

# Convocation 2018: Elevating Middle Georgia

President Christopher Blake  
August 6, 2018



**Middle Georgia** State University



**MGA**

Part 1

# **COMING TOGETHER**

# Welcome New Faculty & Staff



- 57 new faces since last Convocation
  - 15 *Faculty*
  - 42 *Staff*

# Why Convocation?



From Latin *convocare*, from *con-* 'together' + *vocare* 'call.'



Part 2

# RECENT SUCCESSES

# Student Success



# Institutional Highlights 2017-18



# New Leadership



**Dr. Jon Anderson**

- Provost & Vice President for Academic Affairs
- Started January 8, 2018



**Dr. Ken Fincher**

- Vice President for University Advancement & Executive Director of the Middle Georgia State University Foundation
- Started August 4, 2017



**Ms. Jennifer Stenander**

- Vice President for Enrollment Management
- Started August 1, 2018





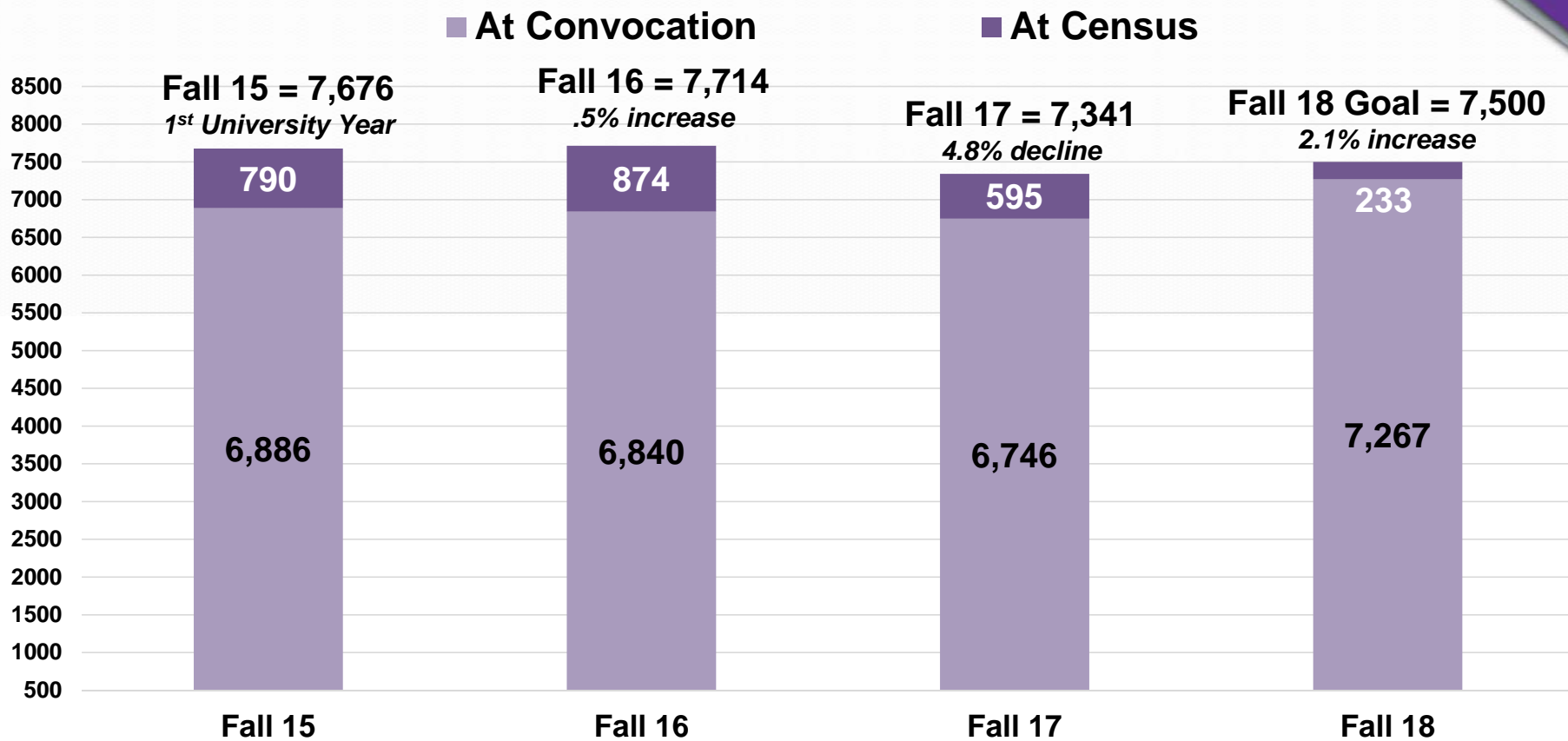
**MGA**

Part 3

# **VITAL SIGNS OF HEALTH**

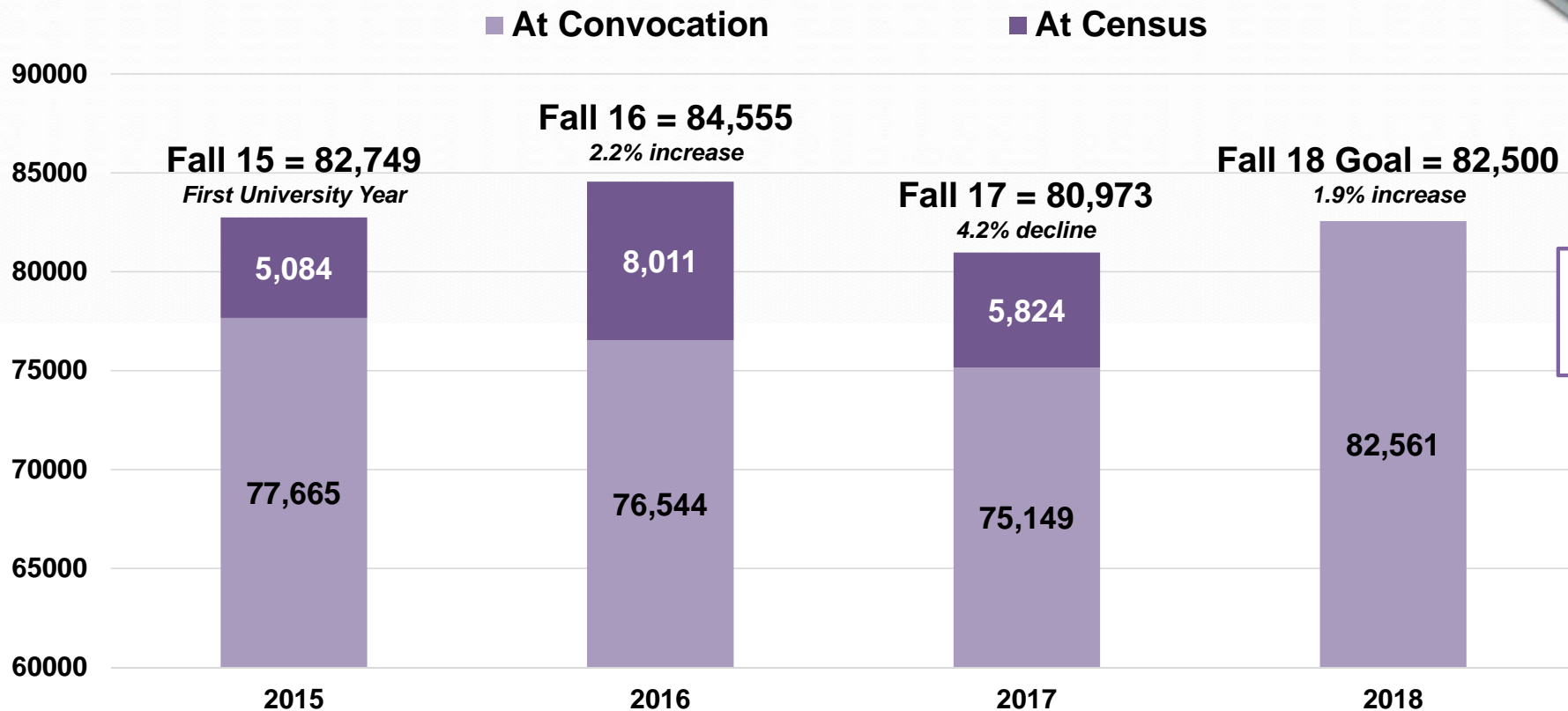
