



# Middle Georgia State University

## **Academic Master Plan**

*Version: 08/19/24*

## **Background: Academic Master Planning at Middle Georgia State University**

Middle Georgia State University's Academic Master Plan is a strategic blueprint guiding the institution's long-term academic goals and initiatives. It encompasses several key components:

- **New Academic Programs:** The proposal of responsive and innovative degree programs/certificates.
- **Program Modifications:** Updating existing programs to enhance educational outcomes and ensure alignment with discipline evolution, industry standards, and technological advancements.
- **Expansions:** Scaling successful programs to accommodate increased demand. Establishing instructional sites and diversifying modality to broaden access. Collaborating with industry and community partners to enhance practical learning opportunities.
- **Examinations:** Involves evaluating the effectiveness and relevance of current academic programs through periodic reviews or assessments. Includes the identification of emerging fields and areas of study and needs assessment and market analysis to justify the introduction of new programs.
- **Policies and Memoranda of Understanding (MOUs):** Developing and implementing new policies to ensure student success, and ensuring all agreements align with institutional policies and regulatory requirements. Establishing partnerships with other institutions, businesses, and organizations. Formalizing agreements for collaborative research, student exchange programs, articulation agreements, shared resources, and other collaborative initiatives.
- **Campus Identity:** Defining and reinforcing the unique identity and culture of Middle Georgia State University across all campuses. This involves creating a cohesive academic and community experience that reflects the university's values and mission. It includes the development of campus-specific initiatives, traditions, and student engagement strategies that foster a sense of belonging and pride among students, faculty, and staff. Additionally, it focuses on leveraging the distinct characteristics of each campus to contribute to the overall academic and social environment of the university.

## **Role of Academic Administration and Shared Governance:**

**Academic Administration:** Effective development and implementation of the Academic Master Plan (AMP) requires robust oversight from academic administration. This entails coordinating efforts across divisions, schools, and departments to ensure alignment with institutional goals. Academic administrators manage vital resources, including budgetary allocations, faculty deployment, and infrastructure development, while also ensuring strict adherence to accreditation standards and regulatory requirements.

**Shared Governance:** Integral to the AMP's success is the formal involvement of faculty via the Senate in decision-making processes concerning MGA's academic portfolio. Committees, taskforces, working groups, and curriculum committees are strategically formed to harness faculty expertise, providing essential input and recommendations. This approach fosters transparency, accountability, and collaboration among stakeholders, promoting consensus-building across diverse academic and administrative units.

## **Strategic Alignment and Budgeting:**

**Strategic Alignment:** Aligning the AMP with both institutional and University System of Georgia (USG) strategic plans and missions is paramount. This ensures that academic initiatives resonate with broader organizational objectives and are responsive to evolving educational landscapes. Key performance indicators (KPIs) are meticulously defined to gauge progress and inform adaptive strategies that accommodate dynamic external and internal factors.

**Budgeting:** A comprehensive multi-year financial framework supports the AMP's implementation, strategically allocating resources to prioritize new program developments and sustain existing academic initiatives and academic success efforts. Seeking diverse funding avenues, including grants, donations, and partnerships, underscores financial stewardship and ensures the plan's long-term viability. Rigorous budget monitoring and adaptive adjustments uphold fiscal responsibility, safeguarding sustainable academic growth and operational excellence.

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Creating an effective Academic Master Plan involves a collaborative effort among all stakeholders within the institution, guided by a clear vision and supported by strategic and financial planning. Middle Georgia State University's Academic Master Plan serves as a comprehensive framework, ensuring that academic development remains responsive to the evolving needs of our students, faculty, and community stakeholders. It fosters a dynamic academic environment focused on excellence, innovation, and strategic advancement.

