

Middle Georgia State University – Strategic Plan FY21 Priorities SCORECARD

Imperatives / Strategies / Focus Priority	Lead Office(s)	Q1	Q2	Q3	Q4
Imperative 1) Grow Enrollment with Purpose					
Strategy 1) Expand and enrich the face to face student experience		June 20 – September 20	October 20 – December 20	January 12 – March 21	March 21 – June 21
1. Strengthen residence life: host eight themed housing programs, extend night facilities and develop a sustainable LLC plan	Student Affairs, Academic Affairs, Public Safety	Each residence hall has a theme and provide at least 1 program each month on that theme; Began hiring process for late night facility staff.			
2. Elevate retention strategies and measurable targets in academic programs and student life	Academic Affairs, Student Affairs	Presence software is fully implemented and is used to promote and track student engagement			
3. Foster a culture of care through engagements and protocols to strengthen diversity, equity, inclusion	Student Affairs, Academic Affairs	Provided 2 virtual sessions for students: Let’s Talk Campus Awareness & Stress Management and a #MGAUnited Instagram campaign. SOAL beginning planning in June for the Collective Action Series to be implemented in later months. MGA awarded the first Faculty Award for Diversity, Equity, and Inclusion.			
Strategy 2) Expand and enrich online instruction into new markets					
4. Grow MGA Direct online degree programs while expanding into new markets	Enrollment Mgmt, Academic Affairs	Fall 2020 MGA Direct accounted for over 4% of enrollment. Initiated new			

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		relationships with Wal-Mart and Robins AFB.			
Imperative 2) Own Student Success					
Strategy 3) Develop academic pipelines and expand degrees					
5. Grow in-person programs and student enrollment across all campuses	Academic Affairs, Student Affairs, Enrollment Mgmt	<p>Developed and began implementation of the Comprehensive Campus Presence Plan, added the housing hold back, students in housing should be taking two face-to-face courses with some exception, surveyed students to find out what is working well/not working well and how we can support in-person students and improve retention. Held retention forums with ETF members.</p> <p>Kicked-off second phase of the Student Leadership Program for sophomores called Emerging Leaders</p>			
Imperative 3) Build Shared Culture					
Strategy 5) Attract, retain, develop and recognize talent					
6. Implement CVIG staff salary survey, develop salary plan, and focus efforts on employee well-being during the COVID-19 pandemic	Human Resources	CVIG staff salary survey underway with data gathering and presentations to President's Cabinet and Staff Council. Well-being			

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		efforts delayed due to a change in the EAP contract with DOAS/USG.			
Strategy 6) Sustain financial health and increase needs-based aid					
7. Maintain disaster relief fund-raising with elevated goal of \$100K	Advancement	\$64,460 raised to date with a appeals in the process of being delivered to homes and past donors.			
8. Unify and upgrade technology communications infrastructure	OTR	Product discovery and cost analysis completed. Reported to Executive Vice President for Finance and Operations and President.			
Strategy 7) Elevate the University's academic reputation and outreach					
9. Launch public phase and successfully conclude the Greatness Campaign, exceeding \$11 million	Advancement	10.2 million dollars raised to date: plans to conduct the public launch on or around January 28, 2021			
10. Obtain state appropriations and philanthropic support for School-based academic centers and critical initiatives	President's Office, Advancement	In talks with two possible donors related to centers and critical initiatives.			