# University Enrollment Trends

## Headcount



# University Enrollment Trends

## Credit Hour Production

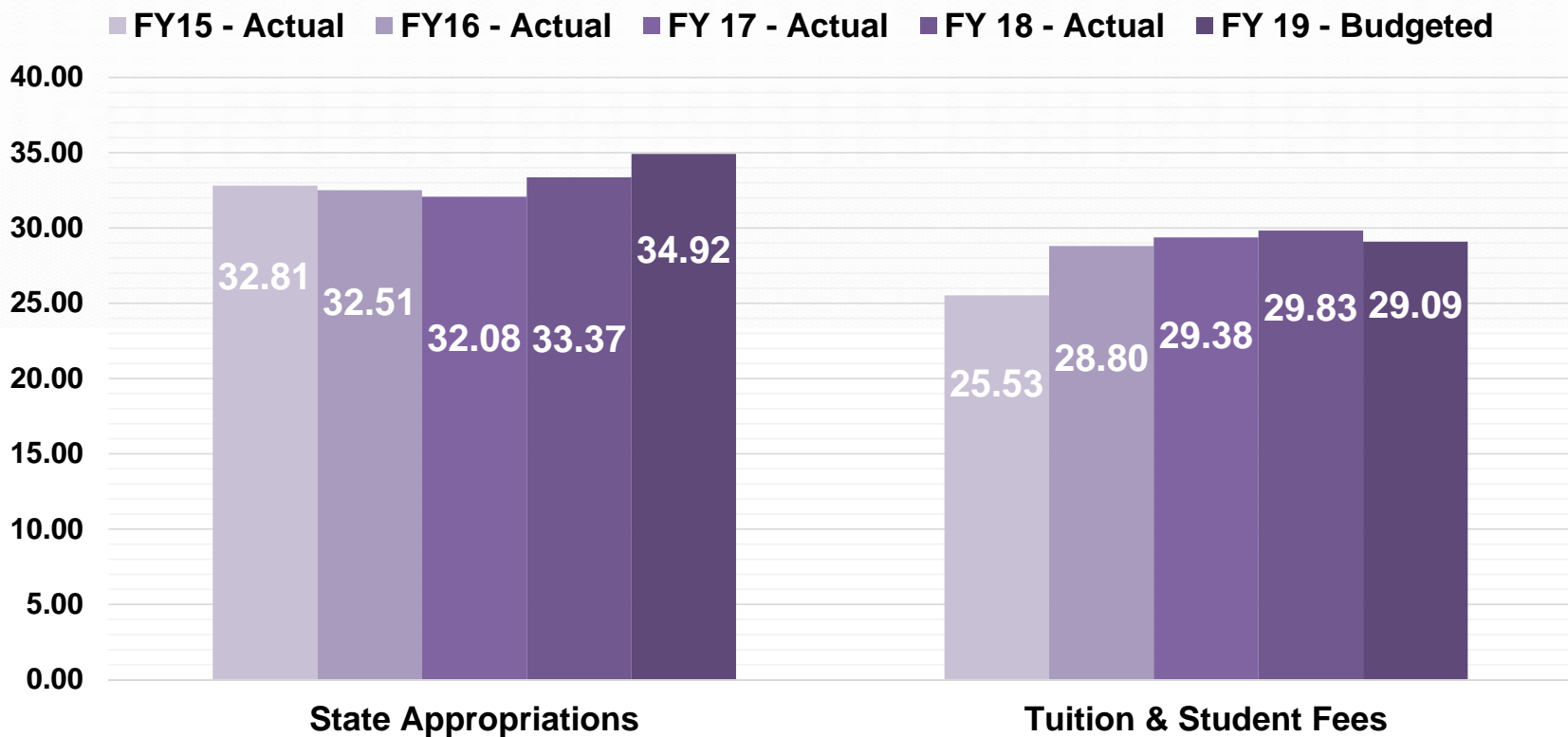


**ABOVE  
GOAL!**

# Current Financial Overview



## Revenue FY2014 – FY2019 in Millions

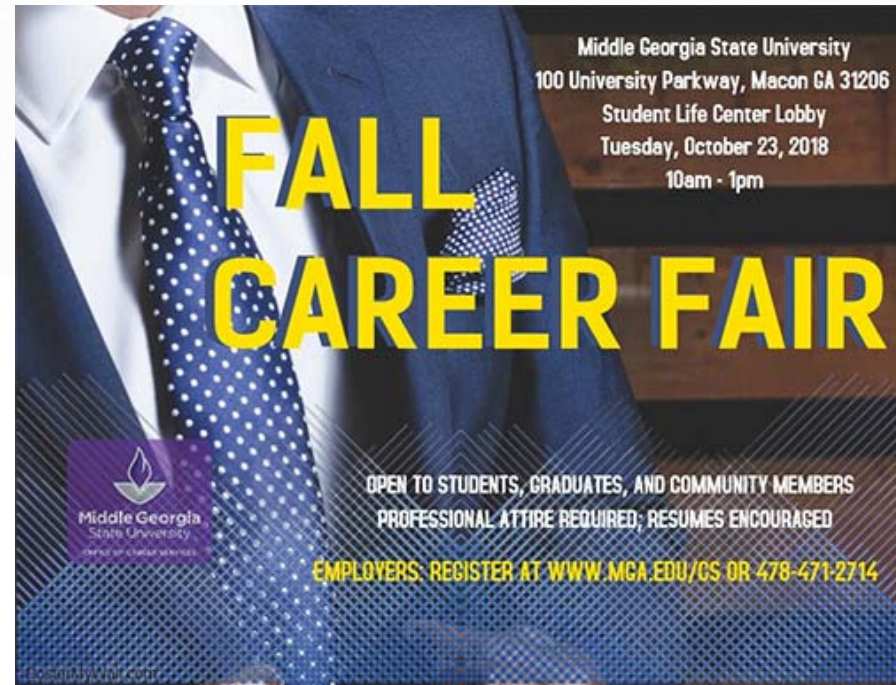
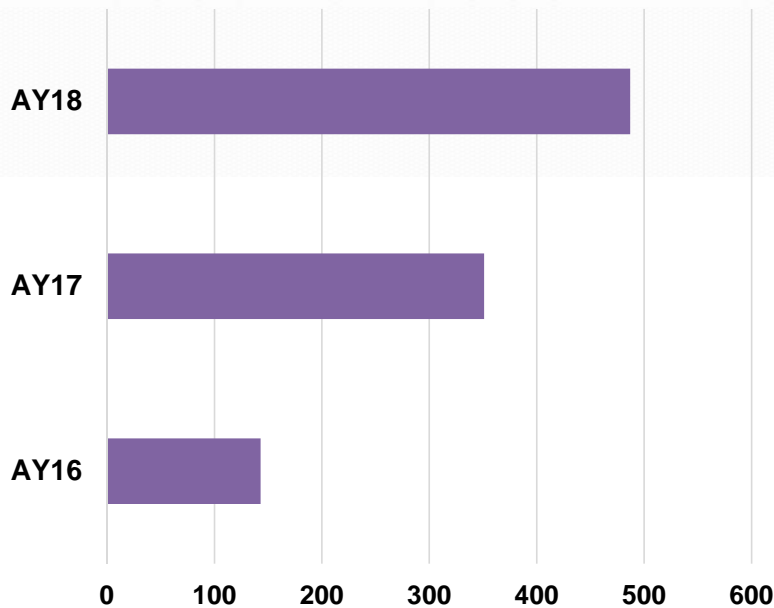