## **Charting Academic Progress: A Retrospective of MGA's Academic Master Plan (7/1/22-7/1/24)**

### **Program Deactivation**

1. Program Deactivation - Airline Management (Certificate)
2. Program Deactivation - Interdisciplinary Studies (B.S.)
3. Program Deactivation - Aviation Safety (Certificate)
4. Program Deactivation - Airport Management (Certificate)
5. Program Deactivation - Technical Operations Management (Certificate)

### **Program Modification**

1. Program Modification - Air Traffic Management (A.A.S.)
2. Program Modification - Aviation Maintenance Technology (A.A.S.A.M.T)
3. Program Modification - Aviation Maintenance Technology Airframe and Powerplant (Certificate)
4. Program Modification - Art (A.A.)
5. Program Modification - Associate of Arts Core Curriculum
6. Program Modification - Associate of Science in Computer Science
7. Program Modification - Associate of Science, Core Curriculum
8. Program Modification - Bachelor of Arts in Applied Art & Design
9. Program Modification - Bachelor of Science in Computer Science
10. Program Modification - Bachelor of Science in Social Work
11. Program Modification - Biology (B.S.)
12. Program Modification - Business Administration (B.S.)
13. Program Modification - Certificate in Film Production
14. Program Modification - Certificate in Technical Writing and Digital Communication
15. Program Modification - English (B.A.)
16. Program Modification - English (MATPW)
17. Program Modification - Financial Technology (Fintech) (A.S.)
18. Program Modification - Graduate Certificate in Strategic Business Communication
19. Program Modification - Health Science (A.S.)
20. Program Modification - Health Services Administration (B.S.)
21. Program Modification - History (B.A.)
22. Program Modification - Information Technology (B.S.)
23. Program Modification - Information Technology (MSIT)
24. Program Modification - Interdisciplinary Studies (B.A.)
25. Program Modification - Interdisciplinary Studies (B.S.)
26. Program Modification - Master of Arts in Public Relations
27. Program Modification - Master of Arts in Teacher Education with Initial Teacher Certification (6-12)
28. Program Modification - Master of Science in Occupational Therapy Bridge Program
29. Program Modification - Mathematics (B.S.)
30. Program Modification - Media and Communication (B.A.)
31. Program Modification - Modern Languages (A.A.)
32. Program Modification - Music (A.A.)
33. Program Modification - Music (B.A.)
34. Program Modification - Music Production Minor
35. Program Modification - Nursing (B.S.) (RN to BSN Completion)
36. Program Modification - Nursing (B.S.N.)
37. Program Modification - Political Science (B.S.)
38. Program Modification - Rehabilitation Science (B.S.)
39. Program Modification - Respiratory Therapy Completion Program (B.S.R.T)
40. Program Modification - Respiratory Therapy Entry Level (B.S.)
41. Program Modification - Sociology Minor

42. Program Modification - Spanish (Minor)
43. Program Modification - Sport Management (B.S.)
44. Program Modification - Statistics (Minor)
45. Program Modification - Technical Management (B.A.S.) (Formerly Business Management)

### **New Program**

1. New Program - Associate of Science in Computer Science
2. New Program - Associate of Science in Physical Therapist Assistant
3. New Program - Bachelor of Science Health Science
4. New Program - Bachelor of Science in Computer Science
5. New Program - Certificate in Applied Behavior Analysis
6. New Program - Certificate in Computer Science
7. New Program - Certificate in Data Science Management
8. New Program - Certificate in Digital Entertainment, ESPORTS, & Game Development
9. New Program - Certificate in Film and Television Post-Production
10. New Program - Certificate in Health Science
11. New Program - Certificate in Spanish
12. New Program - Cybersecurity Certificate
13. New Program - Doctorate in Public Safety (DPS)
14. New Program - Graduate Certificate in Creative Writing
15. New Program - Graduate Certificate in Teaching College Writing
16. New Program - Honors Pathway Certificate
17. New Program - Master of Education in Curriculum and Instruction with a Focus in Literacy
18. New Program - Minor in Education
19. New Program - Minor in Integrated Digital Media
20. New Program - Minor in Local Government Administration
21. New Program - Minor in Social Work
22. New Program - Minor in Sports Coaching
23. New Program - Minor in Sports Management
24. New Program - Music Production Minor

### **New Courses – 188**

### **Course Modifications – 81**

### **Course Deletions – 5**

### **Policies:**

1. New Policy - Admission Policy
2. New Policy - Applied Music Courses
3. New Policy - Learning Support Math
4. New Policy - Program Admission Requirements Master of Arts in Public Relations
5. New Policy - Re-entry Policy

### **Off Campus Instructional Sites:**

1. Griffin Regional and Career Academy - Approved
2. Rockdale Magnet School for Science and Technology - Approved
3. Dublin High School - *Submitted*
4. R. Wayne Lowe Synergy Center - *Submitted*

