**Strategic Directions 2011-2014**

The Strategic Directions for Georgia College provide a framework for planning and goal setting, for assessing overall institutional health and progress, and for establishing resource priorities.

**Strategic Direction One**

*Exemplary Undergraduate Learning Experience*

**Build excellence and distinction in the Georgia College undergraduate educational experience consistent with the university's educational values and its undergraduate public liberal arts mission.**

Institutional Priorities:

Attract an academically well-prepared and diverse student population

Implement strategies that support student achievement through improved retention and degree completion

Enhance institutional reputation as a student-focused university through academic support programs (advising, tutoring, mentoring, residential learning), policies, services, and behaviors that promote student welfare

Support practices and pedagogies that enhance student engagement and learning in the classroom

Promote opportunities to enhance classroom learning through undergraduate research, internships, fieldwork, civic engagement, service learning, study abroad and similar “learning beyond the classroom” activities

Address campus climate challenges related to student diversity

**Strategic Direction Two**

*Respected provider of Graduate Programs in the Middle Georgia Region*

**Strengthen the university's graduate mission, which is to deliver graduate programs responsive to regional workforce needs.**

Institutional Priorities:

Provide appropriate student and instructional support for graduate programs

Continue to develop effective graduate program delivery methods

Improve tracking and documentation of graduate student placement and contributions

Develop new graduate degree and post-baccalaureate certificate programs to meet state needs, with a focus on program growth in the Macon and Warner Robins region

Develop international partnerships to enhance and expand graduate educational opportunities

Create and implement a strategic marketing plan for graduate programs

**Strategic Direction Three**

*Acclaimed Academic Programs/Distinctive Colleges & Departments*

**Enhance the academic reputation of Georgia College based on recognition of exemplary academic programs and the distinctive qualities and achievements of its academic colleges and units.**

Institutional Priorities:

Support the use of appropriate assessment and evaluative data on

student-learning to improve academic programs

Support impactful and distinctive pedagogies that enhance teaching and learning and help programs to stand out as exemplary

Improve tracking and documentation of the placement and contributions of Georgia College graduates

Feature special achievements of students and unique/distinctive learning opportunities as part of academic program/department/college informational and promotional materials

Feature distinctive accomplishments of faculty as part of academic program/department/college information material

Expand academic reputation through selective enhancement and promotion of programs with potential for national recognition

**Strategic Direction Four**

*Strong Partner for Creating a Better Community and State*

**Strengthen community and regional ties through programs, partnerships, research, and service that enhances economic, educational, and cultural opportunities**

Institutional Priorities:

Expand continuing education opportunities

Partner with community organizations to secure funding support for shared initiatives and programs

Leverage external funding to support applied scholarship that addresses community and regional challenges

Enhance civic engagement and volunteer service as central to the Georgia College community

Develop programming for the renovated Campus Theatre, Sallie Ellis Davis House, and institutional gallery spaces that encourages community interaction

Develop strategies to enhance the success of Early College

Build broader awareness and recognition of Georgia College contributions to its communities and state

**Strategic Direction Five**

*Talented, mission-invested faculty and staff*

**Recruit and retain highly qualified faculty and staff who are invested in the university’s mission, its students, and its commitments to reason, respect, and responsibility.**

Institutional Priorities:

Continue to address market competitive faculty salary challenges

Create opportunities for high-performing staff employees to advance in rank

Improve faculty and staff evaluation processes to better control subjectivity and to reflect contributions in all areas of employee work, including university service

Ensure that staff members are provided with appropriate training and professional development opportunities (including management training for supervisors)

Continue to provide faculty with professional development opportunities, research support, and opportunities to improve teaching and learning effectiveness

Expand opportunities to celebrate faculty and staff achievements and to build community

**Strategic Direction Six**

*Effective Fiscal and Operational Performance*

**Continue to seek operational performance improvement and effective fiscal strategies, including the diversification of funding support.**

Institutional Priorities:

Enhance fundraising capacity, particularly at the college level

Implement strategies to stimulate grant writing and the development of contract revenue

Encourage and support viable and mission appropriate revenue generating initiatives and programs

Create campus sustainability plan focused on energy conservation

Support process improvements that reduce costs, save time, and improve outcomes

Align institutional support areas for maximum effectiveness and efficiency

Address space needs through appropriate review and planning processes