# Complete College Georgia



## Goal 1: Student Success

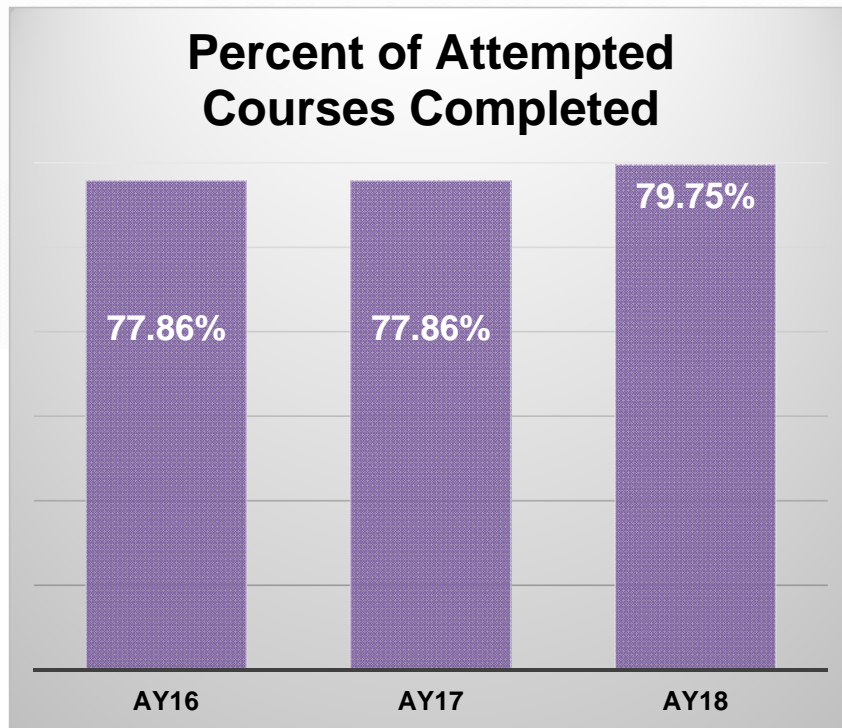
Graduates With Experiential Learning



# Complete College Georgia



## *Goal 2: Degree Completion*



## *Goal 4: Success for Diverse Populations*



# Retention & Year of Momentum



## ***CCG Goal 3: Improve Retention***

- Retention and progression – areas for improvement

## ***Year of Momentum***

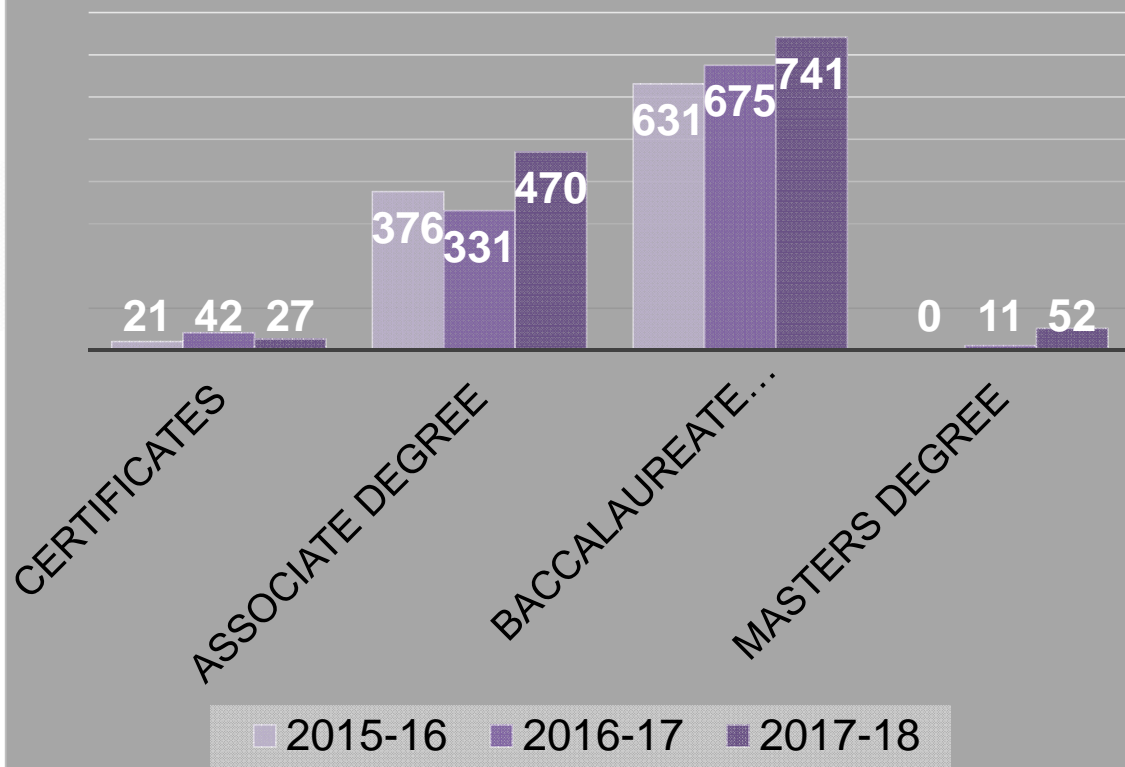
- 20 advisors thanks to USG support
- Hi-tech and hi-touch advising
- Clear pathways to success



