

Middle Georgia State University - FY19 - President's Office Annual Action Items

Imperatives / Strategies / Measurement of Success	Annual Action Items (who?)	R
Imperative 1) Grow Enrollment with Purpose	<ul style="list-style-type: none"> ○ 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	<ul style="list-style-type: none"> ○ Support divisions in their efforts to improve student success (President & All OOP Staff) 	
Strategy 3) Develop academic pipelines and expand degrees	<ul style="list-style-type: none"> ○ 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	<ul style="list-style-type: none"> ● Attend and encourage participation in student events (President) 	
a. Expand career development, internships, and experiential learning	<ul style="list-style-type: none"> ● Continue to offer Presidential internships (Executive Assistant) 	
b. Expand RSOs collaboration in serving students and the community	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● Offer annual Torch Society service learning trip to Washington DC (Counsel) 	
f. Develop and improve student wellbeing through programming and services	<ul style="list-style-type: none"> ● Organize Ethics Awareness Week activities (Auditor and Counsel with HR) 	
Imperative 3) Build Shared Culture	<ul style="list-style-type: none"> ● 	
Strategy 5) Attract talent and enhance employee development and recognition	<ul style="list-style-type: none"> ● Intentional outreach to colleagues at each level of the organization (President, Executive Assistant, Auditor, Counsel, Chief of Staff) 	
a. Increase employee confidence and enthusiasm	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● Raise funds and drive compliance (President, Counsel, Auditor) 	
a. Increase need-based aid	<ul style="list-style-type: none"> ● Engage with donors as part of Advancement strategy (President with UA) 	
b. Increase alumni giving	<ul style="list-style-type: none"> ● Engage with alumni as part of Advancement strategy (President with UA) 	
c. Complete current capital campaign by December 2020	<ul style="list-style-type: none"> ● Engage with donors as part of Campaign strategy (President with UA) 	
d. Complete planning and begin silent phase of next campaign by 2023		
e. Increase annual campaign to \$1M	<ul style="list-style-type: none"> ● Engage with donors as part of Annual Campaign (President with UA) 	
f. Decrease the financial aid default rate		
g. Increase amount in auxiliaries reserve		
h. Increase efficiency and effectiveness	<ul style="list-style-type: none"> ● Lead Comprehensive Administrative Review (President) 	
i. Increase space utilization for growth		
Strategy 7) Cultivate engagement with its local communities	<ul style="list-style-type: none"> ● Raise friends and lead engagement (President, Chief of Staff, Centers of Innovation, Counsel) 	
a. Increase the number of students who partner with community agencies	<ul style="list-style-type: none"> ● 	
b. Increase the number of faculty and staff who participate in community service	<ul style="list-style-type: none"> ● Continue to serve on local boards (President, Counsel) 	
c. Increase the number of alumni participating in events	<ul style="list-style-type: none"> ● Encourage Torch Society alumni to attend and engage with Alumni Affairs (Counsel) 	