## Future Academic Programs, Program Modifications, Expansions, Examinations, and MOUs

### AY 24–25

#### New Programs

##### *Master of Education in Curriculum & Instruction with a Focus on Literacy*

This proposed **Master of Education in Curriculum & Instruction with a Focus on Literacy** degree program offers graduate students the opportunity to deepen their knowledge, skill, and vision as teachers and educational leaders, specifically as developers, designers, and teachers of innovative literacy curricula compelled to engage in research with a focus on providing challenging and rewarding educational opportunities for all students. The program of study is based on a new vision of teaching in light of 21st-century opportunities, needs, and demands. It includes evaluating best practices in teaching; preparing the experienced teacher for full participation in the profession as leader, researcher, and master practitioner in literacy instruction; and promoting both teacher autonomy and collaboration through inquiry, reflection, and action. Graduate students will be encouraged to master deep and nuanced concepts and skills in literacy theory and pedagogy, to demonstrate their understandings through classroom application, to collaborate in meaningful ways with all stakeholders to enhance the learning and well-being of all of students, to enhance the teaching and learning environments of their schools, to enhance the professional lives of teachers, and to enhance partnerships with parents, families, and the communities that they serve. This graduate program as proposed provides robust instruction in the development and evolution of modern literacy instruction, the problems current students face in literacy learning, the roadblocks many students encounter in becoming proficient readers and writers, the consequences of less effective literacy methods and mindsets (particularly in grades PK-3), and research-based methods for differentiating literacy instruction to meet the needs of all learners. Above all, this proposed program will equip graduates of the program with a deep and varied set of pedagogical skills and methods that will enable them to improve their teaching in the discipline of literacy and, as a result, enhance their students' learning.

<b>Campus</b>	<b>Delivery Mode</b>	<b>Note:</b>
Online	Online	SACSCOC Substantive Change

##### *Approval History and Milestones:*

- Curriculum Development and CMS Entry – [09/9/22](#)
- Academic Affairs Committee Approval – [09/23/22](#)
- MGA Faculty Senate Approval – [10/07/22](#)
- USG Board of Regents Review – Submitted 10/16/23
- USG Board of Regents Approval – 02/14/24
- SACSCOC Substantive Change Review – Submitted 12/13/23
- SACSCOC Approval – 02/20/24

*Current Status – (On Schedule for Fall 2024 Launch)*

##### *Bachelor of Science in Health Science*

The **Bachelor of Science in Health Science** degree prepares students for a variety of positions within healthcare or public health organizations. This degree can also serve as a stackable credential that meets prerequisite requirements for clinical programs, such as a chiropractor, dentist, nurse, physician assistant, or other healthcare professions. It also contains the prerequisite curricula required for clinical careers, such as nursing and physician assistant. Graduates with this degree can work in diverse allied health professions to include behavioral health specialist, community health educator, healthcare data analyst, health educator, health informatics professional, health informatics technician, health promotion specialist, health scientist, infection control manager, safety specialist, patient educator, public health administrator, pharmaceutical sales representative, prevention specialist, and medical informatics. The degree can lead to graduate-level education in specialized degree fields like Master's in Environmental Health, Master's of Health Administration, Master's in Health Informatics, Master's of Health Science, Master's of Public Health, and Master's in Social Work.

Campus	Delivery Mode	Note:
Macon and Dublin	Face-to-Face	Program Realignment

*Approval History and Milestones:*

- Curriculum Development and CMS Entry – 10/01/23
- Academic Affairs Committee Approval – 11/10/23
- MGA Faculty Senate Approval – 11/17/23
- USG Board of Regents Review – Submitted 12/19/23
- USG Board of Regents Approval – 05/14/24
- SACSCOC Substantive Change Review – Submitted 12/21/23
- SACSCOC Approval – 05/31/24

*Current Status – (On Schedule for Fall 2024 Launch)*

***Clinical Nurse Leader (CNL) Program (BSN to MSN)***

This online program that will award BSN prepared students a **Master of Science in Nursing CNL** degree. The program of study will build on existing foundational courses currently offered in our graduate program: Three Ps, Research, Leadership and Quality/Safety. The CNL program focuses on evidence-based practice, coordinating patient care, improving safety, and decreasing costs. Graduates of the CNL program will assume accountability for patient-care outcomes as a provider and manager of care to individuals and groups of patients anywhere healthcare is delivered. The CNL curriculum includes the American Association of Colleges of Nurses’ Clinical Nurse Leader Competencies and the Commission on Nurses Certification’s education requirements to sit for the CNL certification examination.

