

Middle Georgia State University - FY19 – Advancement / Alumni Relations - Annual Action Items

Imperatives / Strategies / Measurement of Success	Annual Action Items (who?)	Results
Imperative 1) Grow Enrollment with Purpose		
Strategy 1) Expand and enrich the face to face student experience		
a. Increase student engagement in the face to face classroom		
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		
Strategy 2) Expand and enrich online instruction into new markets		
a. Increase student engagement in the online classroom		
b. Increase number of students enrolled in online programs		
Imperative 2) Own Student Success		
Strategy 3) Develop academic pipelines and expand degrees		
a. Increase Bachelor's degrees conferred	<ul style="list-style-type: none"> Support divisions in their efforts to improve student success (President & All OOP Staff) Connect Academic Affairs to industry leaders (President, Chief of Staff, Center of Innovation) Collaborate with Academic Affairs on development of a pre-law pathway (Counsel) 	
b. Increase Master's degrees conferred		
c. Increase number of students taking 15 credit hours per semester		
d. Decrease the institutional DFW Rate		
e. Increase students who graduate with experiential learning credential		
Strategy 4) Expand student engagement and experiential learning		
a. Expand career development, internships, and experiential learning	<ul style="list-style-type: none"> Attend and encourage participation in student events (President) Continue to offer Presidential internships (Executive Assistant) Advise Torch Society on service to campus and community (Counsel) Offer annual Torch Society service learning trip to Washington DC (Counsel) Organize Ethics Awareness Week activities (Auditor and Counsel with HR) 	
b. Expand RSOs collaboration in serving students and the community		
c. Expand opportunities for Greek organizations		
d. Support student scholarship through undergraduate and graduate research		
e. Provide cultural, social, and civic engagement on and off campus		
f. Develop and improve student wellbeing through programming and services		
Imperative 3) Build Shared Culture		
Strategy 5) Attract talent and enhance employee development and recognition	<ul style="list-style-type: none"> 	
a. Increase employee confidence and enthusiasm	<ul style="list-style-type: none"> Intentional outreach to colleagues at each level of the organization (President, Executive Assistant, Auditor, Counsel, Chief of Staff) Maintain and improve university events calendar (Administrative Assistant and Chief of Staff) Develop and implement ethics, compliance, and policy training (Auditor, Counsel) 	
b. Decrease employee attrition		
Strategy 6) Sustain financial health through resourceful fiscal management		
a. Increase need-based aid	<ul style="list-style-type: none"> Raise funds and drive compliance (President, Counsel, Auditor) Provide direction to scholarship donors to include need-based aid in their MOU's. Increase direct mail to alumni and create an anniversary-giving program. Conduct an alumni directory program. Create a young alumni-giving program. Close lead gifts with funders and conduct annual campaigns and grant writing campaigns to increase smaller and mid-level gifts. Complete the current legacy campaign and continue stewardship programs with current major donors. Engage with donors as part of Annual Campaign Create a Giving Day for the university; create a student giving program, increase direct mail and foundation giving. Lead Comprehensive Administrative Review (President) 	
b. Increase alumni giving		
c. Complete current capital campaign by December 2020		
d. Complete planning and begin silent phase of next campaign by 2023		
e. Increase annual campaign to \$1M		
f. Decrease the financial aid default rate		
g. Increase amount in auxiliaries reserve		
h. Increase efficiency and effectiveness		
i. Increase space utilization for growth		
Strategy 7) Cultivate engagement with its local communities		
a. Increase the number of students who partner with community agencies	<ul style="list-style-type: none"> Raise friends and lead engagement (President, Chief of Staff, Centers of Innovation, Counsel) Continue to serve on local boards (President, Counsel) Encourage Torch Society alumni to attend and engage with Alumni Affairs (Counsel) 	
b. Increase the number of faculty and staff who participate in community service		
c. Increase the number of alumni participating in events		