

DEPARTMENT OF SOCIOLOGY

Strategic Plan

15 September 2021

GOAL 1 – ENHANCE STUDENT SUCCESS & SOCIAL MOBILITY

Objective 1: Increase degree attainment and availability

Action 1: Continue to maintain online undergraduate and graduate programs in Sociology

Action 2: Contribute to the interdisciplinary MA in Computational Data Analytics

Action 3: Continue to foster an inviting atmosphere by having public workspaces in the Department of Sociology

Action 4: Encourage students to participate in department and college programs (e.g., AKD)

Action 5: Continue to work with NMSU-O to attract online undergraduate and graduate students

Action 6: Collaborate with relevant academic units to begin International Comparative Social Policy Ph.D. program

Objective 2: Promote diversity, equity, and enrollment of majors

Action 1: Grow diversity of student body in the Department of Sociology (e.g., work to attract Native students and military students, and veterans)

Action 2: Build and maintain social media presence aimed at increasing student interest and enrollment (namely Twitter, TikTok, and Instagram)

Action 3: Build and maintain dialogue with MARCOMM

Action 4: Continue Sociology Honor Society (AKD) peer outreach

Action 5: Continue success in enrolling online students

Action 6: Add and promote new undergraduate courses in line with the university's data science initiative—including those that will be developed by the new faculty hired in AY 2021-2022—and highlight how they bring a social transformation lens to the data science curriculum

Action 7: Develop new 8-week adult education program fully online BA program

Objective 3: Promote diversity, equity, and enrollment of our graduate students

Action 1: Add and promote new graduate courses in line with the university's data science initiative—including those that will be developed by the new faculty hired in AY 2021-2022—and highlight how they bring a social transformation lens to the data science curriculum

Action 2: Maintain connections with Master of Computational Data Analytics Program

Action 3: Continue to target and enroll undergraduate students in the Masters Accelerated Program (MAP) for the Department of Sociology

Action 4: Continue to market our graduate program

Action 5: Explore the possibility of creating a teaching certificate option

Action 6: Collaborate with relevant academic units to begin International Comparative Social Policy Ph.D. program

Action 7: Continue to work with NMSU-O to attract online graduate students

GOAL 1 KPIs:

- See increase of 15% in enrollment at the undergraduate level by 2025
- See increase of 15% in enrollment at the graduate level by 2025
- Maintain graduation rate of no less than 30% of undergraduate majors by 2025
- Maintain graduation rate of no less than 20% of graduate majors by 2025
- Progress on forming new International Comparative Social Policy Ph.D. program
- New data science courses
- Formation of 8-week online adult education program through NMSU-O
- At least one social media post a month, per platform
- Remodeled Department of Sociology lounge areas that emphasize community and dialogue

GOAL 2 – ELEVATE RESEARCH & CREATIVITY

Objective 1: Maintain strong research collaboration

Action 1: Maintain ties with the Center for Community Analysis

Action 2: Continue progress on social science data collection and analysis as part of the New Mexico Alliance for Minority Participation (New Mexico AMP) research grant

Action 3: Continue progress on Morality and Identities in Animated Media research

Action 4: Continue progress on forming the Data Science and Applications Center

Action 5: Collaborate with relevant academic units to begin International Comparative Social Policy Ph.D. program

Action 6: Continue progress on Missions Drift among Environmental Nonprofits project

Objective 2: Continue high rate of research dissemination

Action 1: Continue to submit scholarship for peer-review

Action 2: Continue publication of scholarship in a variety of outlets, including peer-reviewed journals, in the form of books, edited volumes, book chapters, textbooks, encyclopedia entries, and other relevant outlets

Action 3: Continue presenting at professional meetings/ conferences

Objective 3: Facilitate opportunities for feedback on research

Action 1: Initiate a department workshop for faculty, students, and staff feedback on ongoing research, explore potential for a “social transformation” workshop at the college level, and/or become active participants in the current research workshop facilitated by the Department of Public Health Sciences, School of Social Work, and the Department of Family and Consumer Sciences

Action 2: Use workshop (from A1) for occasional department colloquium, if applicable

Action 3: Facilitate student practice talks in preparation for presentations at professional meetings

Action 4: Provide research experiences for our students as they develop proposals, collect and analyze data, and write and present their research within the framework of our classes

Action 5: Participate in the Data Science and Applications Center workshops once they begin

Objective 4: Work towards securing external funding

Action 1: Encourage faculty to seek external funding

Action 2: Collaborate with relevant entities in securing external funding for university data science initiatives

GOAL 2 KPIs:

- Average 11 publications for the whole department per year by 2025
- Average 3 scholarship- and/or teaching-based collaborations with entities outside of the Department of Sociology by 2025

- Average 11 conference presentations for the whole department per year by 2025

GOAL 3 – AMPLIFY EXTENSION AND OUTREACH

Objective 1: Prepare students for workplace success in New Mexico

Action 1: Continue to inform, advise, and guide students in the job seeking/placement process

Action 2: Continue to be involved in academic research on the success of STEM students in New Mexico*

Objective 2: Contribute to “public sociology”

Action 1: Continue to co-edit *Mobilizing Ideas* blog, the leading social movements research blog that engages with current events

Action 2: Continue to be active and involved with professional associations

Action 3: Continue to contribute to *Culturecog*, a blog dedicated to disseminating knowledge on the linkages between culture and cognition

Action 4: Continue production of animated video on decolonizing sociology education

Action 5: Build and maintain social media presence aimed at increasing student interest and enrollment (namely Twitter, TikTok, and Instagram)

GOAL 3 KPIs:

- Average 4 faculty members attending regional and/or national conferences per year by 2025
- Regularly run reports to monitor where our graduate program graduates are finding employment
- At least one social media post a month, per platform

GOAL 4 – BUILD A ROBUST UNIVERSITY SYSTEM

Objective 1: Promote and engage in equitable leadership at various levels of the university

Action 1: Continue to engage in leadership and service at the departmental, college, and university level

Action 2: When hiring, follow best practices for conducting an equitable search for all positions in the Department of Sociology

Action 3: Create a department handbook that lays out departmental procedures and policies

Objective 2: Work toward ensuring open personnel dialogue

Action 1: Work towards developing a personnel satisfaction/climate survey for internal use in the Department of Sociology

Action 2: Participate in hosting faculty workshops focused on improving STEM education for students from underrepresented groups

Action 3: Create a department handbook that lays out departmental procedures and policies

Action 4: Offer a space that is safe—physically, emotionally, and psychologically—for faculty, students, and staff and that is in line with department and university policies

Objective 3: Streamline processes

Action 1: Create a department handbook that lays out departmental procedures and policies

Action 2: Create and maintain a virtual filing system for the department

GOAL 4 KPIs:

- Develop employee satisfaction by January 2023
- Diversity and inclusion
- New department handbook published
- New virtual filing system implemented on Microsoft Teams by January 2022