

GEORGIA SOUTHWESTERN STATE UNIVERSITY

Strategic Plan FY14 Progress Report

Prepared by Members of the IEC Subcommittee on Strategic Planning and Assessment

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Strategic Plan FY14 Progress Report

“Moving Forward” is Georgia Southwestern State University’s third strategic plan. The plan consists of strategic goals and action objectives related to GSW’s mission “to cultivate excellence in learning and teaching that encourages intellectual, personal, and social growth for students, faculty, staff, and the community.” The Strategic Planning and Assessment Subcommittee of the Institutional Effectiveness Committee reviewed institutional data and reports from FY14 to assess the institution’s progress towards achieving these goals.

Committee members reviewed approximately 30 annual reports to identify departmental activities and evidence specifically related to the GSW strategic goals and objectives. Departments who participated in, or were preparing for comprehensive program reviews or accreditation for specialized programs in 2013-2014 or 2014-2015, were not required to submit full annual reports to the committee. As a result of this change in reporting requirements, there was less information available about the activities conducted by academic departments in FY14 relative to the previous year. Additional data, obtained from Institutional Research and other relevant institutional reports, such as the *Complete College Georgia Report* and the *GSW General Education Assessment Report and Plan*, were also reviewed. The review of annual reports was divided between several members of the committee, who identified and organized unit activities and evidence according to the GSW strategic goals and objectives. Reviewers assigned unit activities/evidence to a single institutional strategic goal or objective, even though unit activities can be related to multiple institutional goals. The remaining members of the committee reviewed and verified the organization of the final list of unit goals and activities.

The following sections provide a summary of the activities and evidence which demonstrate institutional progress in FY14 towards achievement of each GSW strategic goal and objective. Tables and figures with relevant data are presented in Appendix A, while the unit activities and evidence compiled from the department annual reports are presented in Appendix B (organized by GSW institutional strategic goals and objectives), and Appendix C (organized by department). Appendices B and C list activities both according to strategic plan goals and objectives and according to units to provide a fuller view of the efforts of the university toward the strategic plan. Lastly, Appendix D includes a table that presents individual accomplishments of faculty, staff, and administrators during the year. This data is partial because not every unit reported these accomplishments.

Goal 1, Cultivating Enrollment Growth, Objective 1, Carefully Increase Enrollment

Overall, there was a 5.6% decrease in total enrollment from 2,973 students in fall 2012 to 2,806 in fall 2013. This decline occurred in both graduate and undergraduate enrollment. The number of new students also decreased from FY13 to FY14. The number of new graduate students decreased 30.7%, new freshmen decreased by 7.6%, and new transfer students decreased by 8.2%. This was the largest decrease in new transfer students in the last 10 academic years. Decreases in the number of new transfer students occurred primarily in the Schools of Education and Nursing.

New graduate student enrollment in the School of Education decreased 45.9% from FY13 to FY14. This was due primarily to the deactivation of the Specialist in Education degree in Learning and Leading due to curriculum revision, which did not admit any new students in FY14. The School of Education plans to reactivate a Specialist in Education degree in Early Childhood Education and Middle Grades Education in summer 2015.

In order to increase enrollment, several areas were identified in the strategic plan for targeted recruitment efforts. These include recruiting traditional freshmen beyond the immediate Southwest Georgia region, aggressively recruiting transfer students, and expanding efforts to recruit and accommodate adult learners and military veterans. There were fewer new freshmen from high schools located in the Metro-Atlanta, Metro-Macon, and Metro-Albany areas in fall 2013 than in fall 2012. There was a small increase in the number of non-traditional students who were 25 or older at the time of first matriculation from fall 2012 to fall 2013, however, the number of students who received VA Benefits, including qualified spouses and dependents, decreased slightly.

As in previous years, the Admissions Office participated in numerous recruitment activities, including visits to over 300 high schools, hosting Preview Days at GSW, conducting private and group tours on campus, visits to 2-year colleges, and producing radio and TV commercials in collaboration with the offices of University Relations and Information and Instructional Technology. New activities in FY14 which were expected to positively impact enrollment included creation of a centralized Graduate Admissions Office, an essay writing contest in the local high school for a one-time GSW scholarship, a post-card mailed to non-registered students from Surge reminding them to register for Fall, production of promotional videos showcasing the School of Education accomplishments, and a revision of the GSW website. Facility improvements, such as renovations to Southwestern Pines, construction of a Chick-Fil-A and a Boar's Head Deli, and the addition of new bleachers, restrooms, concession stand, and press area for the softball field, are also expected to aid in recruitment efforts.

Enrollment data for this goal and objective can be found in Appendix A, Figure 1 and Tables 1-6. A tabular summary of activities for this goal and objective can be found in Appendix B.

Goal 1, Cultivating Enrollment Growth, Objective 2, Recruit More International Students

Overall, the number of international students enrolled at GSW decreased by 21.8% from fall 2012 to fall 2013. Enrollment of international students at the graduate level increased slightly, while undergraduates decreased by 29.2%. International recruitment efforts have been focused primarily on five countries: China, Nepal, India, Japan, and Korea. In fall 2013, 64% of international students were from the countries targeted for strategic recruitment efforts. This reflected a decrease from fall 2012, when the percentage was 67%.

Activities and evidence toward this strategic plan goal and objective for 2013-2014 reflected several recruiting events. The English Language Institute (ELI) completed several mail-out projects to develop new contacts for student recruitment (public libraries in three states and eight countries, international high schools in 14 countries, and 30 colleges in Georgia). The ELI website was also updated. The Office of the President hosted three visits from three Chinese institutions (Jilin University of Chemical Technology, Zhengzhou Institute of Aeronautical Industry Management, and Shanghai Ocean University). The Rosalynn Carter Institute has a continuing relationship with Cyber University in Seoul, South Korea.

Enrollment data for this goal and objective can be found in Appendix A, Figure 2 and Table 7. A tabular summary of activities for this goal and objective can be found in Appendix B.

Goal 1, Cultivating Enrollment Growth, Objective 3, Increase On-line Course and Program Offerings

As noted in last year's Strategic Progress report much progress has been made in on-line course and program offerings. There was a 24% increase in the number of on-line courses offered, from 159 courses in FY13 to 197 courses in FY14. As noted in the annual reports, both the chemistry and biology departments added on-line courses this year. However, the largest increase in the number of courses and sections offered on-line were in the School of Computing and Mathematics and the School of Nursing. Although there was an increase in the number of on-line courses in the School of Nursing, the number of students enrolled in the classes decreased, as did enrollment in on-line classes in the School of Arts and Sciences and Business Administration. Overall, there was a 4.5% decrease in the number of credit hours earned through on-line classes. However, the percentage of undergraduate credit hours earned through on-line class formats remained above 30%, while the percentage of graduate credit hours earned through on-line classes increased to almost 50%. Georgia Southwestern is looking to add e-core classes to offerings in fall of 2015 to expand the on-line courses and on-line programs.

Enrollment data for this goal and objective can be found in Appendix A, Tables 8-11. A tabular summary of activities for this goal and objective can be found in Appendix B.

Goal 1, Cultivating Enrollment Growth, Objective 4, Increase Retention and Graduation Rates

One-year retention rates (from first fall to second fall) increased from 65% for the fall 2012 cohort to 69.8% for the fall 2013 cohort. Six-year graduation rates decreased from 35.8% for the fall 2007 cohort to 32.1% for the fall 2008 cohort. A decrease in the graduation rate was expected due to the particularly high retention rate of the 2007 cohort; however, the graduation rate for the 2008 cohort is the second highest graduation rate in the last 5 cohort years and is evidence of continued improvement.

It appears that we have begun making strides in the areas of academic and social support to improve student retention. Activities which were implemented in FY14 to support students academically include the addition of STORM Spotters (peer co-instructors) to the freshmen orientation class; the implementation of Beacon, an early alert system for students who are academically "at risk"; faculty trained to use Degreeworks; administration of the College Persistence Questionnaire (CPQ) to incoming freshmen; CPQ results used in the creation of student success plans; and improvements to internet access in the residence halls. Activities implemented in FY14 to provide social support to students include the presentation of the social responsibility education program in the freshmen orientation class; creation of the Canes Cove (refurbished basement in Duncan Hall) as a location for community programs and after quiet hours gathering place; and placement of Desk Assistants in the lobbies of Southwestern Oaks and Magnolia to reduce noise violations.

Enrollment data for this goal and objective can be found in Appendix A, Tables 12-13. A tabular summary of activities for this goal and objective can be found in Appendix B.

Goal 2: Cultivating Excellence in Undergraduate Teaching and Learning, Objective 1: Renew the Core Curriculum

General education student learning outcomes for Area B (institutional options), Area D (natural and physical sciences) and the Global Perspectives outcome were assessed during 2013-2014. These were the third areas addressed according to the three-year rotation plan outlined in the General Education Manual. Detailed results of the assessments can be found in the *Georgia Southwestern State University General Education Assessment Report 2013-2014*.

Artifacts from LIBR 1101, THEA 1110, and WMST 2001 courses were examined to assess students' achievement of the two Area B learning outcomes; "students will be able to evaluate information critically" and "students will be able to understand cultural differences." Course projects from LIBR 1101 were used to evaluate students' ability to "use information to effectively accomplish a specific purpose" and "evaluate information and its sources critically." Library faculty used a rubric to score the projects and more than 87% of the students scored as "meets adequately" or higher, which exceeded the established target for this learning outcome. Projects in THEA 1110 and WMST 2001 were used to assess students' cultural self-awareness and knowledge of other worldviews. Course instructors used a rubric to score the projects. Over 80% of the students scored as "meets adequately" or higher on their cultural self-awareness, which was above the established target for this learning outcome. However, only 57% of the students received similar scores on their knowledge of other worldviews, which was below the established target.

