

Strategic Planning Steering Committee Champion Meeting 3

November 29, 2018

Atkinson 202

The Strategic Planning Steering Committee met in Atkinson 202 on Thursday, November 29, 2018. Mark began the meeting with introductions and briefed everyone on what will happen during the meeting. This is the third meeting of the Champion interviewing process. Each Champion will be asked a series of questions regarding their goal. Questions may be geared towards: how it was accomplished, any changes to be made, any concerns or improvements, etc.

James Callaghan was the first to present:

Goal 1, Initiative 4, Action Item 1. *Goal 1: Recruit, admit, enroll, retain and graduate highly qualified and diverse undergraduate students. Initiative 4: Explore sustainable options for increasing international student enrollment. Action Item 1: Increase the international student presence at Georgia College by conducting a thorough market analysis, identifying five undergraduate markets, and matriculating additional degree-seeking students over the next five years.* James inherited his action items recently when he was hired by GC. Due to this, he did not meet the goals for fall 2017, but he said he came close. He said he is unsure as of what activities have occurred in order to increase the presence of international students at the university, but he has developed various strategies to see increases since he has been here at the college. He has inputted these strategies into Watermark and will continue these going forward.

Goal 4, Initiative 1, Action Item 2. *Goal 4: Align resources through generation, redirection, prioritization, cost containment, and stewardship to address strategic priorities. Initiative 1: Maximize revenue by properly managing an appropriate enrollment mix. Action Item 2: Enhance out-of-state enrollment base (to include international students) and related revenue streams through targeted recruitment efforts in other states and partnerships with appropriate international student joint ventures, on-boarding services, and pathway programs.* James shares this action item with Co-Champion Suzanne Pittman. James suggested splitting this action item into two action items. Mark suggested that James and Suzanne collaborate and submit new wording to the Steering Committee for further review and final approval. James' concerns moving forward were the challenges of global engagement and recruitment. He is hoping that the strategies he has put in place will help with this in the future.

Andrea Barra was next to present:

Goal 6, Initiative 1, Action Item 2. *Goal 6: Strengthen community and regional ties through service, research, programs, and partnerships that enhance economic, educational, and cultural opportunities to improve the quality of life for citizens of Milledgeville/Baldwin County and the middle Georgia region. Initiative 1: Leverage creative expertise, leadership, and other*

institutional resources to help alleviate educational, environmental, economic, and health disparities. Action Item 2: As part of Goal 2 efforts to track experiential learning (GC Journeys Program), develop a process for tracking service learning (course tags and Portfolium) and community-based learning projects (e.g., ENGAGE). Andrea said the Engage QEP ends this year and will be migrating to GC Journeys. She said there is currently not a way to track community-based learning or service learning. The action item is accomplished but she suggested setting a target for what we want service learning to be and break volunteerism out into more Student Affairs action items. Her concern was that volunteerism is not being tracked as it should be. She suggested that it may need to be with someone else.

Mark Duclos was next to present:

Goal 4, Initiative 5, Action item 1. *Goal 4: Align resources through generation, redirection, prioritization, cost containment, and stewardship to address strategic priorities. Initiative 5: Enhance sustainability of the physical environment and university programs and services. Action Item 1: Focus efforts on reducing energy consumption and water usage, and improving recycling efforts.* Mark said the data was tracked and imported into Taskstream. They have seen reductions in gas but have not met the 5% reduction in power. He mentioned that climatic conditions really affects utility usage. We had a dry summer in 2016 and then a wet summer in 2017, so water usage was much lower as a result. Likewise, natural gas use is dependent on changes in the winter weather. He said his challenge is how to normalize the data to count for the year-to-year changes. He said he does have ideas, but he does not have anything set at this moment. He recommended tracking projects year to year rather than trying to set a goal.

Michael Rickenbaker was next to present:

Goal 4, Initiative 6, Action Item 1. *Goal 4: Align resources through generation, redirection, prioritization, cost containment, and stewardship to address strategic priorities, Initiative 6: Improve facility utilization. Action Item 1: Improve space utilization throughout the university with a focus on classrooms and teaching laboratories.* Michael said there has been new software purchased for classroom utilization and scheduling. This will help to track the space utilization. Michael's concern is they will be unable to really track until the new software is in place. He suggested using spring 2020/fall 2020 as the benchmark.

Kyle Cullars was the last to present:

Goal 4, Initiative 7, Action item 1. *Goal 4: Align resources through generation, redirection, prioritization, cost containment, and stewardship to address strategic priorities. Initiative 7: Ensure exemplary, effective, and efficient processes, services, and operations to maximize available resources. Action Item 1: Operate Auxiliary Enterprises to meet institutional needs with minimal fee increases, minimal charge-backs to the institution, and watchful savings and redirection opportunities. Eliminate services or outsource where practical and financially viable. Expand existing services to the community where a need is currently not being met.* Kyle said they are measuring this action item through annual surveys and tracking year to year so see

how it is trending. The demands for goods and services are being met on campus with minimal chargebacks and fee increases. His concern is that, as things decrease, others will increase which will make the margin off. Areas they are working on include reducing costs at the Bookstore and giving parents the ability to have a declining balance on their children's cards to be used on campus only. Companies have been brought in to try to reduce costs on the shuttle service. The companies can't match what we have now, so they are making no changes at the moment, but the service will continue to be reviewed. Other additions that have been helpful include TAP ride, late night dining at the MAX, and rideshare service within the city limits. Kyle brought some concerns, including the possibility of costs outrunning the fee increases. He recommended combining the strategic planning reporting process with the Annual Planning Assessments.

Mark thanked everyone for their participation. He mentioned the next meeting will be December 13th. At this meeting, more Champions will be interviewed. He asked for committee attendance but did not make it mandatory for everyone to be there.