Campus	Delivery Mode	Note:
Online	Online	Requires Faculty Examination Requires ACEN Substantive Change

- AACN Faculty Exam Waiver – Submitted 02/13/23
- Curriculum Development and CMS Entry – 10/09/23
- Academic Affairs Committee Approval – 10/20/23
- MGA Faculty Senate Approval – 11/03/23
- USG Board of Regents Review – On Hold
- USG Board of Regents Approval – TBD
- SACSCOC Substantive Change Review – On Hold
- SACSCOC Approval – TBD

*Current Status – (Online Program on Hold in Academic Master Plan and Forecasting)*

***Bachelor of Science Degree in Applied Artificial Intelligence***

The **Bachelor of Science Degree in Applied Artificial Intelligence** is designed to equip students with the skills and knowledge necessary to excel in the rapidly evolving field of AI (Artificial Intelligence). This innovative program combines foundational courses in information technology, computer science, mathematics, and data analysis. Emphasizing practical application, students will have the opportunity to engage in real-world projects, internships, and a comprehensive capstone project, allowing them to apply theoretical concepts to industry challenges. This comprehensive curriculum ensures graduates are well-prepared to tackle complex problems and drive advancements across various sectors.

Recognizing the fast-paced nature of the AI sector, the curriculum is built to dynamically respond to emerging

workforce needs and technological advancements. Courses are designed in collaboration with industry experts, ensuring students gain relevant and up-to-date skills. The program offers flexible learning paths, allowing students to pursue minors and concentrations that align with their interests and career goals, such as ethical AI, autonomous systems, and AI-driven business solutions. By fostering a dynamic and adaptive learning environment, the B.S. in Applied Artificial Intelligence prepares students to be leaders and innovators in the AI-driven future.

Campus	Delivery Mode	Note:
Online	Online and Face-to-Face	Course Threshold Analysis SACSCOC Notification

- Curriculum Development and CMS Entry – September 2024
- Academic Affairs Committee Approval – TBD
- MGA Faculty Senate Approval – TBD
- USG Board of Regents Review – TBD
- USG Board of Regents Approval – TBD
- SACSCOC Notification - TBD
- SACSCOC Approval – TBD

*Current Status – (Curriculum Development)*

### **Program Modifications:**

Following the deactivation of the B.S. in Interdisciplinary Studies, MGA continues curriculum enhancement in the development of a **Bachelor’s degree in Interdisciplinary Studies**. This consolidated degree aims to align IDS programming with our USG peers, enhance curricular cohesion, provide greater flexibility for students, and optimize resource allocation at MGA. Additionally, the consolidation will facilitate smoother degree completion, better accommodate transfer credits, and align with market demands for interdisciplinary skills.

**B.S. Mathematics** program is being modified to include concentrations in Applied Statistics and Data Analytics. This adjustment responds to the growing demand for data-driven skills in the workforce and provides students with specialized knowledge that is highly valued across various industries. Additionally, there will be a coordinated recruitment effort for the Secondary Education Certification Track, aiming to attract students interested in teaching mathematics at the secondary school level. This initiative supports the university's commitment to addressing the critical shortage of qualified mathematics teachers and enhancing the quality of STEM education in the region.

### **Undergraduate Program Expansion:**

Middle Georgia State University plans to fully expand the course offerings and all concentrations for the **B.S. in Business Administration** to the Warner Robins campus, providing students with the opportunity to take the curriculum face-to-face. This expansion will provide students in the Warner Robins area with greater access to a comprehensive business education, enabling them to pursue their career goals and contribute to the local economy. The program will include all concentrations, including Accounting, Finance, Management, and Marketing, among others. Middle Georgia State University is committed to providing students with a quality education that prepares them for success in their future careers, while also meeting their needs for a flexible and convenient learning experience.

Campus	Delivery Mode	Note:
Warner Robins	Face-to-Face	Scheduling Realignment



Approximately sixty percent of the students attending Warner Robins are enrolled in programs that offer degrees at this location. Additional degree offerings at this location will improve the stability of enrollment at this campus. **Bachelor's degrees in Information Technology and Psychology** have broad-based appeal and are recommended for inclusion beginning in the Fall 2024.