Exam questions from Biology, Chemistry, Geology, and Physics core courses were used to assess students' achievement of the two Area D learning outcomes; "students will be able to interpret symbolic representations of data relevant to the physical world" and "students will be able to evaluate the relationship between observation and inference in the natural sciences." Different exam questions were used in the various classes to evaluate students' ability to: 1) interpret, 2) evaluate relationships and 3) predict relationships from graphical representations of data. All questions were assessed with the same rubric, where students' performance was scored as either "meets expectations" or "does not meet expectations." Overall, most students met expectations for the interpretation and relationship evaluation outcomes. However, fewer students met expectations in their ability to make predictions from parameters presented in a symbolic representation of data. Overall, the established targets for the "interpretation" outcome were met, as were most assessments of the "evaluate relationships" outcome. The established targets for the "prediction" outcome was sometimes, but not always, met. Differences in students' performance on these three assessments were found across courses, exam questions, class format (face-to-face versus online), and students' class level (freshmen versus non-freshmen).

The review of unit annual reports for 2013-2014 shows very little action towards this goal, although some academic units included information on assessment of core curriculum courses. Lack of evidence for this goal is partially an artifact of the reduced number of academic department annual reports. There is some suggestion of response to the results of that assessment but there is no evidence of broad changes to the core or efforts to improve student awareness of the core. A tabular summary of activities for this goal and objective can be found in Appendix B.

GSW Goal Two: Cultivating Excellence in Undergraduate Learning and Teaching, Objective 2: Enhance Existing Academic Programs

On this goal and objective, GSW academic and support units continued to make progress during the financial year 2014. Areas of improvement included incorporating technology in coursework, introducing tailored courses, professional development, teaching circles, and better monitoring of data. Although this inference is largely anecdotal based on the reporting in annual reports, and several units undergoing their comprehensive reviews did not submit an annual report, compared to the previous progress year (FY 2013) the number of activities reported by university units on this goal and objective declined. A tabular summary of activities for this goal and objective can be found in Appendix B.

GSW Goal Two: Cultivating Excellence in Undergraduate Learning and Teaching, Objective 3: Create New Academic Programs

Several new programs were approved in FY14 and several previously approved programs began enrolling students for the first time in summer or fall 2013. The programs approved in the previous academic year include a B.S. in Political Science with Teacher Certification and two options for a B.S. in Mathematics. A total of four students were enrolled in these programs in FY14. The reactivated M.Ed. programs in Early Childhood Education and Middle Grades Language Arts also began enrolling students in FY14; 41 and 5 students respectively. Four new programs were approved by the faculty senate in FY14, with enrollment to begin in spring 2014 or fall 2014. These programs include a B.S. in Mathematics with an Option in Actuarial Mathematics, a Family Nurse Practitioner track in the Master of Science in Nursing program, and two graduate nursing certificates, one in Healthcare Informatics and one in Nurse Education. The Biology department annual report indicated that the department has continued the development of a certificate program in zoo biology in collaboration with Chehaw Wild Animal Park. A tabular summary of activities for this goal and objective can be found in Appendix B.

GSW Goal Two: Cultivating Excellence in Undergraduate Learning and Teaching, Objective 4: Enrich Campus Intellectual Life

During the strategic plan progress year 2012-13, academic and support units performed different activities supporting this objective: campus visit of an award-winning Georgia poet organized by the Honors Program, a conference presentation by Writing Center consultants, a conference presentation by faculty members and a student of the Department of Computing, a job training program by School of Nursing, and plays by Theater, Communication, and Media Arts, among other activities. During the year presently under review (FY 2014), activities by different university units in support of this objective continued to be robust. They included digitization of records by GSW's Herbarium in biology; over a 100% increase in student users of FOCUS-2 assessment for undeclared first-semester students given by the Academic Resource Center (ARC); a teaching circle by the English Language Institute (ELI); inclusion of Smarthinking on-line tutoring services in GO VIEW courses; D2L training for faculty and staff; addition of the JSTOR database by the library; increase in interlibrary loan transactions; a planned visit to Shanghai Ocean University in China by a group of GSW students and faculty; training to student leaders by Student Housing and Residence Life; a dozen teaching circles involving 78 faculty members; a

conference on the campus for college readiness in rural Georgia; and revival of *The Breeze*, GSW's publication highlighting faculty and staff accomplishments, with eight issues during the year; among other activities. Looking at the previous two years' activities in support of this objective by various university units, it is not difficult to see that the university endeavors to meet this strategic plan objective. A detailed summary of university activities toward this objective can be found in Appendix B.

GSW Goal Three: Cultivating Community Partnerships, Objective 1: Enhance Campus Profile with Key Community Stakeholders, and Objective 2: Partner with Outside Entities

Progress on this goal and the two of its objectives continued to remain strong during the financial year under consideration (FY14). Among activities that continued from the previous financial year were Biology's work with Lake Blackshear's Watershed Association, hosting of the Vietnam Memorial Wall on campus, School of Education's collaboration with Chattahoochee-Flint Regional Educational Service Agency (RESA) for participation in the Board of Control with local School Superintendents. Among new mentions were the serving of the director of Center for Business and Economic Development in an incubator project committee of the Downtown Development Association, Rosalynn Carter Institute's (RCI) 2013 National Summit and Training Institute, Continuing Education's 12 new courses, among other activities. A detailed summary of university activities toward the two objectives under this goal can be found in Appendix B.

Appendix A

Table 1. Fall Term Enrollment

	<u>Fall</u>	<u>Fall</u>	<u>Fall</u>	<u>Fall</u>	<u>Fall</u>	<u>Fall</u>	<u>Fall</u>	<u>Fall</u>	<u>Fall</u>	<u>Fall</u>	1 YR Change		10 YR Change	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	#	%	#	%
Undergraduates	2102	2238	2222	2221	2420	2659	2847	2811	2749	2667	-82	-3.0	565	26.9
Graduates	221	189	235	184	297	244	190	235	224	139	-85	-37.9	-82	-37.1
Total	2323	2427	2457	2405	2717	2903	3037	3046	2973	2806	-167	-5.6	483	20.8
Percent Change	-3.6%	4.5%	1.2%	-2.1%	13.0%	6.8%	4.6%	0.3%	-2.4%	-5.6%				

Figure 1. Number of New Students per Academic Year by Student Type

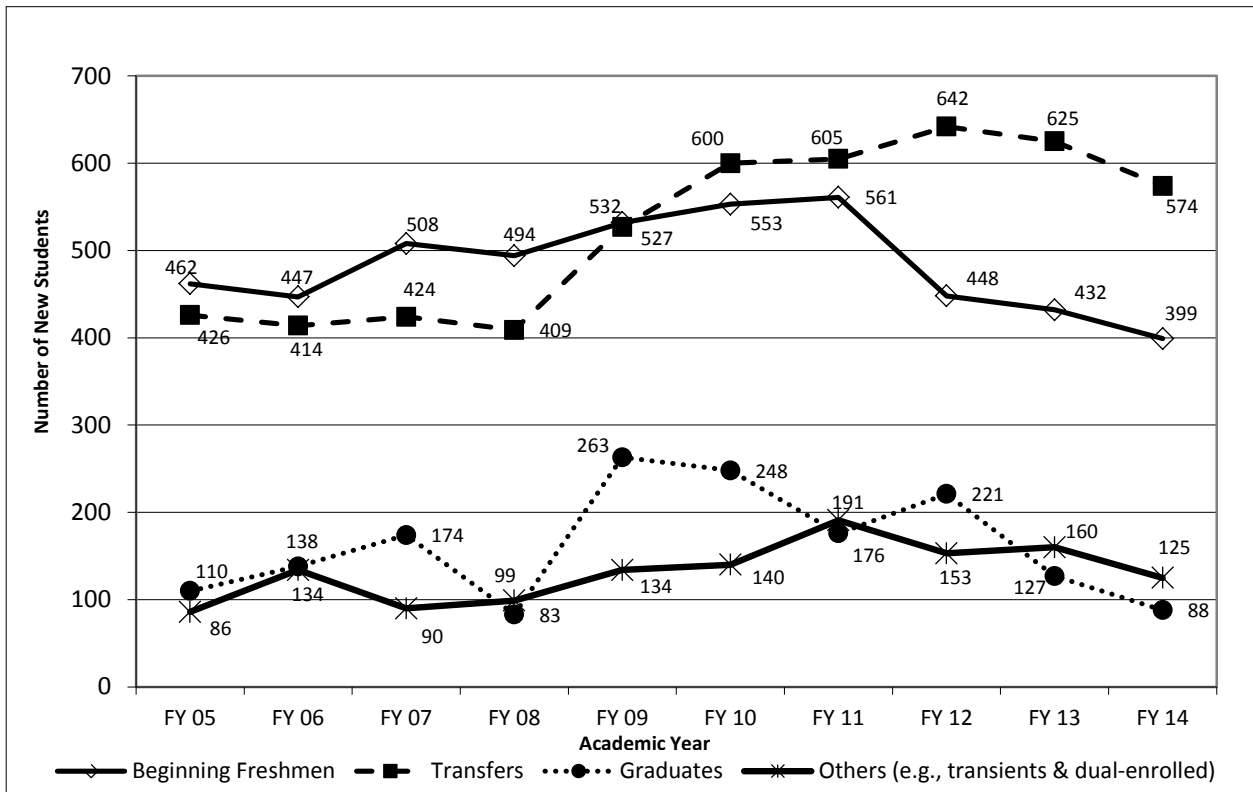


Table 2. New Transfer Enrollment by School or Department and Academic Year

	Academic Year									
	<u>FY05</u>	<u>FY06</u>	<u>FY07</u>	<u>FY08</u>	<u>FY09</u>	<u>FY10</u>	<u>FY11</u>	<u>FY12</u>	<u>FY13</u>	<u>FY14</u>
Arts and Sciences	95	92	92	73	86	81	94	91	84	80
Business Administration	109	123	157	144	221	243	232	278	247	283
Computer and Information Sciences	13	7								
Computing and Mathematics			23	15	21	19	29	27	26	34
<i>Computing</i>			14	11	17	13	20	20	20	31
<i>Mathematics</i>			9	4	4	6	9	7	6	3
Education	93	97	74	56	75	113	82	78	67	51
Health and Human Performance	26	21	20	19	17	23	20	20	31	24
Nursing	48	49	33	81	93	88	128	129	160	92
Unassigned Majors	41	25	25	21	14	33	20	19	10	10
Associate Degree Programs	1	0	0	0	0	0	0	0	0	0
Total Transfers	426	414	424	409	527	600	605	642	625	574

