CHARGING AHEAD

A PLAN FOR STRATEGIC GROWTH AT MIDDLE GEORGIA STATE UNIVERSITY

2024 - 2027

Middle Georgia
State University

Middle Georgia State University

OUR STRATEGIC ENROLLMENT MANAGEMENT PLAN:

Middle Georgia State University's (MGA) Strategic Enrollment Management Plan will guide our efforts to grow enrollment through the fall of 2027. This plan was collaboratively developed using research, understanding of the external factors impacting enrollment, and mapping all strategies back to Middle Georgia's Path to Excellence strategic plan.

The strategies and tactics within this plan have been designed for all divisions to collaboratively implement. Through a unified effort across all divisions, faculty, and staff, MGA will build on previous semesters of enrollment growth and be well positioned to serve the region and the state of Georgia.

We are grateful to everyone who contributed to the development of this plan. As the plan is implemented, it will be monitored and reported each semester.

GO KNIGHTS!

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STRATEGIC PLANNING GOALS

1 — 8,750 STUDENTS FALL 2028

2 — INCREASE UNDERGRAD ENROLLMENT 7,050 BY FALL 2026

3 — HOUSING ENROLLMENT 1,845 BY FALL 2026

4 — APPROACH RATES OF 4-YEAR GRADUATION RATE 30% 50% 6-YEAR GRADUATION RATE

5 — 75% INCREASE NEW STUDENT RETENTION BY FALL 2026
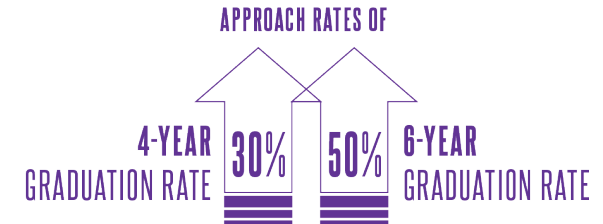
6 — GROW ENROLLMENT WARNER ROBINS & DUBLIN CAMPUSES

STRATEGY 1
MARKET ENGAGEMENT
ENGAGING WITH NEW AUDIENCES

PRIORITY 1
DEVELOP CAREER ACADEMIES/CTAE PATHWAY PARTNERSHIPS

Establish two new Career, Technical, and Agricultural Education (CTAE) pathway partnerships with high school career academies in our region each fall semester seeking to offer dual enrollment courses.

START DATE : FALL 2022 | **GOALS :** 1 • 6

PRIORITY 2
REBRAND GEORGIA ACADEMY

Create a rebrand of MGA's Georgia Academy which incorporates all dual enrollment opportunities (associate degree, honors, experiential, and regular).

START DATE : FALL 2023 | **GOALS :** 1 • 6

PRIORITY 3
GROW ENROLLMENT AT ROBINS AIR FORCE BASE (RAFB) AND WITH THE OVERALL MILITARY

RAFB and the military are complex structures that require a strategic approach. A plan to grow enrollment at RAFB and the greater military will be developed and operationalized.

START DATE : FALL 2022 | **GOALS :** 1 • 2 • 6

PRIORITY 4
STABILIZE STOP-OUT RE-ENROLLMENT

A significant number of students stop attending MGA. A communication plan for students stopped out for less than one year and a communication plan for students stopped out for more than a year going back to 10 years will be developed seeking to stabilize the re-enrollment of those populations.

ANTICIPATED START DATE : FALL 2024 | **GOALS :** 1 • 2 • 3 • 5

PRIORITY 5
INCREASE TIER 1 ENROLLMENT PARTNERS FOR STRATEGIC PARTNERSHIPS

Add a new tier 1 enrollment partnership each year for Strategic Partnerships seeking to increase non-traditional and transfer enrollment.

ANTICIPATED START DATE : FALL 2024 | **GOALS :** 1 • 2

PRIORITY 6
INCREASE PARTNERSHIPS WITH STATE COLLEGES

Develop one to two partnerships with State Colleges leading to an increase in graduate enrollment each year.

ANTICIPATED START DATE : FALL 2024 | **GOAL :** 1

PRIORITY 7
INCREASE ENROLLMENT FROM INDIVIDUALS WITH SOME COLLEGE, NO DEGREE

Identify and recruit students with some college and no degree from our region who have not attended MGA.

ANTICIPATED START DATE : SPRING 2025 | **GOALS :** 1 • 2 • 6

STRATEGY 2
MARKET PENETRATION

INCREASING ENGAGEMENT WITH CURRENT AUDIENCES

PRIORITY 1
INCREASE PROSPECTIVE STUDENT YIELD COMMUNICATION

Develop communications seeking to improve admit to enrolled yield. This will include but is not limited to dean messages (videos), student engagement, financial aid, and a parent communication plan.

ANTICIPATED START DATE : FALL 2024 | **GOALS :** 1 • 2 • 3 • 6

PRIORITY 2
DEVELOP A FACULTY PROSPECTIVE STUDENT ENGAGEMENT TEAM

Establish a group of volunteer faculty seeking to contribute to new student enrollment activities such as tours and call campaigns.