# Graduates Produced



## MGA Credentials Awarded





# Initiative & Energy





# Plans for New Facilities

## Cochran



## Macon



## New Enrollment Facility



# Living Our Values

*Stewardship, Engagement, Adaptability, Learning*

Upcoming Opportunities:

**Comprehensive Administrative Review**

**Ethics Awareness Week**



## INSTITUTIONAL ENGAGEMENT PROCESS



# SPIRIT<sup>of</sup>USG

**Celebrating Our Ethical Culture**

Stewardship • Prevention • Integrity • Responsibility • Inspiration • Trust

#USGSpirit



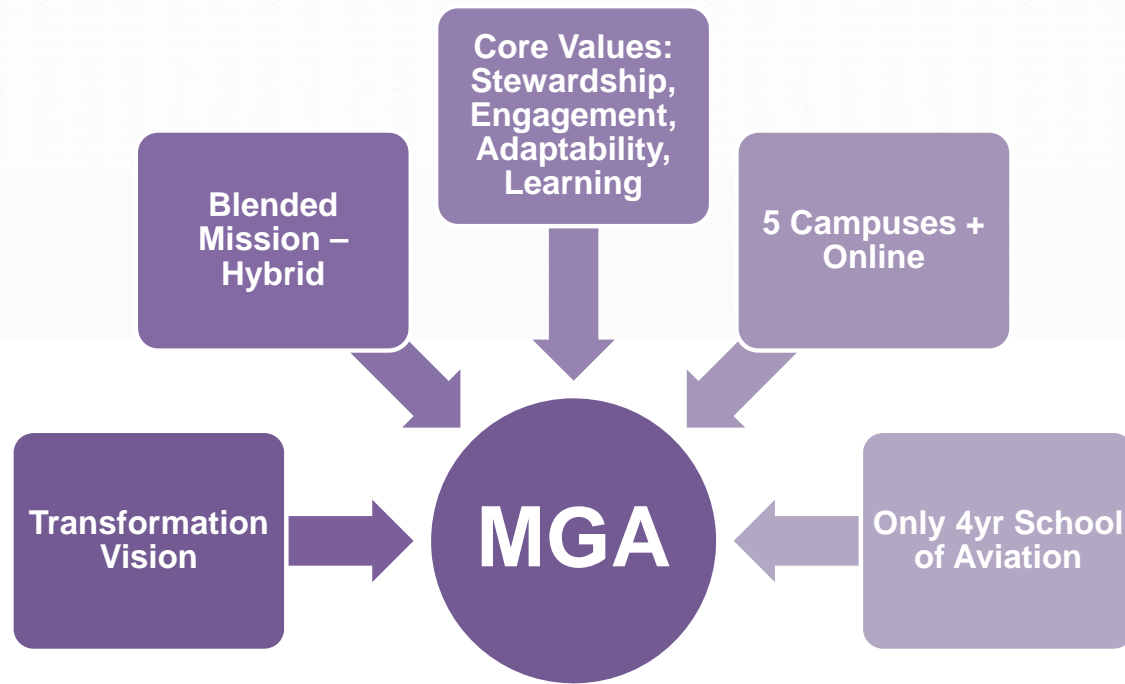
Part 4

# **THE STRATEGY AHEAD – ELEVATING MIDDLE GEORGIA**

# New Trajectory



# Context



# A Six Month Process of Dialog



**Jan 2018 –  
President  
Issues  
Vision 20/20  
White Paper**

**Mar 2018 –  
First Ad Hoc  
Committee  
Meeting in  
Macon**

**Apr. 2018 –  
Second Ad  
Hoc  
Committee  
Meeting in  
Eastman**

**Jun 2018 –  
Reaction to  
Committee’s  
Work Gathered  
from  
Stakeholders**

**Aug 2018 –  
Elevating  
Middle  
Georgia  
Commences**

**Feb 2018 –  
Strategic  
Plan Ad Hoc  
Committee  
Formed**

**Mar-Apr  
2018 – Initial  
Input from  
Students,  
Faculty,  
Staff,  
Community**

**May 2018 –  
Third Ad  
Hoc  
Committee  
Meeting in  
Cochran**

**Jul 2018 –  
Strategic  
Plan Draft  
Refined**



# Main Elements of Plan

**Imperative #1:  
Grow Enrollment with Purpose**

- Strategy #1: Expand and enrich face-to-face student experience
- Strategy #2: Expand and enrich online instruction into new markets

**Imperative #2:  
Own Student Success**

- Strategy #3: Develop academic pipelines and expand degrees
- Strategy #4: Expand student engagement and experiential learning

**Imperative #3:  
Build Shared Culture**

- Strategy #5: Attract, retain, develop, and recognize talent
- Strategy #6: Sustain financial health and increase need-based aid
- Strategy #7: Cultivate engagement to elevate the region

**By 2023**

**8900 Students**

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