Table 3. New Graduate Student Enrollment by School and Academic Year

	Academic Year									
	<u>FY05</u>	<u>FY06</u>	<u>FY07</u>	<u>FY08</u>	<u>FY09</u>	<u>FY10</u>	<u>FY11</u>	<u>FY12</u>	<u>FY13</u>	<u>FY14</u>
Arts and Sciences								8	3	3
Business Administration	29	23	49	27	36	49	36	48	18	21
Computer and Information Sciences	9	15	33	30	13	14	13	17	12	11
Education	64	89	84	16	199	168	116	136	85	46
Nursing									9	6
Unassigned Majors	8	11	8	10	15	17	11	12	0	1
Total New Graduates	110	138	174	83	263	248	176	221	127	88

Table 4. Fall Term Beginning Freshmen by County of Origin (Based on High School Attended)

Region	Counties Included:	Fall Term											
		2008		2009		2010		2011		2012		2013	
		#	%	#	%	#	%	#	%	#	%	#	%
Metro-Atlanta*	Barrow, Bartow, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Newton, Paulding, Rockdale, Walton	107	23.5	127	27.5	96	20.1	78	19.9	90	23.1	76	21.1
Metro-Macon	Bibb, Houston, Peach	27	5.9	24	5.2	37	7.7	22	5.6	48	12.3	25	6.9
Metro-Columbus	Muscogee, Harris	11	2.4	7	1.5	9	1.9	15	3.8	6	1.5	10	2.8
Metro-Albany	Dougherty, Lee	19	4.2	19	4.1	35	7.3	25	6.4	25	6.4	16	4.4
Metro-Savannah	Chatham, Effingham	6	1.3	5	1.1	8	1.7	3	0.8	5	1.3	3	0.8
Metro-Augusta	Columbia, Richmond	3	0.7	4	0.9	1	0.2	1	0.3	1	0.3	1	0.3
Local	Crisp, Dooly, Macon, Marion, Schley, Sumter, Terrell, Webster	151	33.1	142	30.7	151	31.6	113	28.8	96	24.7	103	28.5
Total Enrollment		456		462		478		392		389		361	

*Enrollment numbers for the Metro-Atlanta region differ from those previously reported due to corrections to the number of enrolled students from high schools in Gwinnett County.

Table 5. Number of “Non-traditional” Students Enrolled during the Fall Term

Undergraduates	Fall Term								
	2005	2006	2007	2008	2009	2010	2011	2012	2013
Age 25 or older at time of first matriculation	453	444	454	512	612	650	643	620	633
% of Total	20.2	20.0	20.4	21.2	23.0	22.8	22.9	22.6	23.7
Age 25 or older	655	647	648	705	808	848	855	837	837
% of Total	29.3	29.1	29.2	29.1	30.4	29.8	30.4	30.4	31.4
Total Undergraduates	2238	2222	2221	2420	2659	2847	2811	2749	2667

Table 6. Number of Non-traditional Students in the First-time Freshmen Cohort

	Fall Term								
	2005	2006	2007	2008	2009	2010	2011	2012	2013
Number of Non-traditional Students in Fall Freshmen Cohort	51	53	38	53	46	29	23	4	6

Figure 2. Fall Enrollment of International Students

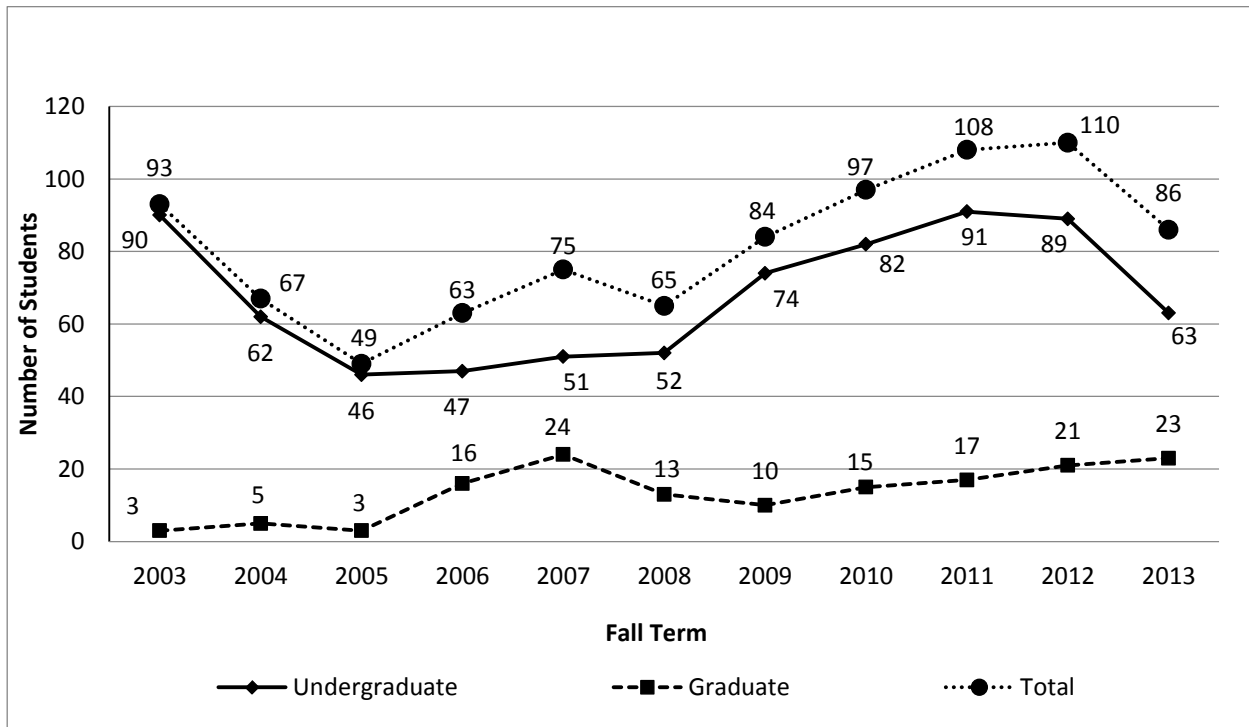


Table 7. Number of Enrolled Students who are Citizens of Strategic Partner Countries

	Fall Term										
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
<u>Non-Resident Aliens:</u>											
China	3	2	1	14	25	19	26	43	47	46	29
India	2	2	3	3	2	4	5	9	10	7	8
Japan	31	18	10	8	10	2	0	3	4	1	2
Korea, Republic of	24	13	9	15	15	17	28	10	12	18	16
Nepal	0	0	0	0	0	0	0	0	1	2	0

Table 8. Number of On-line Courses

	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14*
Arts and Sciences	26	29	26	25	23	21	28	35	38
Business Administration	33	29	36	39	44	44	51	51	57
Computing & Mathematics	29	31	39	41	38	35	43	42	56
Nursing	9	4	8	10	9	10	11	20	31
Education	23	22	17	6	5	6	5	11	15
Total	120	115	126	121	119	116	138	159	197

*Preliminary numbers.

Table 9. Number of Sections of On-line Courses

	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Arts and Sciences	115	117	113	111	37	47	69	80	88
Business Administration	53	62	81	95	102	110	121	142	153
Computing & Mathematics	48	50	61	70	48	50	67	65	90
Nursing	13	4	10	17	17	27	37	51	62
Education	27	29	23	15	5	6	6	14	18
Total	256	262	288	308	209	240	300	352	411

Table 10. Credit Hours in On-line Classes

	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Arts and Sciences	2787	2819	2352	2099	1725	3699	5043	5585	5448
Business Administration	5328	6801	9453	10350	12471	13806	15006	14235	13294
Computing & Mathematics	1626	1606	1671	1788	2322	2724	2902	3028	3061
Nursing	578	55	580	837	1050	1337	1659	2177	1627
Education	1404	1379	738	1083	1188	813	858	1100	1372
Total	11723	12660	14794	16157	18756	22379	25468	26125	24958

Table 11. Percentage of Total Credit Hours from On-line Courses

	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Undergraduate Credit Hours in On-line Classes	10400	11169	13549	14555	17028	21119	23449	24416	22996
Total Undergraduate Credit Hours	60528	60691	60363	65176	70980	77888	76637	73759	69854
% of Total from On-line Classes	17.18	18.40	22.45	22.33	23.99	27.11	30.60	33.10	32.92
Graduate Credit Hours in On-line Classes	1323	1491	1245	1602	1728	1260	2019	1709	1962
Total Graduate Credit Hours	3327	4251	3528	5883	7320	5763	6156	5519	3958
% of Total from On-line Classes	39.77	35.07	35.29	27.23	23.61	21.86	32.80	30.97	49.57
Total Credit Hours in On-line Classes	11723	12660	14794	16157	18756	22379	25468	26125	24958
Total Credit Hours	63855	64942	63891	71059	78300	83651	82793	79278	73812
% of Total from On-line Classes	18.36	19.49	23.16	22.74	23.95	26.75	30.76	32.95	33.81

Table 12. One Year Retention Rates

Cohort Year (students' first fall of enrollment)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
% Returned One Year Later	65.6	65.6	70.3	64.7	63.9	76	68.9	66.4	64.8	62.6	65.0	69.8

Table 13. Graduation Rates

Cohort Year	% Graduated by:				
	4 YRS	5 YRS	6 YRS	7 YRS	8 YRS
2000	14.4	30.7	37.3	40.9	42.2
2001	11.7	29.7	35.0	37.2	38.0
2002	13.6	25.8	32.7	35.5	36.4
2003	14.9	30.3	35.0	37.5	39.0
2004	11.4	26.1	30.7	32.1	32.7
2005	10.4	25.0	30.1	30.9	31.7
2006	13.0	26.8	29.3	31.3	32.1
2007	15.2	30.4	35.8	37.4	
2008	10.1	25.6	32.1		
2009	11.3	26.0			
2010	13.7				

Appendix B

GSW Strategic Plan FY14 Progress Report Activities and Evidence Organized by Goal and Objective

Goal 1, Cultivating Enrollment Growth, Objective 1, Carefully Increase Enrollment:

Academic Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Education	Recruit Early Childhood Education program on ABAC campus	Successful year with new cohort (N=22) in Early Childhood Education program on ABAC campus. Returning cohort of 20 completed program May 2014.
	Recruit for new Master of Education programs in content fields- Early Childhood Education, Middle Grades Language Arts, Middle Grades Mathematics.	Successful year with new cohort in M.Ed. Early Childhood degree program (N=40), and M.Ed. in Middle Grades Language Arts program (N=5).