ANTICIPATED START DATE : SPRING 2025 | **GOALS :** 1 • 2 • 3 • 6

PRIORITY 3
REVIEW AND MODIFY WEBSITES TO FOCUS ON THE RECRUITMENT OF STUDENTS

Review significant websites (academic program, student engagement, and student service) websites to ensure they focus on recruiting students.

START DATE : SPRING 2024 | **GOALS :** 1 • 2 • 3 • 6

PRIORITY 4
DEVELOP THE CAMPUS BRAND AT PROSPECTIVE STUDENT TOUR LOCATIONS

Ensure the MGA brand is well represented on all campus tour locations.

ANTICIPATED START DATE : FALL 2024 | **GOALS :** 1 • 2 • 3 • 6

PRIORITY 5
EXPAND INTERNATIONAL RECRUITMENT AND ENROLLMENT

Increase new international student enrollment through multiple recruitment and student service opportunities.

START DATE : SPRING 2023 | **GOALS :** 1 • 2 • 3

PRIORITY 6
DEVELOP A GRADUATE RECRUITMENT PLAN

Develop and operationalize a comprehensive graduate recruitment plan which includes but is not limited to graduate fairs, feeder institutions, and other partners.

START DATE : SUMMER 2024 | **GOAL :** 1

PRIORITY 7
EXPAND DIGITAL ADVERTISING

Develop a comprehensive digital marketing strategy for each year seeking to impact new undergraduate and graduate enrollment.

ANTICIPATED START DATE : FALL 2024 | **GOALS :** 1 • 2 • 3 • 4

Middle Georgia State University

STUDENT SUCCESS

RETURNING AND GRADUATING MGA STUDENTS

PRIORITY 1
INCREASE ACADEMIC AND SOCIAL ENGAGEMENT

Grow the level of student academic and social engagement with methods to track students who have not engaged at a minimal level and strategy to ensure they engage.

START DATE : FALL 2023 | **GOALS :** 1 - 6

PRIORITY 2
LAUNCH LIVING LEARNING COMMUNITIES (LLCs)

Establish LLCs promoting a sense of belonging, academic success, and student engagement.

START DATE : FALL 2023 | **GOALS :** 1 - 5

PRIORITY 3
DEVELOP A STUDENT HEALTH DASHBOARD WITH A HOLISTIC ADVISING PLAN

Create a dashboard in the Student Success Platform identifying students who are at risk based on multiple data points. This will establish a green, yellow, and red indicator for students needing targeted assistance by the University.

ANTICIPATED START DATE : SPRING 2025 | **GOALS :** 1 - 5

PRIORITY 4
CELEBRATE STUDENT ACCOMPLISHMENTS

Recognize students for accomplishments outside of President's and Dean's lists. Examples include completion of first year, increase in GPA, and participation in student/academic activities.

ANTICIPATED START DATE : SPRING 2025 | **GOALS :** 1 - 5

PRIORITY 5
GROW NEED-BASED SCHOLARSHIPS

Grow the Foundation funds available for need-based scholarships.

START DATE : FALL 2022 | **GOALS :** 1 - 5

PROGRAM INNOVATION & ADMINISTRATIVE

ENSURING EFFECTIVE AND EFFICIENT OPERATIONS AND SERVICES

PRIORITY 1
DEVELOP A SUMMER ENROLLMENT CAMPAIGN AND STUDENT EXPERIENCE

Promote summer enrollment and develop on-campus opportunities for students to engage in classes and activities.

START DATE : SPRING 2024 | **GOALS :** 1 - 6

PRIORITY 2
REDUCE REGISTRATION OBSTACLES

Review and modify registration obstacles seeking to ease the path toward registration. Examples include but are not limited to registration holds.

ANTICIPATED START DATE : FALL 2024 | **GOALS :** 1 - 6

PRIORITY 3
OPTIMIZE ENROLLMENT TECHNOLOGY SOLUTIONS

Assess software being used for student service functions for opportunities to maximize software usage. Develop and operationalize plan to increase software usage.

ANTICIPATED START DATE : FALL 2024 | **GOALS :** 1 - 6

PRIORITY 4
OFFER CUSTOMER SERVICE TRAINING

Establish annual customer service training for all staff engaged with serving students.

ANTICIPATED START DATE : SPRING 2025 | **GOALS :** 1 - 6

PRIORITY 5
REVIEW TRANSFER CREDIT EVALUATION PROCESS AND AWARDING OF CREDITS

Maximize the transfer of credits through a review of potential credits and the process by which credits are awarded.

START DATE : SPRING 2024 | **GOALS :** 1 • 2 • 5

PRIORITY 6
TELL THE MGA SUCCESS STORY (STUDENT SUCCESS, ENROLLMENT, POINTS OF PRIDE)

Develop 2-3 enrollment success stories per semester to share with the community focusing on student success, enrollment impact, and points of pride.

START DATE : SUMMER 2024 | **GOALS :** 1 - 6

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