### **Examinations:**

The feasibility analysis on the viability of a **Bachelor's degree in Sustainable Innovation and Technology** continues through 2024. This program would offer students coursework that will develop skills in design and deployment of green technology solutions—a field expected to have high job demand in the upcoming years. The co-location of these programs and the Center for Innovation and Entrepreneurship provides an opportunity to differentiate courses taught at Warner Robins by adding project-based learning activities. The addition of Problem-Based Learning to all courses helps to establish a unique identity for the Warner Robins campus, one that offers students the added benefit of a hands-on learning experience that is intended to increase campus retention and academic success.

The feasibility analysis on the viability of a **Bachelor's degree in Engineering** continues through 2024. A bachelor's degree in engineering disciplines not only offers a strategic advantage for individuals seeking opportunities in the Middle Georgia region, particularly with the proximity to Robins Air Force Base, but also builds upon the success of the Regents Engineering Program Pathway offered at MGA. This educational foundation aligns seamlessly with the diverse and specialized workforce needs of the region, providing graduates with a competitive edge in pursuing careers that contribute to the technological advancements and defense initiatives centered around Robins Air Force Base.

The feasibility analysis on the viability of a **Master's degree of Social Work** continues through 2024. A Master of Social Work (MSW) degree would prepare practitioners through a *Community-Based Integrative Practice* focus. This holistic approach to advanced practice results in treatment of the whole person, extending to community-based care and coordination. Students will integrate direct and clinical practice methods with methods more traditionally associated with community and social change (Finn & Molloy, 2021). Students will be prepared to serve in emerging areas of practice (e.g., integrated and behavioral health, police social work). The MSW is designed for our BSW students to begin with one-year of advanced standing in the graduate program. The program can be located on the Dublin campus (health campus) and be offered in a hybrid format, which will allow face-to-face learning while meeting the learning preferences of working professionals.

### **MOUs**

**MGA and Gordon State Accelerated Admissions:** The Memorandum of Understanding (MOU) between Middle Georgia State University (MGA) and Gordon State College establishes a framework for an accelerated admissions process, facilitating a seamless transition for students moving from undergraduate programs at Gordon State to graduate programs at MGA.

**MGA and South Georgia College MOU:** The purpose of this Memorandum of Understanding (MOU) between Middle Georgia State University (MGA) and South Georgia College is to establish a collaborative framework for general articulation and the development of strategic program pathways. This partnership aims to facilitate seamless academic transitions for students, ensuring clear and efficient pathways for degree completion and academic advancement.

**AY 25–26**

**New**

***Post-BSN – DNP Program***

The new **Post-Bachelor's Degree to Doctor of Nursing Practice (BSN-DNP)** program will award BSN prepared students the Master of Nursing concentration in Adult Gerontology Acute Care Nurse Practitioner (AGACNP) degree, as well as a terminal degree for practicing nurses. With the increasing scope of clinical scholarship in nursing and with the growth of scientific knowledge in the discipline, doctoral-level education is required for independent practice. The degree focuses on scientific underpinnings for evidence-based practice, organizational and systems leadership for quality improvement, clinical scholarship, analytical methods, and information systems patient care technology for improving patient and population health outcomes. The nurse practitioner scholar has a strong understanding of research design and interpretation in order to develop, appraise, and implement a scientifically prepared project to improve processes in the current complex healthcare market. The Post-BSN to DNP curriculum includes the American Association of Colleges of Nurses' Core Competencies for Professional Nursing Education and the National Organization of Nurse Practitioner Faculties Competencies.

<b>Campus</b>	<b>Delivery Mode</b>	<b>Note:</b>
Online	Online	Requires ACEN Substantive Change

- Curriculum Development and CMS Entry – Anticipated Fall 2024
- Online Graduate Programming Expansion – *On Hold*
- *Current Status:* Stakeholder and Accreditation Analysis

New

***Bachelor's degree in Aerospace Safety with a focus on Data Analytics***

This degree program emphasizes the principles and practices of aerospace safety management and data analytics. This program provides students with a comprehensive understanding of the aerospace industry, as well as the knowledge and skills needed to ensure the safety of aircraft, passengers, and crew through data-driven decision making.