Academic and Student Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Admissions	Recruit qualified undergraduate students through effective recruitment and marketing strategies: 478 visits to over 300 different high schools; attended 34 events with high school students outside of a high school setting (state conferences, etc.); hosted 3 Preview Days at GSW; hosted 279 private tours and 10 group tours; and made 38 visits to 2-yr colleges.	Attendance by prospective students at Preview Days increased approximately 17% over the previous year. Private tours increased 36% over the prior year. As a result of these visits and other recruitment efforts, 16,355 freshmen prospects were identified for fall 2014. There were 1176 freshmen applications, with 814 acceptances. Fifty-two freshmen and 227 transfer applications were submitted for the summer 2014 term. For the spring 2014 term, 54 freshmen submitted applications, 21 were admitted and 17 enrolled. There were also 376 applications from transfer students, with 265 accepted and 174 enrolled.
	Processing of Graduate Admissions was moved from the individual colleges to the Office of Admissions. An Administrative Assistant was hired to assist with this process.	New Graduate Admissions Office in the Wheatley Administration Building.
Student Housing and Residence Life	Renovated spaces dramatically improved the aesthetic appearance of the Southwestern Pines lobbies and multi-purpose rooms.	All walls were re-painted, new furniture was ordered for lobbies and common areas, and apartment couches were recovered and replaced. Students have been taking better care of the renovated spaces.

Goal 1, Cultivating Enrollment Growth, Objective 1, Carefully Increase Enrollment:

Administrative Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Business and Finance	Aramark, our food service provider, has entered into an agreement with Chick-Fil-A to open a restaurant on the GSW campus beginning in August 2014.	The parking lot and Canes Den are currently undergoing renovations.
	Improved Softball facilities by adding a building with a Softball Press area, restrooms, and concession stand, and also bleachers.	New facilities.
Information and Instructional Technology	Collaborated with Admissions to produce videos to promote recruitment	Produced a short, new video promoting GS Preview Days; Updated video about GSW
	Collaborated with Academic Affairs to produce videos promoting enrollment	Produced a short video starring Surge reminding students to enroll for fall
	Collaborated with School of Education for promotional videos	Produced 11 videos showcasing School of Education accomplishments
Office of the President	As an element of the college readiness initiative, GSW sponsored an essay writing contest in the local Americus-Sumter High School. The contest targeted juniors and three finalists were awarded top prizes, which included a small, one-time GSW scholarship.	Over 100 essays were submitted. Essays were graded and rated by a group of GSW faculty and 10 finalists were named.
University Relations	Enhanced GSW's online presence and functionality by rebuilding the website to improve "responsiveness" to mobile devices. Also developed a GSW mobile App.	Site is nearly complete - mid-August launch. Mobile App features mobile-specific functionality regarding GSW's class schedule, the directory, events, a new campus map, emergency information, and other items. Increased number of FaceBook likes from 4,000 to 4,600 and Twitter followers from 400 to 1, 050. Increased the number of videos on GSW YouTube channels.
	In partnership with the Office of Information and Instructional Technology, produced 5 TV and six radio commercials promoting attendance at GSW.	Audio and video recordings of commercials.

Goal 1, Cultivating Enrollment Growth, Objective 1, Carefully Increase Enrollment:

Public and Community Service Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Rosalynn Carter Institute	Three webinars on caregiver support programs to promote RCI Training Center	ANNUAL REPORT 2013-14
	Open enrollment class for RCI REACH with 9 attendees; all achieved certification.	ANNUAL REPORT 2013-14

Goal 1, Cultivating Enrollment Growth, Objective 2, Recruit More International Students:

Academic and Student Support Services:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
English Language Institute	The ELI staff completed several mail-out projects to develop new contacts for student recruitment. The ELI website was updated.	ELI information was mailed to public libraries in 3 states and 8 countries; international high school in 14 countries; and 30 colleges in Georgia.

Administrative Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Office of the President	We have had visits from 3 Chinese institutions since February; Jilin University of Chemical Technology, Zhengzhou Institute of Aeronautical Industry Management, and Shanghai Ocean University.	Visit agendas.

Public and Community Service Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Rosalynn Carter Institute	Continuing relationship with Cyber University, Seoul, South Korea	ANNUAL REPORT 2013-14

Goal 1, Cultivating Enrollment Growth, Objective 3, Increase On-line Course and Program Offerings:

Academic Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Biology	Increase online classes	A new online special topics class for majors in the summer
Chemistry	Increase online classes	Offered an online non-science major course in environmental science

Goal 1, Cultivating Enrollment Growth, Objective 4, Increase Retention and Graduation Rates:

Academic Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Biology	Additional sections of BIOL 1107 and 1108 and off-sequence sections of BIOL 2030 and 2040 for pre-nursing and exercise science majors	Classes offered
	Creation of a biology portal in GA View	The portal in GA View

Academic and Student Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Academic Affairs: Academic Support Services	Continued implementation of CCG plan and initiatives.	80% STORM Spotter grant was implemented successfully. CPQ was administered to most UNIV 1000 classes and student success plans were implemented by some. Cohort retention rate is up 5% from prior year and 7% over two years.
Academic Resource Center	Reassigned current undeclared students and assigned all incoming students to General Education Advisor	Assigned continuing undeclared August 2012 and incoming undeclared January 2013.
	Established GSW early warning system	BEACON implemented 01/09/2014
	Collaborated with First Year Advocate on implementation and assessment of Storm Spotters	STORM Spotters (peer co-instructors) implemented into UNIV 1000 fall 2013. Created STORM Spotter Google site to house information

Goal 1, Cultivating Enrollment Growth, Objective 4, Increase Retention and Graduation Rates:

Academic and Student Support Units:

Department/Unit	Activity	Evidence
Assistant Dean of Students Office	<p>Asst Dean of Students formed an ad hoc task force that created a Social Media Education program. Program was presented at UNIV 1000 classes and as part of the Social Responsibility Education Program for all students in violation of student code of conduct.</p> <p>ATOD Task Force and Asst. Dean initiated first year of the Social Responsibility Education Program for all students found in violation of student code of conduct. One session held fall 2014 and one session to be held spring 2015.</p>	<p>Student Conduct Tracking System: There were no conduct cases related to social media this year.</p> <p>Program attendance: fall 2014: 38 students attended; spring 2015: 21 additional students scheduled to attend. Program evaluations were all positive with the exception of one. Written essays reflected appreciation for educational process of student conduct process.</p>
Campus Life	<p>Provided freshmen orientation</p> <p>Organized three successful STORM days, three registration days</p>	<p>282 students participated.</p> <p>ANNUAL REPORT 2013-14</p>
Counseling Services	<p>A satisfaction survey was given to students</p> <p>A series of meetings with Sophomore students at different points in a semester</p>	<p>Link sent to students who visited Counselling Services</p> <p>Sign-in sheets from the meetings</p>
Disability Services/ Testing Center Annual Report	<p>Testing Center increased test availability and is now a Certified Test Administration Site to proctor CLEP, MAT, TEAS, TOFEL, GACE, COMPASS, Georgia History, and Georgia Constitution. Previously, many students had to travel to other testing centers in order to take many of these tests.</p>	<p>From August 2013 to August 2014, proctored: 12 MAT, 4 CLEP, 85 TEAS, 289 COMPASS, and 11 in GA History.</p>
Financial Aid Office	<p>Responded to student requests as quickly as possible to improve response time. All staff participate in the communication effort.</p>	<p>Prior to 1213, the financial aid email system had a 7 to 10 day response time. The response time has been decreased to 1 to 3 days.</p>
Library	<p>Extended hours during finals week</p>	<p>ANNUAL REPORT 2013-14</p>
Registrar's Office	<p>Degreeworks, an electronic tool for advisement and tracking student's progress towards graduation was implemented and faculty were trained in spring 2014. Expect to train students in Fall 2014.</p>	<p>Training schedule and attendance.</p>

Goal 1, Cultivating Enrollment Growth, Objective 4, Increase Retention and Graduation Rates:

