Convocation 2018: Elevating Middle Georgia

President Christopher Blake
August 6, 2018
Part 1

COMING TOGETHER
Welcome New Faculty & Staff

• 57 new faces since last Convocation
  ➢ 15 Faculty
  ➢ 42 Staff
Why Convocation?

From Latin *convocare*, from *con-* ‘together’ + *vocare* ‘call.’
Part 2

RECENT SUCCESSES
Student Success
Institutional Highlights 2017-18
New Leadership

Dr. Jon Anderson
- Provost & Vice President for Academic Affairs
- Started January 8, 2018

Dr. Ken Fincher
- Vice President for University Advancement & Executive Director of the Middle Georgia State University Foundation
- Started August 4, 2017

Ms. Jennifer Stenander
- Vice President for Enrollment Management
- Started August 1, 2018
Part 3

VITAL SIGNS OF HEALTH
University Enrollment Trends

Headcount

<table>
<thead>
<tr>
<th>Year</th>
<th>At Convocation</th>
<th>At Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 15</td>
<td>6,886</td>
<td>790</td>
</tr>
<tr>
<td>1st University Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 16</td>
<td>6,840</td>
<td>874</td>
</tr>
<tr>
<td></td>
<td>.5% increase</td>
<td></td>
</tr>
<tr>
<td>Fall 17</td>
<td>6,746</td>
<td>595</td>
</tr>
<tr>
<td></td>
<td>4.8% decline</td>
<td></td>
</tr>
<tr>
<td>Fall 18 Goal = 7,500</td>
<td>233</td>
<td>7,267</td>
</tr>
<tr>
<td></td>
<td>2.1% increase</td>
<td></td>
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University Enrollment Trends
Credit Hour Production

- Fall 15 = 82,749
  - First University Year
  - At Convocation: 5,084
  - At Census: 77,665

- Fall 16 = 84,555
  - 2.2% increase
  - At Convocation: 8,011
  - At Census: 76,544

- Fall 17 = 80,973
  - 4.2% decline
  - At Convocation: 5,824
  - At Census: 75,149

- Fall 18 Goal = 82,500
  - 1.9% increase
  - At Convocation: 82,561
  - At Census: 76,544

ABOVE GOAL!
Current Financial Overview

Revenue FY2014 – FY2019 in Millions

- **State Appropriations**
  - FY15 - Actual: 32.81
  - FY16 - Actual: 32.51
  - FY 17 - Actual: 32.08
  - FY 18 - Actual: 33.37
  - FY 19 - Budgeted: 34.92

- **Tuition & Student Fees**
  - FY15 - Actual: 25.53
  - FY16 - Actual: 28.80
  - FY 17 - Actual: 29.38
  - FY 18 - Actual: 29.83
  - FY 19 - Budgeted: 29.09
Complete College Georgia

Goal 1: Student Success

Graduates With Experiential Learning

AY16
AY17
AY18

0 100 200 300 400 500 600

FALL CAREER FAIR

Middle Georgia State University
100 University Parkway, Macon GA 31206
Student Life Center Lobby
Tuesday, October 23, 2018
10am - 1pm

OPEN TO STUDENTS, GRADUATES, AND COMMUNITY MEMBERS
PROFESSIONAL ATTIRE REQUIRED; RESUMES ENCOURAGED
EMPLOYERS, REGISTER AT www.mga.edu/cs OR 478-463-2714
Complete College Georgia

Goal 2: Degree Completion

Percent of Attempted Courses Completed

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>AY16</td>
<td>77.86%</td>
</tr>
<tr>
<td>AY17</td>
<td>77.86%</td>
</tr>
<tr>
<td>AY18</td>
<td>79.75%</td>
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Goal 4: Success for Diverse Populations
Retention & Year of Momentum

CCG Goal 3: Improve Retention
• Retention and progression – areas for improvement

Year of Momentum
• 20 advisors thanks to USG support
• Hi-tech and hi-touch advising
• Clear pathways to success
Graduates Produced

MGA Credentials Awarded

<table>
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<tr>
<th></th>
<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
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<tbody>
<tr>
<td>Certificates</td>
<td>21</td>
<td>42</td>
<td>27</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>376</td>
<td>331</td>
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<tr>
<td>Baccalaureate</td>
<td>470</td>
<td>631</td>
<td>675</td>
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<tr>
<td>Masters Degree</td>
<td>741</td>
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Initiative & Energy
Plans for New Facilities

