

UNM 2040

OPPORTUNITY DEFINED

Virtual Audience Engagement Sessions Summary
June 25, 2021



Focus Groups Overview & Process

Focus Groups - Overview

- 17, 1-hour focus groups were held between May 3 and June 25, 2021
- Audiences included:
 - Students (4 groups)
 - Faculty & staff (7 groups)
 - Deans & academic leadership (2 groups)
 - Donors (1 group)
 - Virtual launch, mixed audience (1 group)
 - Steering Committee (1 group)
 - Leadership Team (1 group)
 - 681 registered; 317 participated
- The questions varied by audience and were crafted to be aspirational in nature and to spark dialogue among participants
- The questions were designed by the Vision 2040 project team

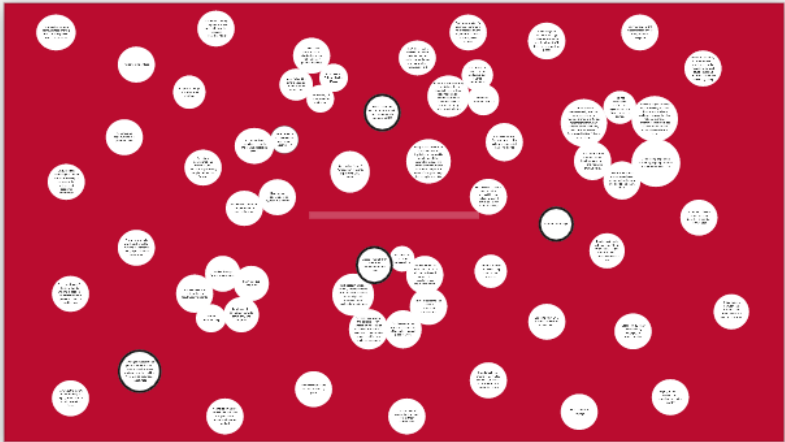
Focus Groups – Process

- The focus groups were staged on Zoom and participants were moved into breakout rooms of five or fewer to have a dialogue about the questions
- Following their dialogue, participants posted their individual ideas on Miro using virtual stickies (they were instructed not to come to group consensus; no additional context provided by the participants on their posted ideas)
- All stickies were captured, as written by the participants, in PDFs for the UNM 2040 project archives
- Final content was analyzed for emerging themes
 - manual review of stickies, followed by use of search function in Miro
 - similar themes were grouped in clusters
 - consistent themes were called out using a dark circle

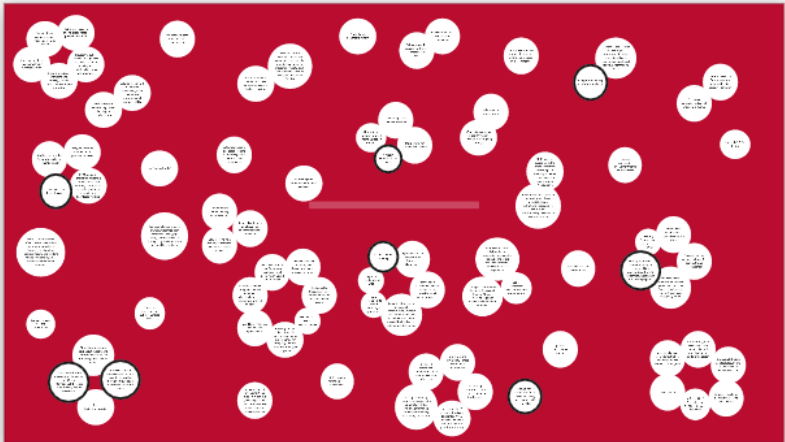


Virtual Launch

Question 1



Question 2



Students

Summary of Themes – Students

1a. As a student, what are the most important aspects of being at UNM?

- Being an R1 research institution
 - Diversity and representation
 - Quality education; being career-ready
 - Mental health support
 - Networking
 - Campus; campus life
 - Vibrant learning; access to online classes
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- Cost-effective and affordable
 - International student support
 - Sense of community; tight-knit community
 - Accessibility (for students with disabilities)

Summary of Themes – Students

1b. What are the changes you would like to see at UNM?