Academic and Student Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Registrar's Office	Conducted several training sessions for faculty on the calculations of GPAs.	Training schedule and attendance.
Student Housing and Residence Life	<p>Desk Assistants were placed in the lobbies of Southwestern Oaks and Southwestern Magnolia during late evening to early morning hours to monitor incoming and outgoing traffic and reduce noise violations.</p> <p>The basement of Duncan Hall was refurbished and renamed the Canes Cove. It was open Wed. through Sat. after 9pm as a place for community programs and an additional gathering area during evening hours when loitering in the lobbies is prohibited.</p> <p>Worked with Technology Services to improve the internet problems that were occurring in the residence halls.</p>	<p>Judicial reports and visitor's logs. The addition of the Desk Assistants reduced the amount of loitering in the lobbies after 9pm.</p> <p>The basement was refurbished with furniture, new air conditioning units and a wall-mounted TV. Picnic tables and a grill were also added outside the space. Residence Life staff encouraged students to spend time in the Canes Cove during the evening hours, however, most spontaneous gatherings still occurred in the residence hall multi-purpose rooms. The Canes Cove was used on a fairly regular basis as the location for planned events.</p> <p>Technology services expended time and expense trying to improve network (Wi-Fi and wired) capability. After some initial issues with the new system they purchased, there was a noticeable improvement in internet access. They also worked to allow students to register up to 4 personal devices on the residence hall network so that students would not have to sign in repeatedly. This effort was well-received by the residential students.</p>
Student Support Services	<p>The LASSI (Learning and Study Skills Inventory) was administered to students successfully accepted to the program, with a subsequent post-test administration the following semester.</p> <p>Implemented weekly reviews of Tutorial reports to stay proactive with students that have been assigned tutoring. Incorporated 3 feedback surveys: tutee evaluation of the tutor at 4, 8, and 13 weeks; weekly tutor evaluation of tutee; and general end of semester evaluation.</p>	<p>Top 3 areas of spring 2014 students weaknesses were: self-testing, selecting main ideas, and test strategies. Workshop development and prescriptive counseling were tailored to these 3 areas.</p> <p>Weekly meetings between the Assistant Director, Academic Coordinator, and Senior Administrative Assistant /Tutor Coordinator.</p>

Goal 1, Cultivating Enrollment Growth, Objective 4, Increase Retention and Graduation Rates:

Administrative Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Business and Finance	Improved Large Science Classroom.	Increased size and improved technology in the classroom.
Information and Instructional Technology	Collaborated with GSW Foundation and University Relations for promotional videos	Produced a video to show the annual scholarship donor luncheon

Goal 2, Cultivating Excellence in Undergraduate Learning and Teaching, Objective 1, Renew the Core Curriculum

Academic Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Chemistry	Continue to offer courses in Area D of the core curriculum, both lab and non-lab	Classes offered
History and Political Science	In History, the department conducted knowledge and performance-based assessments based on rubrics	History and Political Science Annual Report 2013-14
	Students given time-series assessment exam and assessment of targeted courses	History and Political Science Annual Report 2013-14

Goal 2, Cultivating Excellence in Undergraduate Learning and Teaching, Objective 2, Enhance Existing Academic Programs

Academic Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Biology	Introduced new biology labs with increased technology.	Additional labs in introductory and major courses use hand-held data recorders.
	Additional new special topics classes in human nutrition and fish biology	Classes offered
Business Administration	Reviewed School of Business Administration's Strategic Plan	Fifth Year Reaccreditation Maintenance Report, AACSB International
Chemistry	Enhance coursework for advances in research and technology	Updated curricula and capstone course projects
Education	NCATE continuing education accreditation visits	Official letter and reports of recommendations of the Board of Examiners from the GA PSC and NCATE continuing accreditation visit, including meeting 7/8 standards and moving toward target on the Clinical Practice Standard.
	Literary Teaching Circle for a Knowledge base of Educational issues	Discussion board on LiveText.
	Established spreadsheet of program completers who passed GACE content tests in programs; Established a GACE policy for candidates; Early Childhood Ed program advised candidates when to take the content tests	Spreadsheets with GACE pass rates (90% pass rate July 2013). Minutes from Program Committee Meetings and School of Education Faculty Meetings.
	Transition from CAPE to Teacher Keys for the Field Observation Instrument.	Data collected and reported in LiveText Assessment Materials

Academic and Student Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Academic Resource Center	Partnered with team of 3 CSCI students to design a data capture program and pilot	Created access spreadsheet reflecting data collected from sign-in procedure: created 1064 student profiles and recorded 9862 overall center visits for any services offered between Summer 2013-Spring 2014.

Goal 2, Cultivating Excellence in Undergraduate Learning and Teaching, Objective 2, Enhance Existing Academic Programs

Public and Community Service Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Rosalynn Carter Institute	Continued developing new courses; interdisciplinary courses with other GSW units	Records of Academic Affairs, Registrar's Office

Goal 2, Cultivating Excellence in Undergraduate Learning and Teaching, Objective 3, Create New Academic Programs

Academic Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Biology	Continued development of a certificate in zoo biology with Chehaw Wild Animal Park	Meetings with Drs. Adler and Tate to formalize agreements and responsibilities with Chehaw

Goal 2, Cultivating Excellence in Undergraduate Learning and Teaching, Objective 4, Enrich Campus Intellectual Life

Academic Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Biology	GSW Herbarium began a digitization process, collection via SERNAC portal	Southeast Regional Network of Expertise and Collections (SERNEC) website
Business Administration	Organized two Teaching Circles open to all faculty in the university; one on publication strategies and one on online teaching best practices	Fifth Year Reaccreditation Maintenance Report, AACSB International
Chemistry	Campus meetings with speakers from local section of the American Chemical Society	Section meetings

Academic and Student Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Academic Resource Center	Collaborated with Director of Career Services to host Majors Fair and administer "Focus 2" assessment to first-semester undeclared students.	Conducted "Focus 2" Assessment. Co-hosted Majors Fair 2/26/2014
Campus Life	Provided weekly campus events to students	97 programs, 4000+ students participated, 92% student satisfaction
Career Services	Offer 6 Future Forecast Friday (FFF) events to provide information and skills needed for job search	Events were promoted in university calendar, flyers, social media, and email. Presentations are evaluated at end of workshops and data is reviewed by director.
	Director met with each UNIV 1000 class and ended presentation with assisting students in computer lab to set up FOCUS 2 Account.	FOCUS 2 New User Reports generated on-line show 485 new users registered compared to 212 in 2012-13 year (represents 128% increase of new users).
	Students/alumni encouraged to post resume asap after registration with online career management system-GSW Hurricane Path	Results measured by an increase in number of resumes posted online in comparison to previous dates
	Provided opportunities for students to receive career information through group presentations and career fairs	Results measured from number of students attending events and student surveys: Fall 2013: 12 students attended Career Opportunities Fair (increase of 50% from previous year) Spring 2014: 24 students attended College to Career Fair (300% increase from previous year).

Goal 2, Cultivating Excellence in Undergraduate Learning and Teaching, Objective 4, Enrich Campus Intellectual Life

Academic and Student Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
English Language Institute	To better integrate the ELI students into the GSW community, academically and socially, all incoming students are being assigned roommates from places other than their own native countries.	Most fall and spring students were assigned roommates of other nationalities.
	ELI Instructors developed a Teaching Circle that discussed issues related to ELI students and issues related to international students and international topics in general.	The teaching circle held biweekly meetings 12-14 times during the fall and spring.
Health Services	HS will conduct more programs to educate students on their health and health issues	Participant sign in sheets at programs -Slight decrease from previous year. Will increase health programming 50% or more for upcoming year.
Library	JSTOR Arts & Sciences Collection II added to collection	Library's website
	Grant from Sumter EMC for Nursing E-Book Collection	ANNUAL REPORT 2013-14
	Interlibrary loan transactions increased by 6%	ANNUAL REPORT 2013-14
	Added 641 monographs, 119 AV materials, 889 book titles to the collection	ANNUAL REPORT 2013-14
	Enhanced Facebook presence	ANNUAL REPORT 2013-14
Student Housing and Residence Life	Staff In-service trainings were scheduled monthly and were successful in offering our student staff helpful information on a variety of topics such as diversity, maintaining boundaries and appropriate stress levels. During RA training, student staff members were informed of appropriate techniques for confronting students and dealing with common conflicts that occur between residential students. The class syllabus for Leadership 1000 was restructured to provide more general leadership education.	Course syllabus. Monthly reports.
Student Support Services	8 Peer Tutors completed College Reading & Learning Association (CRLA) Training	Certifications

Goal 2, Cultivating Excellence in Undergraduate Learning and Teaching, Objective 4, Enrich Campus Intellectual Life

Academic and Student Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Teaching Circle Program	Teaching Circles program continued with 12 active circles in 2013/2014. These circles provide an opportunity for faculty development through the use of faculty led groups that focus on particular topics or explore topical issues in education at both local and national levels. Active circles hold multiple meeting throughout the year: from several a year to a 1-2 each month.	There were 91 teaching circle events, 88 of which were the result of the 12 active teaching circles. Seventy-eight faculty participated in teaching circles, attending 7 events on average. Sixty participants attended 3 or more events. Topics for the circles included previous year favorites, such as Junior Faculty, D2L, Women's Studies, and General Interest, as well as new topic areas, such as Enhancing the ELI/International Student Experience, Got Pubs?, Study Abroad, Town & Gown, Strategies for Online Active Participation with Students, New Faculty, Teaching and Learning, and Library teaching circles.

Administrative Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Business and Finance	Public safety provided self-defense classes to students and staff.	Class attendance.
Information and Instructional Technology	Improved Georgia VIEW D2L and GO VIEW.	GSW Georgia VIEW D2L LMS was upgraded
	Provided D2L training to faculty and staff	Conducted 7 face-to-face D2L training sessions
	Turnitin Plagiarism Detection software was integrated into D2L	ANNUAL REPORT 2013-14
	Provided GO VIEW users with more administrative support	Smartthinking online tutoring services for students was tested and a link included in each GO VIEW course
	Operationalized DegreeWorks	ANNUAL REPORT 2013-14
	Improved wireless coverage for students living in residence halls	ANNUAL REPORT 2013-14
	Increased bandwidth availability for students in residence halls	ANNUAL REPORT 2013-14
	Provided updated D2L learning materials to faculty and students	Created new D2L 10.2 and updated some existing online tutorials

Goal 2, Cultivating Excellence in Undergraduate Learning and Teaching, Objective 4, Enrich Campus Intellectual Life

Administrative Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Information and Instructional Technology	Replaced old computers for faculty and staff	Installed 56 PCs and three laptops
Office of the President	The delegation from Shanghai Ocean University offered to host a delegation of 15 persons, students and faculty, before the end of the calendar year in a special 2 week course on Chinese language and culture.	Communications regarding trip arrangements and selections of participating students and faculty. Selected students and faculty are expected to make the trip in early December 2014.
	As part of the college readiness initiative a conference entitled "East Meets West: Meeting the Challenges of College Readiness in Rural Georgia" was held on the GSW campus. This even was the result of a partnership between GSW and East Georgia State College.	The 2-day meeting, held in October, 2013, attracted participants from colleges, universities, and public schools from across the state.
University Relations	Resurrected GSW's internal publication "The Breeze," which highlights activities and achievements of faculty and staff.	Published 8 digital issues in FY2014.

