

# Middle Georgia State University - FY19 - Institutional Action Items

Imperatives / Strategies / Measurement of Success	Annual Action Items (who?)	Results
<b>IMPERATIVE 1) Grow Enrollment with Purpose</b>		
<b>Strategy 1) Expand and enrich the face to face student experience</b>		
a. Increase student engagement in the face to face classroom	<ul style="list-style-type: none"> <li>Launch Division of Enrollment Management (President)</li> <li>Create a standing Task Force driving Enrollment and Retention (AA and EM)</li> </ul>	
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		
<b>Strategy 2) Expand and enrich online instruction into new markets</b>		
a. Increase student engagement in the online classroom	<ul style="list-style-type: none"> <li>Launch MGA Direct (AA)</li> </ul>	
b. Increase number of students enrolled in online programs		
<b>IMPERATIVE 2) Own Student Success</b>		
<b>Strategy 3) Develop academic pipelines and expand degrees</b>		
a. Increase Bachelor's degrees conferred	<ul style="list-style-type: none"> <li>Collaborate across divisions on development of academic offerings and five-year program forecast (AA)</li> <li>Expand momentum year, CCG, and G2C efforts to increase student success (AA)</li> </ul>	
b. Increase Master's degrees conferred		
c. Increase number of students taking 15 credit hours per semester		
d. Decrease the institutional DFW Rate		
<b>Strategy 4) Expand student engagement and experiential learning</b>		
a. Increase students who graduate with experiential learning credential	<ul style="list-style-type: none"> <li>Centralize and structure student co-curricular opportunities (SA)</li> </ul>	
b. Expand career development and internships for students		
c. Expand RSOs collaboration in serving students and the community		
d. Increase the number of Greek organizations on campus		
e. Increase number of students engaged in research		
f. Provide cultural, social, and civic engagement on and off campus		
g. Expand and improve student wellbeing through programming and services		
<b>IMPERATIVE 3) Build Shared Culture</b>		
<b>Strategy 5) Attract, retain, develop, and recognize talent</b>		
a. Increase employee confidence	<ul style="list-style-type: none"> <li>Develop and conduct employee survey (HR)</li> </ul>	
b. Decrease employee attrition	<ul style="list-style-type: none"> <li>Implement and measure outcomes of MGA Advance (HR)</li> </ul>	
<b>Strategy 6) Sustain financial health and increase needs-based aid</b>		
a. Increase needs-based aid	<ul style="list-style-type: none"> <li>Close at least two 7-figure gifts for two new centers by June 2019 (ADV)</li> <li>Fully fund new enrollment facility (ADV)</li> <li>Develop plan for addressing \$1M online tuition cut (FO)</li> </ul>	
b. Increase alumni giving		
c. Increase percentage of faculty and staff contributing to annual campaign		
d. Complete current capital campaign by December 2020		
e. Complete planning and begin silent phase of next campaign by 2023		
f. Increase annual campaign to \$1.25M		
g. Decrease the financial aid default rate	<ul style="list-style-type: none"> <li>Complete and implement USG Comprehensive Administrative Review recommendations (CAR Teams)</li> <li>Expand data integration, training, and assessment into decision-making (All)</li> </ul>	
h. Increase space utilization for growth		
i. Increase amount in auxiliaries reserve		
j. Increase efficiency and effectiveness		
<b>Strategy 7) Cultivate engagement to elevate the University and the region</b>		
a. Increase the number of students who partner with community agencies	<ul style="list-style-type: none"> <li>Plan and carry out region-wide MGA Day of Service (SA and HR)</li> </ul>	
b. Increase the number of faculty and staff who participate in community service		
c. Increase the number of alumni participating in University events		

Academic Affairs (AA); Advancement (ADV); Enrollment Management (EM); Finance & Operations (FO); Human Resources (HR); Student Affairs (SA)