclusive communication strategies and processes.

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Cash Handling Training for faculty, staff, and students who are responsible for and/or handle cash on behalf of WNMU. Certification will be required. An interactive training tool will be developed.	Cynthia Manos, Cynthia Martinez, Laura Adcock	Fall 2009	Ongoing	Ongoing
FISH Culture Training for Business Office Staff for improvement of Customer Service	Cynthia Martinez	Spring 2010	Ongoing	Ongoing

Strategic Challenge 4: Sustain and improve a quality technology environment that supports students, faculty, staff, and communities in the use and value of instructional, administrative, and communication technologies.

- Strategy 4.1: Establish and implement a technology and technical infrastructure renewal and replacement plan that addresses funding and customer/stakeholder needs.
- Strategy 4.2: Hire appropriate instructional technology personnel necessary to support a robust distributed education infrastructure.
- Strategy 4.3: Prioritize technology related equipment requirements of different customers and stakeholders.
- Strategy 4.4: Implement technology to support community efforts (e.g., electronic calendars and other vehicles that support communication)
- Strategy 4.5: Create educational services that enhance WNMU’s relationships with its education and economic development partners (e.g., creation of a Cyber-Academy to serve southwestern New Mexico).
- Strategy 4.6: Develop and implement an intellectual property policy that addresses faculty and institutional interests and concerns.
- Strategy 4.7: Enhance resources to train/educate faculty and staff in leading edge communication technologies

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Strategic Challenge 5: Improve, broaden and sustain WNMU’s economic development, community, regional, and global relationships.

- Strategy 5.1: Continue to assess community needs, such as alumni, DOL, HED, regional residents, etc., and implement actions to meet those needs.
- Strategy 5.2: Meet market demands for new degrees, career training, and workforce development.
- Strategy 5.3: Support the Small Business Development Center (SBDC) and regional economic development opportunities.

Strategy 5.4: Expand and document our relationships in the global communities that WNMU serves.

Strategy 5.5: Proactively increase WNMU’s positive public image and visibility.

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Strategic Challenge 6: Improve fiscal and material resources in order to address the needs identified in the strategic plan

Strategy 6.1: Augment funding and tuition revenues from additional sources.

Strategy 6.2: Maintain and expand existing facilities and equipment and address significant infrastructure needs.

Strategy 6.3: Regularly review existing processes, programs, and practices to evaluate whether there are “smarter” and more cost effective ways to accomplish them.

Activity	Person or Group Responsible	Time Line	Update 1	Update 2
Banner Approvals Setup	Jody Alderman, Cynthia Martinez, Amy Baca, Cindy Holladay	February 2010 to July 2010	Ongoing	Ongoing
PCI-DSS Compliance	Duane Elms, Dr. Vowell, Sherri Bays, Cynthia Martinez	Must be done by July 2010	Ongoing	Ongoing

Strategic Challenge 7: Increase accountability to all stakeholders

Strategy 7.1: Regularly inform stakeholders

Strategy 7.2: Regularly seek stakeholder feedback.

Strategy 7.3: Respond in a timely fashion to regulatory and accreditation requirements.

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