

Ad Hoc Strategic Plan Committee AY23

Meeting #6, October 18, 2022

Meeting held in Foundation Board Room PSC Building, Macon Campus

Present: Kevin Cantwell (Chair), Stephen Svonavec (Recorder), Lorraine Dubuisson, Kendra Russell, Keisha Fields, Marc Miller, Amanda Register, David Sims, Richard Kilburn, Rod McRae, Charles Richardson, Mary Roberts

Present remotely: Tracy Green

Excused: Margo Woodham, Mary Wearn, Modupe Oyewole, Martin Kehayes

The meeting convened at 4:28 PM

The agenda was approved by voice vote. The minutes of meeting #5 (October 4, 2022) were approved by voice vote.

Discussion ensued on upcoming meet-ups on Dublin, Eastman, and Warner Robins campuses. The committee was informed that the President has approved the recommended dates. The Dublin meet-up will precede the Cabinet meeting on November 3. Eastman and Warner Robins will both host events on November 14. Committee members are not expected to attend but are invited to do so if their schedules allow. While there is some interest in streaming one of these events that may not happen.

Lengthy discussion then ensued, starting with the question of exactly who and what MGA is competing with. Various public and private institutions were discussed, including their strengths and weaknesses compared to MGA. In addition, issues such as community relations and engagement, student and demographic groups to be marketed to, the cost of attendance, the expectations of various groups regarding MGA, the community view of MGA dating back to pre-consolidation days, the strength of the MGA faculty and staff, graduate education, dual and joint enrollment (including of International students), optimization of MGA's messaging, sources of revenues and the diversification thereof, how to serve different communities of stakeholders, and international programs received the committee's attention.

Discussion then moved to MGA's online branding and the history of MGA Direct/Online. The committee discussed how recent changes came about and how this fits into strategic planning. Discussion of the strengths of MGA's online programs ensued, as did further discussion of prior communications regarding online branding. The importance of making sure faculty are involved in the process was stressed; this would include proper training and the proper use of the LMS. A robust CETL with proper staffing was considered vital to this process.

The committee then turned its attention to the writing subcommittee. It was proposed the subcommittee meet in early November to develop 10 or so strategic priorities to bring to the full committee for discussion/editing/revision. No full committee meetings will occur until this subcommittee meeting takes place. Discussion of the need for additional subcommittees ensued, including a data subcommittee and a committee which would focus on what current priorities will not be a part of the new strategic plan. No final decisions were made regarding additional subcommittees.

On motion from the chair, the meeting adjourned at 6:02 PM

Submitted by Stephen Svonavec