Public and Community Service Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Center for Business and Economic Development	Organized the annual Economic Outlook Luncheon, which is co-sponsored by the Americus Rotary Club.	Speaker was Mr. William Ussery, Executive Vice President and External Relations with Oglethorpe Power Corporation. His talk focused on current economic conditions as they relate to the power industry in our area, as well as an economic forecast for Southwest GA.
	Presented information on "Excellence in Service" to GSW employees as a test presentation for a pilot training program.	Training program was attended by 8 GSW employees in May. Co-presented with Human Resources and Public Relations Directors.

Goal 3, Cultivating Community Partnerships, Objective 1, Enhance Campus Profile with Key Community Stakeholders

Academic Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Education	Partnerships with GSW Partner School Network- School partners from 16 counties. GSW Field Experience candidates and Student Teachers observe, teach, and reflect in these settings. SoE faculty and clinical specialists are liaisons with the P-12 school partners. This year the Clinical Director led Master Teacher orientations on-site at each school district.	Memos of understanding between GSW and School systems; Meeting notes from the Master Teacher Orientations.
	GSW Pre-K- Two classes of the Georgia Pre-K program are housed in the School of Education- participation is open to the public and free.	Summary Report from Bright from the Start- 40 students enrolled in the Early Childhood Education Center.

Academic and Student Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Campus Life	Organized community / philanthropy fair	15 community representatives and 32 organizations participated
Career Services	JLD Coordinator pursuing part-time opportunities with area employers and posting online for students to apply while also connecting students with employers on individual basis.	Results measured by comparing reports of JLD program each year
Continuing Education	Added 12 new courses to listings of offerings to enrich personal and professional lives of participants through high quality non-credit educational programs	CE website: 97 students in Ed2Go partnership-63 students completed within 2 months for a 64.9% completion rate. 65 of the 97 courses were eligible for PLU certification credit (which is 67% of courses offered). 49 of 65 courses that were PLU eligible were completed (completion rate of 75.4%).Students received 208 CEUs from the RCI National Caregiving Summit and Training Institute.315 people attended two Third World Studies, 100 people attended Economic Outlook Luncheon sponsored by the Center for Business and Economic Development, 124 Boy Scouts participated in Merit Badge Camp, 120 junior high students representing 14 schools participated in PAGE Academic Bowl Competition, Real Estate Program served 7 students in 8 CE,Pre-license and Post-license courses.

Goal 3, Cultivating Community Partnerships, Objective 1, Enhance Campus Profile with Key Community Stakeholders

Administrative Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Business and Finance	Hosted the Vietnam Memorial Wall on campus in September 2013.	Pictures on website.
University Relations	<p>Director of University Relations served on the Archway Partnership and Chamber of Commerce Membership Division.</p> <p>Promoted community awareness of special events and programs at GSW through press releases, featured articles, and television coverage.</p>	<p>Committee minutes.</p> <p>Distributed 102 press releases to local and regional media audience; 2459 individualized student achievement stories went to over 300 newspapers; had articles featured in 52 of 96 issues of the Americus Times-Recorder; received 279 story placements on regional/state news media sites.</p>

Public and Community Service Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Center for Business and Economic Development	<p>Met with local businesses to create and maintain academic, business, and community partnerships.</p> <p>Director serves on the Incubator Project committee for the Downtown Development Association.</p>	<p>Made face to face courtesy calls with 10 members of the School of Business Administration (SOBA) advisory board members at their place of business. The purpose of the visits was to update the members about SOBA activities and to push internship awareness.</p> <p>February Meeting attended. Downtown Americus is in the planning stages to create an incubator for start-up businesses.</p>
Rosalynn Carter Institute	Expanded the ROAD program, screening for dementia, to surrounding counties	ANNUAL REPORT 2013-14

Goal 3, Cultivating Community Partnerships, Objective 2, Partner with Outside Entities

Academic Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Biology	Continued project with Lake Blackshear Watershed Association	Biology faculty attend meetings and serve as officers in the LBWA.
	Research project for local farmers	Faculty wrote a research proposal to provide data on fresh peas.
Education	Partner with Chattahoochee-Flint Regional Educational Service Agency (RESA) participation in the Board of Control with local School Superintendents.	Minutes from the BOC meeting of the Chattahoochee-Flint RESA.

Academic and Student Support Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Campus Life	The Campus Activities Board formed 13 partnerships and 14 co-sponsorships	ANNUAL REPORT 2013-14
Continuing Education	Worked with community businesses and organizations to provide programming, facilities, and/or resources	619 participants utilized facilities and resources. Worked with 11 community and state businesses and organizations to provide programming, facilities, and/or resources including CE Minerals, Boy Scouts, and Rotary Youth Leadership.
Library	Collaborated with Andersonville National Historic Site to host display and ribbon cutting ceremony	ANNUAL REPORT 2013-14

Public and Community Service Units:

<u>Department/Unit</u>	<u>Activity</u>	<u>Evidence</u>
Rosalynn Carter Institute	The 2013 RCI National Summit & Training Institute held; Sen. Dole keynote speaker	ANNUAL REPORT 2013-14
	Working collaboratively with Middle Flint Behavioral Health	ANNUAL REPORT 2013-14

Appendix C

GSW Strategic Plan FY14 Progress Report Activities and Evidence Organized by Department

Academic Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Biology	1	3	Increase online classes	A new online special topics class for majors in the summer
	1	4	Additional sections of BIOL 1107 and 1108 and off-sequence sections of BIOL 2030 and 2040 for pre-nursing and exercise science majors	Classes offered
	1	4	Creation of a biology portal in GA View	The portal in GA View
	2	2	Introduced new biology labs with increased technology.	Additional labs in introductory and major courses use hand-held data recorders.
	2	2	Additional new special topics classes in human nutrition and fish biology	Classes offered
	2	3	Continued development of a certificate in zoo biology with Chehaw Wild Animal Park	Meetings with Drs. Adler and Tate to formalize agreements and responsibilities with Chehaw
	2	4	GSW Herbarium began a digitization process, collection via SERNAC portal	Southeast Regional Network of Expertise and Collections (SERNEC) website
	3	2	Continued project with Lake Blackshear Watershed Association	Biology faculty attend meetings and serve as officers in the LBWA.
	3	2	Research project for local farmers	Faculty wrote a research proposal to provide data on fresh peas.
Business Administration	2	2	Reviewed School of Business Administration's Strategic Plan	Fifth Year Reaccreditation Maintenance Report, AACSB International
	2	4	Organized two Teaching Circles open to all faculty in the university; one on publication strategies and one on online teaching best practices	Fifth Year Reaccreditation Maintenance Report, AACSB International

Academic Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Chemistry	1	3	Increase online classes	Offered an online non-science major course in environmental science
	2	1	Continue to offer courses in Area D of the core curriculum, both lab and non-lab	Classes offered
	2	2	Enhance coursework for advances in research and technology	Updated curricula and capstone course projects
	2	4	Campus meetings with speakers from local section of the American Chemical Society	Section meetings
Education	1	1	Recruit Early Childhood Education program on ABAC campus	Successful year with new cohort (N=22) in Early Childhood Education program on ABAC campus. Returning cohort of 20 completed program May 2014.
	1	1	Recruit for new Master of Education programs in content fields- Early Childhood Education, Middle Grades Language Arts, Middle Grades Mathematics.	Successful year with new cohort in M.Ed. Early Childhood degree program (N=40), and M.Ed. in Middle Grades Language Arts program (N=5).
	2	2	NCATE continuing education accreditation visits	Official letter and reports of recommendations of the Board of Examiners from the GA PSC and NCATE continuing accreditation visit, including meeting 7/8 standards and moving toward target on the Clinical Practice Standard.
	2	2	Literary Teaching Circle for a Knowledge base of Educational issues	Discussion board on LiveText.
	2	2	Established spreadsheet of program completers who passed GACE content tests in programs; Established a GACE policy for candidates; Early Childhood Ed program advised candidates when to take the content tests	Spreadsheets with GACE pass rates (90% pass rate July 2013). Minutes from Program Committee Meetings and School of Education Faculty Meetings.
	2	2	Transition from CAPE to Teacher Keys for the Field Observation Instrument.	Data collected and reported in LiveText Assessment Materials

Academic Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Education	3	1	Partnerships with GSW Partner School Network- School partners from 16 counties. GSW Field Experience candidates and Student Teachers observe, teach, and reflect in these settings. SoE faculty and clinical specialists are liaisons with the P-12 school partners. This year the Clinical Director led Master Teacher orientations on-site at each school district.	Memos of understanding between GSW and School systems; Meeting notes from the Master Teacher Orientations.
	3	1	GSW Pre-K- Two classes of the Georgia Pre-K program are housed in the School of Education-participation is open to the public and free.	Summary Report from Bright from the Start- 40 students enrolled in the Early Childhood Education Center.
	3	2	Partner with Chattahoochee-Flint Regional Educational Service Agency (RESA) participation in the Board of Control with local School Superintendents.	Minutes from the BOC meeting of the Chattahoochee-Flint RESA.
History and Political Science	2	1	In History, the department conducted knowledge and performance-based assessments based on rubrics	History and Political Science Annual Report 2013-14
	2	1	Students given time-series assessment exam and assessment of targeted courses	History and Political Science Annual Report 2013-14

Academic and Student Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Academic Affairs: Academic Support Services	1	4	Continued implementation of CCG plan and initiatives.	80% STORM Spotter grant was implemented successfully. CPQ was administered to most UNIV 1000 classes and student success plans were implemented by some. Cohort retention rate is up 5% from prior year and 7% over two years.

