

2016-2021 Georgia College Strategic Plan

Goal 3: Offer a limited number of exceptional quality graduate programs that are highly relevant to workforce demand and supportive of the university mission

Initiative 1: Increase enrollment in each program to viable levels

G311

RESPONSIBLE PARTY/UNIT	STRATEGIES TO ACCOMPLISH INITIATIVE	METRICS	TIME FRAME (FY)	FUNDING: REDIRECT, NEW
Graduate Council, Graduate Program Coordinators, Deans, Associate Provost, Provost Champion: Senior Associate Provost & Director of Graduate Studies	ACTION ITEM 1: Use CPR data to complete graduate program self studies. Provost to pursue modifying graduate CPR review dates to speed process and ensure review of all graduate programs over the next 2-3 years. Review all program self-studies; return comments/suggestions.	Metrics are embedded in the CPR template. Use CPR as the self study, but review data annually to assess progress, productivity, and viability. Compliance Assist will also be used for annual reviews. Results/progress will be reviewed annually by Graduate Council and Provost's designee.	Annually, beginning FY18	No new operational funds needed – use existing funding
Deans, Associate Provost, Graduate Council, Graduate Coordinators Champion: Senior Associate Provost & Director of Graduate Studies	ACTION ITEM 2: Review self-studies of programs below BoR thresholds for viability and productivity; comments back to program directors/deans. Annual review of progress toward teach out or growth above viability and productivity thresholds.	Number of inquiries and applicants; BoR measures for enrollment and number of graduates.	Annually, beginning FY18	No new operational funds needed – use existing funding
Provost, Associate Provost, Deans, Graduate Council, Graduate Coordinators Champion: Senior Associate Provost & Director of Graduate Studies	ACTION ITEM 3: Review distribution of supplemental and regular graduate assistantships; determine most strategic allocation. Process and guidelines for assistantships need to be formalized and codified. (Create a document.)	Number of GA's relative to program enrollment; number of graduations and GA instructional load. Annual audit is conducted by Sr. Associate Provost who then makes determination of strategic allocation in consultation with Graduate Council.	Ongoing with annual measurement of progress	Redirect existing funds (approval required) or request new funding in the regular budget cycle

Initiative 2: Develop and implement program-specific marketing strategies.

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RESPONSIBLE PARTY/UNIT	STRATEGIES TO ACCOMPLISH INITIATIVE	METRICS	TIME FRAME (FY)	FUNDING: REDIRECT, NEW
Provost, Associate Provost, Deans, Graduate Council, Graduate Coordinators, University Communications Champion: Senior Associate Provost & Director of Graduate Studies	ACTION ITEM 1: Identify recurring funding source for graduate program advertising and promotional expenses. Centralize funds in University Communications, earmarked specifically for graduate program advertising and promotional expenses. Academic Affairs will commit to setting aside funding at the beginning of each year, and then develop a process for allocation. Sr. Associate Provost and head of University Communications will meet regularly to determine how funds should be allocated.	Total amount funded annually tied to generation of graduate credit hours.	FY18	Redirect existing funds (approval required) or request new funding in the regular budget cycle
University Communications, Graduate Coordinators, Associate Provost Champion: Senior Associate Provost & Director of Graduate Studies	ACTION ITEM 2: Develop annual calendar-year marketing plan for each GC graduate program.	Review metrics (e.g., site traffic, # impressions, cost per impression) from marketing reports.	Ongoing with annual measurement of progress	Redirect existing funds (approval required) or request new funding in the regular budget cycle