

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.	Welch & M&C Wellness Centers extended hours until midnight starting Nov 2.	2 LLCs are in the works for Fall 2021. New Assistant Director for Residence Life Programming started March 1. Library has implemented extended hours until midnight in Macon and Cochran.	Sustainable LLC plan is an ongoing effort with new leadership in residence life and academic affairs coming on-board. 8 themed housing and 2 LLCs scheduled for Fall 2021.
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	1. AA offered Early Alert Reporting followed by outreach to students 2. 22 Courses with embedded tutoring in fall 2020 3. 752 appointments in the Student Success Center for fall 2020.	1. EA was extended to 3000 and 4000 level courses in the Sp 21, and 11 touch points encouraging those students to seek tutoring 2. 45 courses offered embedded tutoring in Sp 21. 3. 773 sessions in the online and physical Student Success Centers Jan – Mar 21	Presence has been up and running for over a year and we have had great success. The data from Presence revealed that 6347 students attended over 260 events hosted by Student Life, University departments, and student organizations.
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	Provided virtual professional development opportunities through USG Diversity Summit and ADL; SOAL completed book club; Completed 5 Are You IN? Inclusive Conversations with students on all 5 campuses.	Provided 6 MLK Day, 17 Black History Month and 7 Women's History Month events; "Inclusive Introductions" Diversity Speaker Series; Conversations with Cops; Love Yourself Week with Health Clinic; Annual calendar of diversity	Provided 18 diversity, inclusion, equity social media recognitions/virtual/in-person events; conducted Diversity Training with MGA Athletics leadership & staff; 12 total newsletters published from Office of Diversity,

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		<p>implemented in later months. MGA awarded the first Faculty Award for Diversity, Equity, and Inclusion.</p>	<p>Diversity Committee planned activities for spring 2021/ongoing with an anticipated presentation in mid-March 2021.</p>	<p>celebrations; Conducted initial diversity training meeting with Eastman campus faculty/staff.</p> <p>SOAL Collective Action hosted 2 virtual BOLD Dialogue events. The School of Arts & Letters hosted 3 speakers for Black History Month.</p> <p>Diversity Committee discussed faculty/staff interest and diversity training for the UNDERSTAND Representative initiative; Hosted "Being Anti-Racist" discussion with MGA faculty as panelists.</p>	<p>Inclusion, & Equity; awarded 3rd Annual Diversity Champion Student Award.</p> <p>SOAL Collective Action hosted final 2 virtual BOLD Dialogue events. School of IT hosted Women in IT Symposium for Women's History Month.</p> <p>Diversity Committee approved use of official logo for UNDERSTAND Representatives promo materials; published flyer in InsideMGA and Office of Diversity newsletter to assess faculty/staff interest in training to become an UNDERSTAND Representative; UNDERSTAND training modules are in development to implement early Fall 2021.</p>
Strategy 2) Expand and enrich online instruction into new markets					
<p>4. Grow MGA Direct online degree programs while expanding into new markets</p>	<p>Enrollment Mgmt, Academic Affairs</p>	<p>Fall 2020 MGA Direct accounted for over 4% of enrollment. Initiated new relationships with Wal-Mart and Robins AFB.</p>	<p>Staff Robins AFB with an SP member and developing curriculum to expand MGA to AF as a whole. Reviewing PLA credits and moving forward with marketing with Wal-Mart.</p>	<p>For Spring 2021 enrollment, MGA Direct and Strategic Partnerships accounted for over 5% of our overall enrollment. Even through the COVID pandemic, we have</p>	<p>SP continued adding strategic partners and building MGA Direct.</p> <p>Leads developed for GUILD Education – an education</p>

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			Researching an MGA Direct partnership with Marriott Hotels.	increased partnerships and student enrollment.	vendor with hundreds of corporate clients
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>	<p>Setting enrollment goals and support programs by campus, housing, commuters, school, etc. Identifying points of attrition and barriers where we can improve student persistence to graduation. Reviewing survey results and planning.</p>	<p>Developed a university-wide enrollment plan including enrollment targets for each area. This includes our campus presence plan currently being implemented to increase face-to-face enrollment and grow in-person programs. We are also requesting permission from the USG to utilize federal grant funding to assist students, impacted by COVID, off-set the cost of attendance allowing them to return to campus and continue their education.</p> <p>Received \$5.3m from USG as a result of prior enrollment growth</p>	<p>Emerging Leaders launched with 13 students and completed the year with 10 active students (1 students withdrew from MGA in fall and 2 students chose to be inactive with Emerging Leaders in the spring). Of the 10 students who participated all year, 6 had been members of the inaugural Knights LEAD program and all 10 have registered for classes at MGA for Fall 2021.</p> <p>The third phase of the Student Leadership Program, ILEAD, for juniors and seniors is established for fall start.</p>
Strategy 4) Expand Student Engagement and Experiential Learning					
Imperative 3) Build Shared Culture					
Strategy 5) Attract, retain, develop and recognize talent					

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6. Implement CVIG staff salary survey, develop salary plan, and focus efforts on employee well-being during the COIVD-19 pandemic	Human Resources	CVIG staff salary survey underway with data gathering and presentations to President's Cabinet and Staff Council. Well-being efforts delayed due to a change in the EAP contract with DOAS/USG.	CVIG staff salary review continued with data gathering. Well-being efforts still stalled awaiting final approval of EAP contract with DOAS/USG. HR was a co-presenter for the session "Employee Self Care & Stress Management."	The final report from CVIG was received. Review with the USG continues. The new DOAS contract with the Employee Assistance Program provider eliminated the ability of institutions to receive individualized training sessions.	The CVIG Staff Compensation Study was completed and the recommended changes were implemented effective July 1, 2021. A seminar, "Creating a Resilient Mindset" was available to all employees on June 14. Information about mental health resources was sent in June, 2021.
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.	\$65,575 raised from 105 donors.	\$65,685 raised to date. Submitting grant proposal April 2021.	Received 135 gifts totaling \$65,875.
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.	Evaluation underway to alleviate bandwidth issues that will impact unified communications implementation. Site survey performed to address residential bandwidth.	Developed residential hall WIFI RFP. VOIP vendors selected and initial proposals presented.	Resident hall WIFI project underway. Expected completion end of July 2021. Reviewing final proposal. Expected implementation start in July 2021 with completion expected December 2021.
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	\$10.4 million raised to date. Public launch February 18, 2021.	\$10.8 million raised to date. Publicly launched campaign March 4, 2021. Plan to complete CY21.	Exceeded \$11M goal raising \$11,034,787 as of June 30, 2021.

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<p>10. Obtain state appropriations and philanthropic support for School-based academic centers and critical initiatives</p>	<p>President’s Office, Advancement</p>	<p>In talks with two possible donors related to centers and critical initiatives.</p>	<p>One prospect still under review.</p>	<p>One prospect still under review. Identified a major gift opportunity in CY22.</p> <p>State Appropriations base budget from \$33.5M in FY21 to a new level of \$39.7M in FY22.</p> <p>General Assembly included a dedicated line item in the budget for support of our Aviation program, with a \$250,000 allocation in FY22 for support of aviation career pathways and the state’s flagship aviation institution.</p> <p>School of Computing submitted a grant request for \$250,000 to the Partnership for Inclusive Innovation to support the Center for Software Innovation.</p>	<p>Working with prospective donor for Center for Georgia Studies and another for Social Work Program. These should come to fruition in CY22.</p>