**1200 Graduates**

60% with Experiential Learning

**\$750,000 Need-Based Student Aid**

Annual Regional MGA Day of Service



# This Year's Priorities



**Strategy #1:** Launch Enrollment Management Division

**Strategies #1-3:** Standing Action Team Driving Enrollment and Retention

**Strategy #2:** Launch MGA Direct (Targeted Fully Online Programs)

**Strategy #3:** Cross-Divisional Collaboration on Five-Year Program Forecast

**Strategy #4:** Centralize and Structure Co-Curricular Opportunities

**Strategy #5:** Develop and Conduct Employee Satisfaction Survey

**Strategy #5:** Implement and Measure Outcomes of MGA Advance (Professional Development)

**Strategy #6:** Budget for alignment of face-to-face and online tuition

**Strategy #6:** Close At Least Two 7-Figure Dollar Gifts and Fully Fund New Enrollment Center

**Strategy #6:** Complete and Implement USG Comprehensive Administrative Review (CAR)

**Strategies #1-7:** Expand data integration, training, and assessment into decision-making

**Strategy #7:** Plan and carry out region-wide MGA Day of Service



Part 5

# THE PRESIDENTIAL CHALLENGE

# Elevating Our Work



- Reflect – on what we do (Assessment)
- Adapt – make hard choices  
(Comprehensive Administrative Review)
- Measure – track progress transparently  
(FY19 Action Items)

# Work with Purpose



“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*

<https://youtu.be/u3sN6Llxigo>



**Middle Georgia**  
State University

**2018 Faculty  
& Staff  
Awards**

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**Middle Georgia**  
State University

# 2018-19 Convocation

## Divisional Meetings



- **Academic Affairs** – Recreation and Wellness Center
- **Enrollment Management** – Professional Sciences Center, Room 112
- **Finance and Operations** – Math Auditorium
- **President's Office** – Administration Building, President's Conference Room
- **Student Affairs** – Hatcher Conference Center, Room 212
- **University Advancement** – Hatcher Conference Center, Room 239