Academic and Student Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Academic Resource Center	1	4	Reassigned current undeclared students and assigned all incoming students to General Education Advisor	Assigned continuing undeclared August 2012 and incoming undeclared January 2013.
	1	4	Established GSW early warning system	BEACON implemented 01/09/2014
	1	4	Collaborated with First Year Advocate on implementation and assessment of Storm Spotters	STORM Spotters (peer co-instructors) implemented into UNIV 1000 fall 2013. Created STORM Spotter Google site to house information
	2	2	Partnered with team of 3 CSCI students to design a data capture program and pilot	Created access spreadsheet reflecting data collected from sign-in procedure: created 1064 student profiles and recorded 9862 overall center visits for any services offered between Summer 2013-Spring 2014.
	2	4	Collaborated with Director of Career Services to host Majors Fair and administer "Focus 2" assessment to first-semester undeclared students.	Conducted "Focus 2" Assessment. Co-hosted Majors Fair 2/26/2014
Admissions	1	1	Recruit qualified undergraduate students through effective recruitment and marketing strategies: 478 visits to over 300 different high schools; attended 34 events with high school students outside of a high school setting (state conferences, etc.); hosted 3 Preview Days at GSW; hosted 279 private tours and 10 group tours; and made 38 visits to 2-yr colleges.	Attendance by prospective students at Preview Days increased approximately 17% over the previous year. Private tours increased 36% over the prior year. As a result of these visits and other recruitment efforts, 16,355 freshmen prospects were identified for fall 2014. There were 1176 freshmen applications, with 814 acceptances. Fifty-two freshmen and 227 transfer applications were submitted for the summer 2014 term. For the spring 2014 term, 54 freshmen submitted applications, 21 were admitted and 17 enrolled. There were also 376 applications from transfer students, with 265 accepted and 174 enrolled.

Academic and Student Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Admissions	1	1	Processing of Graduate Admissions was moved from the individual colleges to the Office of Admissions. An Administrative Assistant was hired to assist with this process.	New Graduate Admissions Office in the Wheatley Administration Building.
Assistant Dean of Students Office	1	4	Asst Dean of Students formed an ad hoc task force that created a Social Media Education program. Program was presented at UNIV 1000 classes and as part of the Social Responsibility Education Program for all students in violation of student code of conduct.	Student Conduct Tracking System: There were no conduct cases related to social media this year.
	1	4	ATOD Task Force and Asst. Dean initiated first year of the Social Responsibility Education Program for all students found in violation of student code of conduct. One session held fall 2014 and one session to be held spring 2015.	Program attendance: fall 2014: 38 students attended; spring 2015: 21 additional students scheduled to attend. Program evaluations were all positive with the exception of one. Written essays reflected appreciation for educational process of student conduct process.
Campus Life	1	4	Provided freshmen orientation	282 students participated.
	1	4	Organized three successful STORM days, three registration days	ANNUAL REPORT 2013-14
	2	4	Provided weekly campus events to students	97 programs, 4000+ students participated, 92% student satisfaction
	3	1	Organized community / philanthropy fair	15 community representatives and 32 organizations participated
	3	2	The Campus Activities Board formed 13 partnerships and 14 co-sponsorships	ANNUAL REPORT 2013-14
Career Services	2	4	Offer 6 Future Forecast Friday (FFF) events to provide information and skills needed for job search	Events were promoted in university calendar, flyers, social media, and email. Presentations are evaluated at end of workshops and data is reviewed by director.

Academic and Student Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Career Services	2	4	Director met with each UNIV 1000 class and ended presentation with assisting students in computer lab to set up FOCUS 2 Account.	FOCUS 2 New User Reports generated on-line show 485 new users registered compared to 212 in 2012-13 year (represents 128% increase of new users).
	2	4	Students/alumni encouraged to post resume asap after registration with online career management system- GSW Hurricane Path	Results measured by an increase in number of resumes posted online in comparison to previous dates
	2	4	Provided opportunities for students to receive career information through group presentations and career fairs	Results measured from number of students attending events and student surveys: Fall 2013: 12 students attended Career Opportunities Fair (increase of 50% from previous year) Spring 2014: 24 students attended College to Career Fair (300% increase from previous year).
	3	1	JLD Coordinator pursuing part-time opportunities with area employers and posting online for students to apply while also connecting students with employers on individual basis.	Results measured by comparing reports of JLD program each year
Counseling Services	1	4	A satisfaction survey was given to students	Link sent to students who visited Counselling Services
	1	4	A series of meetings with Sophomore students at different points in a semester	Sign-in sheets from the meetings

Academic and Student Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Continuing Education	3	1	Added 12 new courses to listings of offerings to enrich personal and professional lives of participants through high quality non-credit educational programs	CE website: 97 students in Ed2Go partnership-63 students completed within 2 months for a 64.9% completion rate. 65 of the 97 courses were eligible for PLU certification credit (which is 67% of courses offered). 49 of 65 courses that were PLU eligible were completed (completion rate of 75.4%).Students received 208 CEUs from the RCI National Caregiving Summit and Training Institute.315 people attended two Third World Studies, 100 people attended Economic Outlook Luncheon sponsored by the Center for Business and Economic Development, 124 Boy Scouts participated in Merit Badge Camp, 120 junior high students representing 14 schools participated in PAGE Academic Bowl Competition, Real Estate Program served 7 students in 8 CE,Pre-license and Post-license courses.
	3	2	Worked with community businesses and organizations to provide programming, facilities, and/or resources	619 participants utilized facilities and resources. Worked with 11 community and state businesses and organizations to provide programming, facilities, and/or resources including CE Minerals, Boy Scouts, and Rotary Youth Leadership.
Disability Services/ Testing Center Annual Report	1	4	Testing Center increased test availability and is now a Certified Test Administration Site to proctor CLEP, MAT, TEAS, TOFEL, GACE, COMPASS, Georgia History, and Georgia Constitution. Previously, many students had to travel to other testing centers in order to take many of these tests.	From August 2013 to August 2014, proctored: 12 MAT, 4 CLEP, 85 TEAS, 289 COMPASS, and 11 in GA History.

Academic and Student Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
English Language Institute	1	2	The ELI staff completed several mail-out projects to develop new contacts for student recruitment. The ELI website was updated.	ELI information was mailed to public libraries in 3 states and 8 countries; international high school in 14 countries; and 30 colleges in Georgia.
	2	4	To better integrate the ELI students into the GSW community, academically and socially, all incoming students are being assigned roommates from places other than their own native countries.	Most fall and spring students were assigned roommates of other nationalities.
	2	4	ELI Instructors developed a Teaching Circle that discussed issues related to ELI students and issues related to international students and international topics in general.	The teaching circle held biweekly meetings 12-14 times during the fall and spring.
Financial Aid Office	1	4	Responded to student requests as quickly as possible to improve response time. All staff participate in the communication effort.	Prior to 1213, the financial aid email system had a 7 to 10 day response time. The response time has been decreased to 1 to 3 days.
Health Services	2	4	HS will conduct more programs to educate students on their health and health issues	Participant sign in sheets at programs -Slight decrease from previous year. Will increase health programming 50% or more for upcoming year.
Library	1	4	Extended hours during finals week	ANNUAL REPORT 2013-14
	2	4	Grant from Sumter EMC for Nursing E-Book Collection	ANNUAL REPORT 2013-14
	2	4	JSTOR Arts & Sciences Collection II added to collection	Library's website
	2	4	Interlibrary loan transactions increased by 6%	ANNUAL REPORT 2013-14

Academic and Student Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Library	2	4	Added 641 monographs, 119 AV materials, 889 book titles to the collection	ANNUAL REPORT 2013-14
	2	4	Enhanced Facebook presence	ANNUAL REPORT 2013-14
	3	2	Collaborated with Andersonville National Historic Site to host display and ribbon cutting ceremony	ANNUAL REPORT 2013-14
Registrar's Office	1	4	Degreeworks, an electronic tool for advisement and tracking student's progress towards graduation was implemented and faculty were trained in spring 2014. Expect to train students in Fall 2014.	Training schedule and attendance.
	1	4	Conducted several training sessions for faculty on the calculations of GPAs.	Training schedule and attendance.
Student Housing and Residence Life	1	1	Renovated spaces dramatically improved the aesthetic appearance of the Southwestern Pines lobbies and multi-purpose rooms.	All walls were re-painted, new furniture was ordered for lobbies and common areas, and apartment couches were recovered and replaced. Students have been taking better care of the renovated spaces.
	1	4	Desk Assistants were placed in the lobbies of Southwestern Oaks and Southwestern Magnolia during late evening to early morning hours to monitor incoming and outgoing traffic and reduce noise violations.	Judicial reports and visitor's logs. The addition of the Desk Assistants reduced the amount of loitering in the lobbies after 9pm.
	1	4	The basement of Duncan Hall was refurbished and renamed the Canes Cove. It was open Wed. through Sat. after 9pm as a place for community programs and an additional gathering area during evening hours when loitering in the lobbies is prohibited.	The basement was refurbished with furniture, new air conditioning units and a wall-mounted TV. Picnic tables and a grill were also added outside the space. Residence Life staff encouraged students to spend time in the Canes Cove during the evening hours, however, most spontaneous gatherings still occurred in the residence hall multi-purpose rooms. The Canes Cove was used on a fairly regular basis as the location for planned events.