- More mental health support; mental health training for staff
 - Listening to the voice of students
 - Greater connection with branch campuses
 - Student fee transparency and communication
 - Improve access to administration
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- Accessibility of campus; inclusion of disabled students
 - More DEI training; sensitivity toward minorities
 - Access to excellent daycare for students who have children
 - More opportunities for international students
 - Increase financial aid programs to provide greater access
 - Improve relationship between students and mentors/faculty members
 - Campus safety
 - Acknowledge the United Graduate Workers Union
 - Provide a living wage for graduate students

Summary of Themes – Students

2. How do you anticipate that your UNM experience will influence your lives?

- Connection with alumni, advisors and professors
 - Practical education and experience
 - Exposure to world view; broader thinking; ability to communicate effectively
 - Appreciating the native culture and its values
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- Student debt
 - Learning the importance of transparency
 - Using the problems within UNM to fix problems within education
 - Respect for teachers
 - Friends and connections
 - Elevating UNM on the national academic and industry stages; a role model for other institutions

Faculty & Staff

Summary of Themes – Faculty & Staff

1a. When you talk to others about UNM, what are the distinctive features you mention?

- UNM feels like home; sense of belonging
 - Extensive resources
 - Project ECHO and Grand Challenges
 - High quality research (R1)
 - Minority serving institution
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- The weather in New Mexico; quality of life
 - Beautiful campus
 - Innovative and creative
 - Interdepartmental collaboration
 - Cultural richness
 - Appreciate women; diversity
 - Low tuition; affordability
 - Academic medical center
 - Community engagement

Summary of Themes – Faculty & Staff

1b. What strengths should UNM build on as a research university over the next 10-20 years?

- Things happen slowly at UNM
- More collaboration/connection between campuses (e.g., “Lomas divide”)
- Develop other partners in NM for research (e.g., Facebook, Netflix, Intel)
- Tell our story more actively
- Climate sustainability on campus; green energy research

- More innovation
- More content; programs and connection with military and veterans
- More signature programs to include mental health
- New technology to support learning
- Prioritize research agenda and funding
- Center for disability access and integration into culture
- More diverse faculty; junior faculty; training for faculty
- Solutions for substance abuse disorders, abuse disorders; suicide, IPV

Summary of Themes – Faculty & Staff

2. What are UNM's assets as a majority-minority institution?

- Socially aware student body
- Dynamic student body – economic and ethnic diversity
- Indigenous languages and services; cultural/ethnic resource centers
- Diverse mentorship
- Project ECHO (and others) bringing visibility to UNM
- DEI leadership for main campus
- Diversity of thought, experiences, faculty
- “majority-minority” is not accurate or no longer accurate – “minority” groups are “majority”; consider “all inclusive” instead of minority
- Embracing inclusive excellence; a place where everyone can feel welcome

Deans & Academic Leadership

Summary of Themes – Deans & Academic Leadership

1. What global challenges should influence UNM's research efforts over the next 10-20 years?

- Inequality
- Clean water
- Climate change
- Access to healthcare
- Food scarcity
- Access to education and higher education

- Media and information literacy
- Cybersecurity; AI (machine learning); human-centered robotics; infrastructure vulnerability
- Countries working together on global challenges

Summary of Themes – Deans & Academic Leadership

2. When considering the notion of “one university” versus “a series of silos,” please describe the level of academic connectivity and integration across the UNM campus.

- Connections
- Minimal transparency and communication
- Little thinking systematically
- Lack of understanding of what others bring to the table
- HSC vs. Main; Main vs. Branch

- Operational efficiencies
- Grand Challenge type program; interdisciplinary activities
- Knowledge integration is very low
- Co-taught classes are rich
- Need a UNM “myth-busters” website
- No integrative activities across UNM
- Significant duplication; duplication to justify two universities

Donors

Summary of Themes – Donors

1. Based on your experience, what are the top TWO or THREE ways UNM (including Health Sciences Center) can enhance its role as a "go to" place where the communities of NM can seek help to address their challenges or opportunities?

- **Communication**
 - Clarify UNM brand
 - Economic development opportunities
 - Culture awareness
- **Sustainability**
 - Water
 - Electrical
- **Advertising**
 - UNM's capabilities
- **Seek opportunities and collaborations**
 - Leverage UNM experts to solve practical state challenges
- **Mobile health services**
 - Support telemedicine for remote areas

Summary of Themes – Donors

2. On a scale of 1 to 5 (1 being very low, 5 being very high), please THINK ABOUT your level of personal engagement with UNM. Then, find THE COLUMN that corresponds to your level of engagement and please list the ways you'd like to be more closely connected with UNM.