The aerospace industry is anticipated to expand in the coming years, with an increasing demand for professionals skilled in aerospace safety and data analytics. According to the Bureau of Labor Statistics, employment of occupational health and safety specialists, including those in the aerospace industry, is projected to grow by 6% from 2020 to 2030, which is faster than the average for all occupations. This growth is fueled by an increasing awareness of occupational hazards and the need for organizations to comply with safety regulations using data analytics.

<b>Campus</b>	<b>Delivery Mode</b>	<b>Note:</b>
Cochran	Face-to-Face	

- Curriculum Development and CMS Entry – TBD  
*Current Status:* Stakeholder and Accreditation Analysis

**AY 27–28**

**New**

***AS Physical Therapist Assistant (PTA)***

Beginning in Fall 2027, an **Associate of Science in Physical Therapist Assistant** will be offered as an in-person, full-time program on the Dublin campus. Students enrolled in this program will be able to complete their core and prerequisite courses for admission to the PTA Program on site due to building upgrades and renovations in Dublin. The PTA Program will require accreditation through the Commission on Accreditation in Physical Therapy Education (CAPTE) as well as approval from the University System of Georgia and SACSCOC. Enrollment in the first year is regulated by CAPTE to 15 students and will grow over the next 3 years to 25.

<b>Campus</b>	<b>Delivery Mode</b>	<b>Note:</b>
Dublin	Face-to-Face	Dublin Facilities Project and CAPTE Approval

*Approval History and Milestones:*

- Curriculum Development and CMS Entry – [10/24/22](#)
- Academic Affairs Committee Approval – [11/11/22](#)
- MGA Faculty Senate Approval – [11/18/22](#)
- USG Board of Regents Review – Submitted 12/19/23
- USG Board of Regents Approval – 05/01/24
- SACSCOC Substantive Change Review – Submitted 12/21/23
- SACSCOC Approval – 05/31/24

*Current Status – (Slated for Spring BOR for Review and Spring SACSCOC Review for Approval)*

**AY 28–30**

**New**

**Doctor of Physical Therapy (DPT) Program**

Building on the PTA Program established in 2027, a **Doctor of Physical Therapy (DPT) Program** is planned for 2029 as an in-person, full-time program on the Dublin campus. Graduates from MGA’s PTA Program and other PTAs in the nation, as well as students holding bachelor degrees such as rehabilitation science (also offered at MGA), exercise science, and exercise physiology, will be able to enroll in this doctoral program where state-of-the-art facilities on the Dublin campus will offer them an affordable way to further their careers with a graduate degree in physical therapy. This program will also require accreditation from the Commission on Accreditation in Physical Therapy Education (CAPTE), as well as approval from the University System of Georgia and SACSCOC. Enrollment in the first year is regulated by CAPTE to 15 and will increase over the next three years to 25-30.

<b>Campus</b>	<b>Delivery Mode</b>	<b>Note:</b>
Dublin	Face-to-Face	Dublin Facilities Project and CAPTE Approval

*Approval History and Milestones:*

- Curriculum Development and CMS Entry – TBD

*Current Status:* Pending PTA Program Launch

## Campus Identity

The Division of Academic Affairs is aligning academic programming with institutional strategies by focusing on campus distinction and destination campuses. Each campus has a unique emphasis, but strategic repositioning and messaging can refine these identities. Developing destination campuses will support interdivisional goals by creating environments where students are motivated to engage in hands-on learning and fully immerse themselves in a community that aligns with their passions and interests.

The footprint of destination campus reflects the following:

- Academic programs that resonate with students
- High interactions with faculty
- Hands-on learning within area of interest
- Collaborative to spotlight student performance
- Passion career focused
- Strong alignment with industry 4.0 careers
- High probability of successful completion

Principally, each campus will focus on key aims:

- Each campus will have Spotlight Programs that allows for target marketing and the building of a brand identity.
- Spotlight Programs will be designed to increase enrollment on each campus.
- Each campus will immerse its experiences in its Spotlight Programs, creating identity.

### Dublin – Health Science Campus

The Dublin Campus is dedicated to becoming a premier Health Sciences hub for the region, with a strong emphasis on health and wellness. The campus is expanding its offerings in Nursing and introducing innovative programs in Physical Therapy, Respiratory Therapy, Health Sciences, and other related fields. These programs are designed to meet the growing demand for healthcare professionals and provide students with the skills and knowledge necessary to excel in the healthcare industry. Students can complete their Core Curriculum and earn bachelor's degrees in select disciplines at the Dublin Campus or choose to continue their education online or at other MGA campuses.

