

**DEPARTMENT OF SOCIOLOGY**

**Strategic Plan Draft**

**5 December 2019**

*Note: \* indicates an action of focal interest for AY 2020*

**GOAL 1 – ENHANCE STUDENT SUCCESS & SOCIAL MOBILITY**

**Objective 1: Maintain high retention rates and degree attainment**

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

Action 2: Contribute to the development of an online MA in Computational Data Analytics\*

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

Action 4: Encourage Sociology Honor Society (AKD) membership among eligible students\*

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

Action 1: Maintain diversity of student body in the Department of Sociology

Action 2: Build and maintain social media presence aimed at increasing student interest and enrollment\*

Action 3: Continue Sociology Honor Society (AKD) peer outreach

Action 4: Continue success in enrolling online students

Action 5: Add undergraduate courses in line with the university's data science initiative\*

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

Action 1: Add graduate courses in line with the university's data science initiative\*

Action 2: Build and 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

### **GOAL 1 KPIs:**

- Enrollment
- Completion, as measured by course completion and graduation rates

## **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 Student Evaluation of Teaching research

Action 5: Maintain ties with the Healthy Borders Strategic Initiative

### **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

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

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

#### **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:**

- Number of journal article, book chapter, and other professional writing submissions
- Number of journal article, book chapter, and other professional writing publications (including items accepted for publication)
- Number of collaborations and partnerships
- Number of conference presentations

### **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 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

#### **GOAL 3 KPIs:**

- Have faculty presence at regional and national conferences
- Online presence through outlets such as *Mobilizing Ideas* and *Culturecog*
- Engaged students and faculty

## **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\*

### **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

### **GOAL 4 KPIs:**

- Employee satisfaction
- Diversity and inclusion