MISSION
Middle Georgia State University educates and graduates inspired, lifelong learners whose scholarship and careers enhance the region through professional leadership, innovative partnerships, and community engagement.

VISION
We transform individuals and their communities through extraordinary higher learning.

VALUES
Stewardship • Engagement • Adaptability • Learning

STRATEGIC PLANNING TIMELINE

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2015</td>
<td>Middle Georgia State becomes a University</td>
</tr>
<tr>
<td>August 2015</td>
<td>2015-2018: Greatness Begins Here commences</td>
</tr>
<tr>
<td>January 2018</td>
<td>President issues 20/20 Vision White Paper</td>
</tr>
<tr>
<td>February 2018</td>
<td>Ad Hoc Committee formed for 2018-2023 Strategic Plan</td>
</tr>
<tr>
<td>March 2018</td>
<td>First Ad Hoc Committee meeting in Macon</td>
</tr>
<tr>
<td>March-April 2018</td>
<td>Initial input gathered from students, faculty, staff, and community</td>
</tr>
<tr>
<td>April 2018</td>
<td>Second Ad Hoc Committee meeting in Eastman</td>
</tr>
<tr>
<td>May 2018</td>
<td>Third Ad Hoc Committee meeting in Cochran</td>
</tr>
<tr>
<td>June 2018</td>
<td>Reaction to Ad Hoc Committee’s work gathered from stakeholders</td>
</tr>
<tr>
<td>July 2018</td>
<td>2015-2018: Greatness Begins Here concludes</td>
</tr>
<tr>
<td>August 2018</td>
<td>2018-2023: Elevating Middle Georgia commences</td>
</tr>
</tbody>
</table>
ELEVATING MIDDLE GEORGIA

Middle Georgia State University has both an access function and a state university mission. It is spread across five physical campuses, has a growing online presence, and is the most affordable university in the state. It has a unique feature — Georgia’s only public four-year school of aviation. In developing a 2018-2023 Strategic Plan, the University considered the elements of its institutional character as well as the opportunities to innovate and implement new ideas and methods to achieve its vision. It is committed to remaining accessible, affordable, and rigorous and to demonstrating high rates of student success that prepare alumni for the opportunities and challenges before them. The strategy outlined below is the path that will lead Middle Georgia State toward fulfilling its mission and, in so doing, contributing to the vitality of the region and state.

Strategic Imperative 1: Grow Enrollment with Purpose
Strategic Imperative 2: Own Student Success
Strategic Imperative 3: Build Shared Culture
Measuring Success: 2018 Baseline
Measuring Success: 2023 Goals
IMPERATIVE #1

GROW ENROLLMENT WITH PURPOSE

MIDDLE GEORGIA STATE IS A UNIVERSITY WITH A BLENDED FUNCTION. ITS GROWTH WILL BE MEASURED PRIMARILY BY HOW WELL ITS TEACHING FUNCTION MEETS DIVERSE STUDENT NEEDS.
STRATEGY #1  
EXPAND AND ENRICH THE FACE-TO-FACE STUDENT EXPERIENCE  

OBJECTIVES

• The University will grow face-to-face student enrollment by enriching instructional environment on each of its five physical campuses.

• The needs of non-traditional students will be reflected in the implementation of this strategy.

STRATEGY #2  
EXPAND AND ENRICH ONLINE INSTRUCTION INTO NEW MARKETS  

OBJECTIVES

• The University will implement intentional growth in fully online programs that reach students who may not be able to engage in academic programs that require face-to-face instruction.

• Online programming will primarily attract new students rather than subtract students from its physical campus environment.
IMPERATIVE #2

OWN STUDENT SUCCESS

MIDDLE GEORGIA STATE WILL CREATE AN ENVIRONMENT WHEREIN EVERY MEMBER OF ITS COMMUNITY OWNS THE RESPONSIBILITY FOR STUDENT SUCCESS.
STRATEGY #3
DEVELOP ACADEMIC PIPELINES AND EXPAND DEGREES

OBJECTIVES

• The University will develop academic pipelines that provide seamless pathways for students to progress from prospective student to engaged and employed alum.

• The University will expand academic programs at the baccalaureate, master’s, and applied doctoral levels to meet the needs of the Middle Georgia region.

• The University will seek to meet the needs of Georgia’s booming aerospace industry with a statewide aviation footprint.

STRATEGY #4
EXPAND STUDENT ENGAGEMENT AND EXPERIENTIAL LEARNING

OBJECTIVES

• The University will expand student engagement through enhanced and intentional programs, advising, and services designed to positively impact student learning and experiences.
EDUCATIONAL QUALITY, ACADEMIC EXPERIENCES, SOCIAL CONNECTIONS, AND COMMUNITY ENGAGEMENT WILL REQUIRE COMMITMENT TO MIDDLE GEORGIA STATE’S CORE VALUES.
STRATEGY #5
ATTRACT, RETAIN, DEVELOP, AND RECOGNIZE TALENT
OBJECTIVES

• The University will attract, develop, retain, and recognize talented faculty and staff who are committed to fulfilling its mission.

STRATEGY #6
SUSTAIN FINANCIAL HEALTH AND INCREASE NEEDS-BASED AID
OBJECTIVES

• The University will sustain financial health through efficient and effective fiscal management.

• The University will achieve the objectives of its capital campaign by December 2020, with an emphasis on expanding needs-based aid.

STRATEGY #7
CULTIVATE ENGAGEMENT TO ELEVATE THE UNIVERSITY AND THE REGION
OBJECTIVES

• The University will cultivate engagement with stakeholder communities through innovative partnerships and opportunities for lifelong learning that raise its public profile and elevate the Middle Georgia community.
2018...

6,130 overall face-to-face enrollment

1,211 overall online enrollment

DEGREES AWARDED

741 bachelor’s

52 graduate

56 number of student-organized community service projects

487 Students graduating w/ Experiential Learning credential

$850,000 Annual Campaign

60% of faculty & staff contribute to campaign

3,000 Alumni participating in University events

$330,000 in needs-based aid awarded

TBD Employee confidence

$10,320/Student costs/FTE

1 Greek organization

1 Greek organization

09
2023

7,100 overall face-to-face enrollment
1,800 overall online enrollment

DEGREES AWARDED
- 1,000 bachelor’s
- 200 graduate

75 number of student-organized community service projects

750 Students graduating w/ Experiential Learning credential
4,500 Alumni participating in University events
4 out of 5 Employee confidence
6 Greek organizations

$1.25 million Annual Campaign
75% of faculty & staff contribute to campaign
$750,000 in needs-based aid awarded
$10,100/Student costs/FTE
“LET US NOT BE CONTENT TO WAIT AND SEE WHAT WILL HAPPEN, BUT GIVE US THE DETERMINATION TO MAKE THE RIGHT THINGS HAPPEN.”

HORACE MANN
1796 - 1859
Founding Father of American Public Education

Questions or comments? strategicplan@mga.edu

Learn more and follow our progress at: mga.edu/strategic-plan