

Middle Georgia State University - FY19 - Area/Division Template- Annual Action Items

Imperatives / Strategies / Measurement of Success	Annual Action Items (who?)	Results
Imperative 1) Grow Enrollment with Purpose	○ Establish division of Enrollment Management, encourage continued cross-divisional collaboration (President)	
Strategy 1) Expand and enrich the face to face student experience		
a. Increase student engagement in the face to face classroom	•	•
b. Increase number of face to face students in Macon (and off campus)	•	•
c. Increase number of face to face students in Cochran	•	•
d. Increase number of face to face students in Dublin	•	•
e. Increase number of face to face students in Warner Robins	•	•
f. Increase number of face to face students in Eastman	•	•
Strategy 2) Expand and enrich online instruction into new markets	○	•
a. Increase student engagement in the online classroom	•	•
b. Increase number of students enrolled in online programs	•	•
Imperative 2) Own Student Success	○ Support divisions in their efforts to improve student success (President & All OOP Staff)	•
Strategy 3) Develop academic pipelines and expand degrees	○ Connect Academic Affairs to industry leaders (President, Chief of Staff, Center of Innovation) ○ Collaborate with Academic Affairs on development of a pre-law pathway (Counsel)	•
a. Increase Bachelor's degrees conferred	•	•
b. Increase Master's degrees conferred	•	•
c. Increase number of students taking 15 credit hours per semester	•	•
d. Decrease the institutional DFW Rate	•	•
e. Increase students who graduate with experiential learning credential	•	•
Strategy 4) Expand student engagement and experiential learning	• Attend and encourage participation in student events (President)	•
a. Expand career development, internships, and experiential learning	• Continue to offer Presidential internships (Executive Assistant)	•
b. Expand RSOs collaboration in serving students and the community	• Advise Torch Society on service to campus and community (Counsel)	•
c. Expand opportunities for Greek organizations	•	•
d. Support student scholarship through undergraduate and graduate research	•	•
e. Provide cultural, social, and civic engagement on and off campus	• Offer annual Torch Society service learning trip to Washington DC (Counsel)	•
f. Develop and improve student wellbeing through programming and services	• Organize Ethics Awareness Week activities (Auditor and Counsel with HR)	•
Imperative 3) Build Shared Culture	•	•
Strategy 5) Attract talent and enhance employee development and recognition	• Intentional outreach to colleagues at each level of the organization (President, Executive Assistant, Auditor, Counsel, Chief of Staff)	•
a. Increase employee confidence and enthusiasm	• Maintain and improve university events calendar (Administrative Assistant and Chief of Staff) • Develop and implement ethics, compliance, and policy training (Auditor, Counsel)	•
b. Decrease employee attrition	•	•
Strategy 6) Sustain financial health through resourceful fiscal management	• Raise funds and drive compliance (President, Counsel, Auditor)	•
a. Increase need-based aid	• Provide direction to scholarship donors to include need-based aid in their MOU's.	•
b. Increase alumni giving	• Increase direct mail to alumni and create an anniversary-giving program. Conduct an alumni directory program. Create a young alumni-giving program.	•
c. Complete current capital campaign by December 2020	• Close lead gifts with funders and conduct annual campaigns and grant writing campaigns to increase smaller and mid-level gifts.	•
d. Complete planning and begin silent phase of next campaign by 2023	• Complete the current legacy campaign and continue stewardship programs with current major donors.	•
e. Increase annual campaign to \$1M	• Engage with donors as part of Annual Campaign • Create a Giving Day for the university; create a student giving program, increase direct mail and foundation giving.	•
f. Decrease the financial aid default rate	•	•
g. Increase amount in auxiliaries reserve	•	•
h. Increase efficiency and effectiveness	• Lead Comprehensive Administrative Review (President)	•

i. Increase space utilization for growth	•	•
Strategy 7) Cultivate engagement with its local communities	• Raise friends and lead engagement (President, Chief of Staff, Centers of Innovation, Counsel)	•
a. Increase the number of students who partner with community agencies	•	•
b. Increase the number of faculty and staff who participate in community service	• Continue to serve on local boards (President, Counsel)	•
c. Increase the number of alumni participating in events	• Encourage Torch Society alumni to attend and engage with Alumni Affairs (Counsel)	•