

**Office of the President (NOTE: This report combines two assessments previously submitted separately, one for Legal & Campus Affairs, one for Government & External Affairs. The objectives reported on below for Legal & Campus Affairs align with the Spring 2**

**Office of the President  
Administrative Unit Assessment  
FY 18 (July 2017-July 2018)**

**Department and Assessment Report Information**

<b>Prepared on:8/20/2018 5:59:13 PM</b>	<b>By:frances.davis@mga.edu</b>
<b>For which department or area are you reporting?</b>	<b>Office of the President (NOTE: This report combines two assessments previously submitted separately, one for Legal &amp; Campus Affairs, one for Government &amp; External Affairs. The objectives reported on below for Legal &amp; Campus Affairs align with the Spring 2</b>
<b>What is the name and MGA email address of the person responsible for this report?</b>	<b>President Christopher Blake christopher.blake@mga.edu</b>

**Departmental Mission and Goals**

The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

<b>What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</b>	To lead the University and support its mission by maintaining positive relationships within and among its five campuses and with all stakeholder communities, engaging in effective executive communications, and improving compliance.
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<b>What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</b>	The Office of the President will lead implementation of the strategic plan by: <ul style="list-style-type: none"> <li>• deploying the President strategically to grow enrollment with purpose;</li> <li>• driving a culture of accountability and supporting all divisions in efforts to own student success; and</li> <li>• engaging in intentional outreach internally and externally to build shared culture.</li> </ul>
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## Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY 18. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY19.

### Objective 1

<b>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Secure state appropriations for improvements to Cochran campus, aviation expansion, and county approval for Macon road renovations (Government & External Affairs)
<b>Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Outcomes in budget proposed by USG, passed by Georgia General Assembly and signed by Governor, vote on road renovations proposal before Macon-Bibb County.
<b>Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	MGA sought at total \$12.7 million in appropriations from the State of Georgia for facilities improvements at the Cochran campus, \$900,000 to be included in FY19 budget for design (with \$10.6 million to follow in FY20 budget for construction and \$1.2 million in FY21 budget for equipment). At USG's direction, the university opted not to pursue additional aviation funding in the FY19 budget. MGA also sought a resolution and \$206,000 in engineering funding from Macon-Bibb County to support improvements to roads and sidewalks around the Macon campus.
<b>Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	100% of what was requested this year – \$900,000 for design of Cochran improvements were included in the budget signed by the Governor on May 2, 2018 and a resolution approving County SPLOST funding for road project in Macon passed on May 1, 2018.
<b>Objective 1: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	A year-round strategy for governmental relations, along with strategic deployment of the President, are vital. The institution's next Chief of Staff & Government Relations Officer will be asked to deliver a government relations strategy in FY19 to support the next Strategic Plan.

## Objective 2

<b>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Sustain legislative outreach through dinner meetings with legislators, public relations around initiatives related to our unique aviation mission, and engagement with General Assembly during session (Government & External Affairs)
<b>Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Featuring aviation and other programs during BOR fall meeting on campus, involving legislators in University Advisory Council, regular meetings with legislators for President before and during session.
<b>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	Two legislators (one State Representative and one State Senator) are actively involved in University Advisory Council and attended both meetings this year. USG and state higher education leaders attended reception at Macon Downtown Airport during BOR meeting. President presented before Atlanta Aero Club. Two career pathway collaborations with Delta (Tech Ops for Maintenance, Propel for Flight) were finalized this year. President met with all members of region's legislative delegation.
<b>Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	90% engagement – university still working to finalize aviation partnership with Delta in Atlanta
<b>Objective 2: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	A year-round strategy for governmental relations, along with strategic deployment of the President, are vital. The institution's next Chief of Staff & Government Relations Officer will be asked to deliver a government relations strategy in FY19 to support the next Strategic Plan.

### Objective 3

<p><b>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b></p>	<p>Improve compliance by refining policies and procedures, provide timely legal advice and responses to Open Records Requests (Legal &amp; Campus Affairs)</p>
<p><b>Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b></p>	<p>Collaboration with USG Legal Affairs on high priority policies, regular policy updates to Faculty Senate and Staff Council, number of agreements reviewed, Open Records Requests handled, legal matters addressed.</p>
<p><b>Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b></p>	<p>Continuous improvement of policies and timely legal advice in FY18 included:</p> <ul style="list-style-type: none"> <li>• Collaboration with USG Legal Affairs on key policy updates, beginning with Freedom of Expression policy by May 2017;</li> <li>• Updated 10 institutional policies;</li> <li>• Responded to 50 Open Records Requests, typically within 3 business days;</li> <li>• Reviewed/edited/drafted 55 agreements, with average turnaround time of 4 weeks;</li> <li>• Handled 1 U.S. Department of Education Office for Civil Rights (OCR) investigation;</li> <li>• Responded to 7 student grievances, working with Academic Affairs and Student Affairs;</li> <li>• Worked with AGs office on defense of two civil actions involving the university and its personnel, one was dismissed, the other remains pending</li> <li>• Regularly worked with Executive Director of HR, offering legal guidance on personnel matters.</li> </ul>
<p><b>Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b></p>	<p>90% successful – turnaround time on agreements should be shorter.</p>
<p><b>Objective 3: Did your department meet this objective?</b></p>	<p>The department met this objective.</p>
<p><b>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b></p>	<p>Updates to policy manual would benefit from clerical assistance. Extern from Mercer Law, an MGA alumna, began working with Counsel this summer on policy updates. Policy refinement requires more cross-divisional collaboration. Will continue to refine MGA University Compliance Commission with an eye toward developing and implementing a training program, to be launched in collaboration with HR and Internal Audit during Ethics Awareness Week.</p>