Academic and Student Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Student Housing and Residence Life	1	4	Worked with Technology Services to improve the internet problems that were occurring in the residence halls.	Technology services expended time and expense trying to improve network (Wi-Fi and wired) capability. After some initial issues with the new system they purchased, there was a noticeable improvement in internet access. They also worked to allow students to register up to 4 personal devices on the residence hall network so that students would not have to sign in repeatedly. This effort was well-received by the residential students.
	2	4	Staff In-service trainings were scheduled monthly and were successful in offering our student staff helpful information on a variety of topics such as diversity, maintaining boundaries and appropriate stress levels. During RA training, student staff members were informed of appropriate techniques for confronting students and dealing with common conflicts that occur between residential students. The class syllabus for Leadership 1000 was restructured to provide more general leadership education.	Course syllabus. Monthly reports.
Student Support Services	1	4	The LASSI (Learning and Study Skills Inventory) was administered to students successfully accepted to the program, with a subsequent post-test administration the following semester.	Top 3 areas of spring 2014 students weaknesses were: self-testing, selecting main ideas, and test strategies. Workshop development and prescriptive counseling were tailored to these 3 areas.
	1	4	Implemented weekly reviews of Tutorial reports to stay proactive with students that have been assigned tutoring. Incorporated 3 feedback surveys: tutee evaluation of the tutor at 4, 8, and 13 weeks; weekly tutor evaluation of tutee; and general end of semester evaluation.	Weekly meetings between the Assistant Director, Academic Coordinator, and Senior Administrative Assistant /Tutor Coordinator.
	2	4	8 Peer Tutors completed College Reading & Learning Association (CRLA) Training	Certifications

Academic and Student Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Teaching Circle Program	2	4	Teaching Circles program continued with 12 active circles in 2013/2014. These circles provide an opportunity for faculty development through the use of faculty led groups that focus on particular topics or explore topical issues in education at both local and national levels. Active circles hold multiple meeting throughout the year: from several a year to a 1-2 each month.	There were 91 teaching circle events, 88 of which were the result of the 12 active teaching circles. Seventy-eight faculty participated in teaching circles, attending 7 events on average. Sixty participants attended 3 or more events. Topics for the circles included previous year favorites, such as Junior Faculty, D2L, Women's Studies, and General Interest, as well as new topic areas, such as Enhancing the ELL/International Student Experience, Got Pubs?, Study Abroad, Town & Gown, Strategies for Online Active Participation with Students, New Faculty, Teaching and Learning, and Library teaching circles.

Administrative Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Business and Finance	1	1	Aramark, our food service provider, has entered into an agreement with Chick-Fil-A to open a restaurant on the GSW campus beginning in August 2014.	The parking lot and Canes Den are currently undergoing renovations.
	1	1	Improved Softball facilities by adding a building with a Softball Press area, restrooms, and concession stand, and also bleachers.	New facilities.
	1	4	Improved Large Science Classroom.	Increased size and improved technology in the classroom.
	2	4	Public safety provided self-defense classes to students and staff.	Class attendance.
	3	1	Hosted the Vietnam Memorial Wall on campus in September 2013.	Pictures on website.

Administrative Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Information and Instructional Technology	1	1	Collaborated with Admissions to produce videos to promote recruitment	Produced a short, new video promoting GS Preview Days; Updated video about GSW
	1	1	Collaborated with Academic Affairs to produce videos promoting enrollment	Produced a short video starring Surge reminding students to enroll for fall
	1	1	Collaborated with School of Education for promotional videos	Produced 11 videos showcasing School of Education accomplishments
	1	4	Collaborated with GSW Foundation and University Relations for promotional videos	Produced a video to show the annual scholarship donor luncheon
	2	4	Turnitin Plagiarism Detection software was integrated into D2L	ANNUAL REPORT 2013-14
	2	4	Provided GO VIEW users with more administrative support	Smartthinking online tutoring services for students was tested and a link included in each GO VIEW course
	2	4	Operationalized DegreeWorks	ANNUAL REPORT 2013-14
	2	4	Improved wireless coverage for students living in residence halls	ANNUAL REPORT 2013-14
	2	4	Increased bandwidth availability for students in residence halls	ANNUAL REPORT 2013-14
	2	4	Provided updated D2L learning materials to faculty and students	Created new D2L 10.2 and updated some existing online tutorials
	2	4	Improved Georgia VIEW D2L and GO VIEW.	GSW Georgia VIEW D2L LMS was upgraded
	2	4	Provided D2L training to faculty and staff	Conducted 7 face-to-face D2L training sessions
2	4	Replaced old computers for faculty and staff	Installed 56 PCs and three laptops	
Office of the President	1	1	As an element of the college readiness initiative, GSW sponsored an essay writing contest in the local Americus-Sumter High School. The contest targeted juniors and three finalists were awarded top prizes, which included a small, one-time GSW scholarship.	Over 100 essays were submitted. Essays were graded and rated by a group of GSW faculty and 10 finalists were named.

Administrative Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Office of the President	1	2	We have had visits from 3 Chinese institutions since February; Jilin University of Chemical Technology, Zhengzhou Institute of Aeronautical Industry Management, and Shanghai Ocean University.	Visit agendas.
	2	4	The delegation from Shanghai Ocean University offered to host a delegation of 15 persons, students and faculty, before the end of the calendar year in a special 2 week course on Chinese language and culture.	Communications regarding trip arrangements and selections of participating students and faculty. Selected students and faculty are expected to make the trip in early December 2014.
	2	4	As part of the college readiness initiative a conference entitled "East Meets West: Meeting the Challenges of College Readiness in Rural Georgia" was held on the GSW campus. This even was the result of a partnership between GSW and East Georgia State College.	The 2-day meeting, held in October, 2013, attracted participants from colleges, universities, and public schools from across the state.
University Relations	1	1	Enhanced GSW's online presence and functionality by rebuilding the website to improve "responsiveness" to mobile devices. Also developed a GSW mobile App.	Site is nearly complete - mid-August launch. Mobile App features mobile-specific functionality regarding GSW's class schedule, the directory, events, a new campus map, emergency information, and other items. Increased number of FaceBook likes from 4,000 to 4,600 and Twitter followers from 400 to 1,050. Increased the number of videos on GSW YouTube channels.
	1	1	In partnership with the Office of Information and Instructional Technology, produced 5 TV and six radio commercials promoting attendance at GSW.	Audio and video recordings of commercials.
	2	4	Resurrected GSW's internal publication "The Breeze," which highlights activities and achievements of faculty and staff.	Published 8 digital issues in FY2014.
	3	1	Director of University Relations served on the Archway Partnership and Chamber of Commerce Membership Division.	Committee minutes.

Administrative Support Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
University Relations	3	1	Promoted community awareness of special events and programs at GSW through press releases, featured articles, and television coverage.	Distributed 102 press releases to local and regional media audience; 2459 individualized student achievement stories went to over 300 newspapers; had articles featured in 52 of 96 issues of the Americus Times-Recorder; received 279 story placements on regional/state news media sites.

Public and Community Service Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Center for Business and Economic Development	2	4	Organized the annual Economic Outlook Luncheon, which is co-sponsored by the Americus Rotary Club.	Speaker was Mr. William Ussery, Executive Vice President and External Relations with Oglethorpe Power Corporation. His talk focused on current economic conditions as they relate to the power industry in our area, as well as an economic forecast for Southwest GA.
	2	4	Presented information on "Excellence in Service" to GSW employees as a test presentation for a pilot training program.	Training program was attended by 8 GSW employees in May. Co-presented with Human Resources and Public Relations Directors.
	3	1	Met with local businesses to create and maintain academic, business, and community partnerships.	Made face to face courtesy calls with 10 members of the School of Business Administration (SOBA) advisory board members at their place of business. The purpose of the visits was to update the members about SOBA activities and to push internship awareness.
	3	1	Director serves on the Incubator Project committee for the Downtown Development Association.	February Meeting attended. Downtown Americus is in the planning stages to create an incubator for start-up businesses.

Public and Community Service Units:

<u>Department/Unit</u>	<u>GSW Strategic Goal</u>	<u>Objective</u>	<u>Activity</u>	<u>Evidence</u>
Rosalynn Carter Institute	1	1	Open enrollment class for RCI REACH with 9 attendees; all achieved certification.	ANNUAL REPORT 2013-14
	1	1	Three webinars on caregiver support programs to promote RCI Training Center	ANNUAL REPORT 2013-14
	1	2	Continuing relationship with Cyber University, Seoul, South Korea	ANNUAL REPORT 2013-14
	2	2	Continued developing new courses; interdisciplinary courses with other GSW units	Records of Academic Affairs, Registrar's Office
	3	1	Expanded the ROAD program, screening for dementia, to surrounding counties	ANNUAL REPORT 2013-14
	3	2	Working collaboratively with Middle Flint Behavioral Health	ANNUAL REPORT 2013-14
	3	2	The 2013 RCI National Summit & Training Institute held; Sen. Dole keynote speaker	ANNUAL REPORT 2013-14

Appendix D: Participation* in Professional Activities

Department/Unit	Conference Presentations/Poster Sessions			Professional Publications			Developmental Activities: Such as attendance at conferences, workshops, seminars, training, etc.		
	Faculty	Staff	Students	Faculty	Staff	Students	Faculty	Staff	Students
University Relations								2	
English Language Institute								1	
Office of Disability Services/Testing Center								2	
Business and Finance								5	
Student Support Services			1					7	3
Registrar's Office								6	
Financial Aid Office								1	
Student Housing and Residence Life			1					4	1
Admissions								2	
Biology	4			4		1	4		
Chemistry	1			1			3		
Information and Instructional Technology		5						1	
Library		1			1			1	
Rosalyn Carter Institute for Caregiving		5			4			2	
Continuing Education							1		
Assistant Dean of Students Office								2	
Human Resources								5	
Academic Resource Center								1	
School of Education	10			7			2		

*Participation is the number of different activities and not necessarily the number of people. For example, if 2 people attended the same conference, the conference is reported as 1 activity.