### Imperative 1: Grow Enrollment with Purpose

**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

**Annual Action Items (who?):**
- Develop and implement a measure for student engagement in face to face setting
- Establish a task force on recommendations for building an academic mindset.
- Segment online and face to face seats to encourage face to face enrollment
- Launch B.S. in Political Science and B.S. in Rehabilitation Science in Cochran
- Reformat evening schedule to fit program delivery and expand dual enrollment
- Implement Delta Propel and other aviation initiatives

**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

**Annual Action Items (who?):**
- Develop and implement a measure for student engagement in online setting
- Establish a task force on recommendations for building an academic mindset
- Launch MGA Direct Imperative

### Imperative 2: Own Student Success

**Strategy 3:** Develop academic pipelines and expand degrees

- 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

**Annual Action Items (who?):**
- Expand RPG and Advisement efforts to build out 4 year plans of study
- Build program maps in Degree Works whereby year 1 will include completion of thirty credit hours, core English and the required mathematics courses, as well as nine credits in the selected major
- Revamp orientation to include an academic introduction to the program/major, building relationship with departmental faculty and integrating career advising with academic advising
- Provide intrusive advising and mentoring by establishing and tracking caseloads for professional and faculty advisors
- Transition students from ‘Undecided’ into defined majors/programs of study
- Redesign selected gateway courses to improve student outcomes
- Add an additional Bachelor's degree
- Add one Master's Degree
- Develop, disseminate and utilize an electronic dashboard to track progress in student enrollment and student success
- Implement corequisite remediation for English and Math

### Strategy 4: Expand student engagement and experiential learning

- a. Expand career development, internships, and experiential learning
- b. Expand RSOs collaboration in serving students and the community
- 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
- f. Develop and improve student wellbeing through programming and services

### Imperative 3: Build Shared Culture

**Strategy 5:** Attract talent and enhance employee development and recognition

- a. Increase employee confidence and enthusiasm
- b. Decrease employee attrition

**Annual Action Items (who?):**
- Establish long-term leadership in Educ. and B. Sciences and Business
- Work with the senate to clarify promotion and tenure guidelines and update the faculty handbook

### Strategy 6: Sustain financial health through resourceful fiscal management

- a. Increase need-based aid
- b. Increase alumni giving
- c. Complete current capital campaign by December 2020
- d. Complete planning and begin silent phase of next campaign by 2023
- e. Increase annual campaign to $1M
- f. Decrease the financial aid default rate
- g. Increase amount in auxiliaries reserve
- h. Increase efficiency and effectiveness
- i. Increase space utilization for growth

**Annual Action Items (who?):**
- Repurpose faculty lines to areas of greatest need

### Strategy 7: Cultivate engagement with its local communities

- a. Increase the number of students who partner with community agencies
- b. Increase the number of faculty and staff who participate in community service
- c. Increase the number of alumni participating in events