Cochran

Macon

New Enrollment Facility
Living Our Values

Stewardship, Engagement, Adaptability, Learning

Upcoming Opportunities:

Comprehensive Administrative Review
Ethics Awareness Week
Part 4

THE STRATEGY AHEAD – ELEVATING MIDDLE GEORGIA
New Trajectory
Context

MGA Transformation Vision

- Blended Mission – Hybrid
- Core Values: Stewardship, Engagement, Adaptability, Learning
- 5 Campuses + Online
- Only 4yr School of Aviation

GREATNESS BEGINS HERE
2015-2018 STRATEGIC PRIORITIES
A Six Month Process of Dialog

Jan 2018 – President Issues Vision 20/20 White Paper
Mar 2018 – First Ad Hoc Committee Meeting in Macon
Apr. 2018 – Second Ad Hoc Committee Meeting in Eastman
Mar-Apr 2018 – Initial Input from Students, Faculty, Staff, Community
May 2018 – Third Ad Hoc Committee Meeting in Cochran
Jun 2018 – Reaction to Committee’s Work Gathered from Stakeholders
Jul 2018 – Strategic Plan Draft Refined
Aug 2018 – Elevating Middle Georgia Commences
Main Elements of Plan

Imperative #1: Grow Enrollment with Purpose

- Strategy #1: Expand and enrich face-to-face student experience
- Strategy #2: Expand and enrich online instruction into new markets

Imperative #2: Own Student Success

- Strategy #3: Develop academic pipelines and expand degrees
- Strategy #4: Expand student engagement and experiential learning

Imperative #3: Build Shared Culture

- Strategy #5: Attract, retain, develop, and recognize talent
- Strategy #6: Sustain financial health and increase need-based aid
- Strategy #7: Cultivate engagement to elevate the region

By 2023

- 8900 Students
- 1200 Graduates
- $750,000 Need-Based Student Aid

7,100 face-to-face
1,800 online
60% with Experiential Learning
Annual Regional MGA Day of Service
### This Year’s Priorities

<table>
<thead>
<tr>
<th>Strategy #1: Launch Enrollment Management Division</th>
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<tr>
<td>Strategies #1-3: Standing Action Team Driving Enrollment and Retention</td>
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<tr>
<td>Strategy #2: Launch MGA Direct (Targeted Fully Online Programs)</td>
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<tr>
<td>Strategy #3: Cross-Regional Collaboration on Five-Year Program Forecast</td>
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<tr>
<td>Strategy #4: Centralize and Structure Co-Curricular Opportunities</td>
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<tr>
<td>Strategy #5: Develop and Conduct Employee Satisfaction Survey</td>
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<tr>
<td>Strategy #5: Implement and Measure Outcomes of MGA Advance (Professional Development)</td>
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<tr>
<td>Strategy #6: Budget for alignment of face-to-face and online tuition</td>
</tr>
<tr>
<td>Strategy #6: Close At Least Two 7-Figure Dollar Gifts and Fully Fund New Enrollment Center</td>
</tr>
<tr>
<td>Strategy #6: Complete and Implement USG Comprehensive Administrative Review (CAR)</td>
</tr>
<tr>
<td>Strategies #1-7: Expand data integration, training, and assessment into decision-making</td>
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<tr>
<td>Strategy #7: Plan and carry out region-wide MGA Day of Service</td>
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Part 5

THE PRESIDENTIAL CHALLENGE
Elevating Our Work

- Reflect – on what we do (Assessment)
- Adapt – make hard choices (Comprehensive Administrative Review)
- Measure – track progress transparently (FY19 Action Items)
Work with Purpose

“Let us not be content to wait and see what will happen, but give us the determination to make the right things happen.”

— Horace Mann
1796-1859
Founding Father of American Public Education
2018 Faculty & Staff Awards

Middle Georgia State University
2018-19 Convocation
Divisional Meetings

• **Academic Affairs** – Recreation and Wellness Center

• **Enrollment Management** – Professional Sciences Center, Room 112

• **Finance and Operations** – Math Auditorium

• **President’s Office** – Administration Building, President’s Conference Room

• **Student Affairs** – Hatcher Conference Center, Room 212

• **University Advancement** – Hatcher Conference Center, Room 239