#### Destination Brand Identity: Healthcare

- Our health science programs are committed to equipping graduates to serve and improve the health of our communities.
- **Slogan: "Healing Begins with Caring!"**

### Warner Robins – Information Technology and Business Campus

The Warner Robins Campus is poised to strengthen its role as a hub for information technology and business education by introducing baccalaureate-level degree programs in fields such as business administration and software technology. In collaboration with the School of Computing and the School of Business, the campus continues to develop the Center for Software Innovation and Applied AI, as well as the Center for Innovation and Entrepreneurship, to address the evolving needs of community and regional partners. These initiatives are designed to foster innovation, support local businesses, and drive economic growth in the region.

MGA is also deepening its strategic partnership with Robins Air Force Base, enhancing both employment and educational opportunities for students and graduates. Additionally, our collaboration with Houston County Schools continues to yield significant gains in dual enrollment, providing high school students with a head start on their college education and helping to cultivate a skilled workforce for the future.

#### Destination Brand Identify: Innovation and Technology

- Where our business and technology programs prepare our graduates to succeed in the complex marketplace of ideas.
- **Slogan: *Design, Innovate, and Lead!***

### **Eastman – Aviation Campus**

The Eastman Campus, the hub of MGA's thriving aviation programs, is poised for substantial growth following the recent securing of state funding. This, combined with ongoing support from the university system, corporations, and local partners, will enable the program to expand its offerings and maintain its strong focus on career readiness. The campus is also enhancing career pathways for students through expanded support and programming for Dual Enrollment participants, ensuring that high school students gain early exposure to the aviation industry and a seamless transition into college-level programs. In addition, the program has forged significant regional and national industry partnerships, further enriching the student experience with cutting-edge training and career opportunities. Notably, 80% of MGA Aviation graduates choose to live and work within 100 miles of Macon, underscoring the program's vital role in bolstering Middle Georgia's workforce and economic development.

#### **Destination Brand Identity: Aviation and Aerospace**

- Our aviation programs equip graduates to lead in every aspect of the industry, from the cockpit to the design labs and the boardroom.
- **Slogan: *"Come Fly with Us!"***

### **Cochran – Traditional Residential Campus**

Nestled in the heart of Bleckley County, the Cochran Campus offers a quintessential college experience steeped in tradition and history. As one of MGA's founding campuses, it embodies the institution's long-standing commitment to academic excellence and community engagement. Students here enjoy a close-knit, supportive environment, where smaller class sizes allow for personalized attention and one-on-one interactions with dedicated faculty who are deeply invested in their success. The Cochran Campus provides a vibrant and diverse campus life, with a wide range of intramural sports, student activities, campus clubs, and organizations. Students can also participate in varsity sports and take advantage of the amenities of a larger university, all within a more intimate, community-oriented setting. In addition to its strong focus on sports management and health programs, the campus offers a diverse array of academic programs and a robust core curriculum that lays a strong foundation for lifelong learning. With its affordable tuition and comprehensive educational offerings, the Cochran Campus continues to deliver exceptional value.

#### **Destination Brand Identity: Tradition, Excellence, and Community**

- Our programs are designed to empower graduates to lead and serve, combining a deep respect for tradition with a commitment to innovation and community engagement.
- **Slogan: *"Rooted in Tradition, Driven by Excellence!"***

### **Macon – Education, Social Sciences, and Humanities Campus**

The Macon Campus, the largest of MGA's five campuses, serves as a dynamic hub for a diverse community of learners, offering a broad array of programs, residential options, and student recreation opportunities. Located in a thriving Middle Georgia community, the campus welcomes students of all ages and backgrounds, united in their pursuit of higher education and personal growth. With a strong focus on career-oriented programs, the Macon Campus is recognized as one of the most comprehensive and affordable educational environments in the state.

#### **Destination Brand Identity: Education, Social Sciences, and Humanities**

- Our programs in education, social sciences, and humanities are designed to inspire and equip graduates to make meaningful contributions to society through creative thinking, critical analysis, and compassionate leadership.
- **Slogan: *"Inspire, Engage, Transform!"***