#### Objective 4

<b>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Ensure public messaging and presentations (such as those for Fall BOR Meeting on campus) highlight institutional strengths and President regularly communicates with campus community, engage with Strategic Planning Board to craft next Strategic Plan, engage with administrative and academic units to help drive enrollment (President & Campus Affairs)
<b>Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Quality of President's presentations before stakeholders, number of presidential blog posts, delivery of President's Annual Report, delivery of Strategic Plan for 2018-2023 by August 2018, leadership of Enrollment Action Team by President, contributions to enrollment efforts by Campus Affairs.
<b>Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	Regular presentations to key stakeholders, bi-weekly blog posts, delivery of Annual Report by December, Enrollment Action Plan to Chancellor in January 2018, and Strategic Plan by August, along palpable contribution from President's Office to reversal of enrollment decline.
<b>Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	100% - objective achieved as follows: <ul style="list-style-type: none"><li>• President led Enrollment Action Team with weekly meetings from Fall 2017 through Summer 2018 and creation of new division effective July 1;</li><li>• Delivered Enrollment Action Plan to Chancellor in January 2018;</li><li>• Continued to work with Campus Directors and VPs on ideas for increasing enrollment, improving services, and engaging the community, such as Saturday classes in Warner Robins, which resulted in a headcount increase of more than 20 students;</li><li>• Published 25 blog posts, which were shared on social media;</li><li>• Drafted, issued, and distributed President's 2017-18 Annual Report in December 2017;</li><li>• Prepared 5 presentations for public engagement (2 for BOR meeting, 2 for University Advisory Council, 1 for community groups);</li><li>• Held 6 meetings of the Strategic Planning Board, issued 4 quarterly updates on final year of strategic plan;</li></ul>

	<ul style="list-style-type: none"> <li>• Coordinated formation of Ad Hoc Strategic Plan Committee with Provost, and drafting of next Strategic Plan.</li> </ul>
<b>Objective 4: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Enrollment Action Team will join forces with Retention Progression Graduation Task Force, to be led by new Provost and new VP for Enrollment Management. New Enrollment Management Division will carry out Enrollment Action Plan in collaboration with Academic Affairs and all divisions. Campus Affairs staff will transition to serve as generalists in other divisions (Academic Affairs, Advancement, Enrollment Management). President’s Annual Report will be issued in October rather than December. President’s Office will improve informal communications.

## Future Plans

**Please identify at least four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department to X will provide training in ABC for at least 73 MGA faculty and staff.**

For each of the following objectives, the Office of the President will track number of meetings, events, and participants in FY19 to establish a baseline for continued growth during implementation of the 2018-2023 Strategic Plan, Elevating Middle Georgia.

- 1) The Office of the President will deploy the President strategically to support enrollment growth and improve communications internally and externally, including:
  - a. Appearances at all key enrollment events;
  - b. Bi-weekly blog posts;
  - c. Annual Report;
  - d. Frequent engagement with key stakeholders in the region and in Atlanta.
- 2) The Office of the President will continue to support academic program expansion and student engagement with:
  - a. efforts to connect other divisions to industry leaders through its unique relationship with the Georgia Department of Economic Development;
  - b. direct interaction with students through initiatives such as Presidential internships and the President's Torch Society; and
  - c. President's attendance at key academic and student events.
- 3) The Office of the President will engage in intentional monthly, quarterly, or annual outreach to colleagues, as follows:
  - a. Auditor serving on Staff Council internally, USG Auditors group externally;
  - b. Counsel serving on Strategic Planning Board internally, USG Legal Affairs group and NACUA externally;
  - c. Executive Assistant and engaging assistants across divisions internally, helping found USG President's Assistants' group externally;
  - d. Administrative Assistant collaborating across divisions on updates to university events calendar;
  - e. Center of Innovation colleagues connecting faculty and administrators to industry leaders;
  - f. Chief of Staff and President engaging policymakers at local, state, and national levels;
  - g. President holding open office hours on each campus;
  - h. President working with University Advancement to raise friends and funds; and



	<ul style="list-style-type: none"> <li>i. President engaging with USG and overseeing Cabinet engagement with system counterparts.</li> <li>4) The Office of the President will lead completion of the university's Comprehensive Administrative Review and strengthen compliance through University Compliance Commission and Ethics Awareness initiatives.</li> <li>5) Presidential performance on agreed goals for Chancellor.</li> </ul>
<p><b>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</b></p>	<p>The Office of the President has been productive, but will benefit from the addition of a newly revised Chief of Staff &amp; Government Affairs role, and will continue to lead by example on efficiency and effectiveness.</p>

Form run:

Wednesday, July 3, 2019

