

**Middle Georgia State University - FY19 – Enrollment Management - 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	<ul style="list-style-type: none"> <li>Utilize territory management to recruit students by campus. (EM)</li> <li>Expand the communication plan to market each campus (course offerings/identity). (EM)</li> <li>Plan for shift in student enrollment by campus due to upcoming initiatives. (EM)</li> </ul>	
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	<ul style="list-style-type: none"> <li>Implement marketing strategies to recruit and increase online student enrollment. (EM)</li> </ul>	
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"> <li>Utilize College Scheduler and marketing strategies to increase students taking 15 credit hours per semester and increase the overall average credit hour production. (EM)</li> <li>Use data to determine new undergraduate students at risk. Provide this information to AA for early intervention. (EM)</li> </ul>	
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"> <li>Increase the number of dual enrollment partnerships with high schools in our region. (EM)</li> </ul>	
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		
a. Increase employee confidence and enthusiasm		
b. Decrease employee attrition		
Strategy 6) Sustain financial health through resourceful fiscal management		
a. Increase need-based aid	<ul style="list-style-type: none"> <li>Offer financial literacy information through the communication plan and informational sessions (EM).</li> </ul>	
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		
b. Increase the number of faculty and staff who participate in community service		
c. Increase the number of alumni participating in events		