1 – Very Low (no responses)

5 – Very high (no responses)

2 – Low

- In-person meetings; increase engagement of others as well as our own engagement

3 – Medium

- More connections to students
- More support to first generation, FTIC, students from underserved backgrounds
- Involvement in Grand Challenge effort
- Personal outreach to alumni, especially those out of state
- Continued communications from UNM other than Presidential Scholarship

Summary of Themes – Donors (Question 2, cont.)

4 – High

- Add 4th Grand Challenge: Electrical and Sustainability
- Great involvement with community engagement, lectures, etc.
- Art and Sciences involvement
- Better engagement between community and UNM on developing entrepreneurs
- Help UNM students understand opportunities in Silicon Valley
- Involvement with UNM Foundation and Presidential Scholarship
- Involvement in interdisciplinary challenges

Virtual Launch (mixed audience)

Summary of Themes – Virtual Launch

1. As a place of research and creativity rooted in New Mexico, what are the ways for us to effectively take this story to the world?
 - Engage/recruit UNM alumni, students, faculty, employees as “ambassadors” for UNM
 - Utilize social media/enhance digital media
 - Market through sports achievement; showcase unique art, awards and contributions
- Closer/collaborative research ties between Main Campus and HSC
- Student internships
- Leverage Project ECHO to get the word out about UNM research success and opportunity – taking UNM knowledge out of state
- Capture personal stories and the stories that make New Mexico unique; tell them in creative ways
- Showcase/celebrate diversity; continue to engage, honor and serve our diverse communities
- Market internationally

Summary of Themes – Virtual Launch

2. As you envision the future of UNM, what are the top TWO possibilities you'd like to see become reality?

- Tap into remote working (review and support remote working)
 - Leverage the rise in remote learning to expand UNM's academic reach
 - Become a green/sustainable university
 - Invest in academic programs committed to climate change
 - Better collaboration between HSC and Main Campus
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- A vibrant Student Affairs dept.
 - Campus safety is key to future attendance
 - Find a way to attract and retain NM talent to stay and invest in NM and UNM
 - Inclusivity across all groups on campus
 - Make UNM a destination university across the U.S. and internationally because of its diversity and excellence
 - The arts as a future business
 - State of the art campus that our residents want to attend
 - An inclusive and accessible campus for people with disabilities

UNM 2040 Steering Committee

Summary of Themes – Steering Committee

1. When considering the notion of “one university” versus “a series of silos,” please describe the level of academic connectivity and integration across the UNM campus.

- Communication, connections and understanding
- There needs to be a clear reason; agreement that this is important
- The obstacles seem administrative; need leadership to make it happen
- Ensure that available resources are consistent across Main, HSC and branch campuses
- More top-down efforts to coordinate people (e.g., more discussion sessions)

- Provide incentives to faculty to engage in more interdisciplinary work
- Scarcity culture works against integration
- Successes need to be presented as belonging to the whole UNM community
- We have to choose to interact
- More team-taught classes

Summary of Themes – Steering Committee

2. What global challenges should influence UNM's research efforts over the next 10-20 years?

- Climate change
 - Migration, immigration
 - Racial and gender inequalities
 - Education
 - Energy (storage, renewable)
 - Water
 - Food insecurity
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- Access to mental health care
 - Addiction and substance abuse
 - Drought, lack of water, soil erosion
 - Functioning in a post-pandemic world

President's Leadership Team

Summary of Themes – President’s Leadership Team

1. What disruptions in higher education will pose challenges for UNM?

- Online / hybrid learning models; keeping up with the costs of technology
- Mental health issues
- The value of a college degree; loss of respect toward higher education
- Continuing shift in demographics of college population (e.g., age); lower enrollment; decline of traditional student population
- Keeping up with the rapid speed of academia

- UNM is very New Mexico-centric which reduces some growth opportunities
- “Free” undergraduate education, free college movement, affecting our financial model
- Diminished pride with being a Lobo
- Make connections between health system and campus

Summary of Themes – President’s Leadership Team

2. What obstacles must we overcome to reach the future we envision?

- “Lomas divide;” silo model; lack of integration
- Affordability; funding model
- Unmanageable external expectations of UNM role; understanding of the research mission and its value
- Resources for compensation; non-competitive salaries
- State-wide economic development

- Lack of agreement on desired UNM culture
- Recruiting and retaining excellent faculty
- Maintaining the traditional, multiple priorities of a flagship university
- Lack of support for Process Improvement
- Lack of alignment in external stakeholder engagement activities



The
involvement
Practice

Thanks for being involved.