

President outlines strategic initiatives

President David Potter shared with the Administrative Council at a May 5 meeting the strategic initiatives of the university that cabinet members and other administrators are developing in key areas through the next academic year and beyond.

The president outlined the initiatives, which include:

- Student enrollment management
- Reaffirmation of accreditation by the Southern Association of Colleges and Schools
 - The university's first fundraising capital campaign
 - The Leadership Initiative
 - Innovation in teaching and learning
 - Clarifying the role of schools and deans
 - Expanding the cultivation of alumni and friends
 - Building a federal relations program
 - Strengthening student involvement in campus and university life
 - Implementing the changeover from NAIA to NCAA Division II athletics
 - Exploring NGCSU's regional identity and expanding external partnerships
 - Setting strategic focus and building involvement and support for it

• Facilities and info. resource upgrades
Specific objectives and timetables already are specified for the first five initiatives.


Enrollment management involves determining the growth rate over time, improving the ability to project enrollment targets, increasing student diversity, developing a post-baccalaureate approach for graduate degrees, continuing education and distance education; and assessing the organizational structure for enrollment management.

SACS reaffirmation, critical to the university's mission, will involve achieving compliance and strengthening institutional commitment to and compliance with the Institutional Effectiveness principles. A new Quality Enhancement Plan, involving feedback from different campus groups, focuses on different facets of student learning. It is a new element in the SACS process according to Dr. Grace Newsome, who is leading the efforts for SACS reaffirmation.

Preparing for the university's first fundraising **capital campaign** will require building a private revenue source, cultivating future donors, building a broader understanding of the university's mission and future identity, identifying what the institution's investments will be,

connecting campaign assets to a broader view of revenue development and enhancing the annual fund, among other objectives.

Building on the **Leadership Initiative** started in 2002, Potter has defined new objectives including bridging the military and non-military missions of North Georgia, building a reputation for producing leaders, preserving special funding for the initiative, as well as defining an academic and co-curricular mission for the initiative and cultivating a culture of leadership within the university. Spreading the initiative into the larger community is also an objective.

Innovations in teaching and learning will focus on sharing innovations, providing incentives, integrating technology, and other objectives. A Center for Teaching and Learning is being considered, as is a strategy for distance learning. 

Digest Extra online

For news and photos about the Administrative Professionals luncheon, employee awards and more, visit www.ngcsu.edu/digest



Employees with five to 25 years of service at NGCSU were honored with a reception on April 21. The longest-standing employees were the trio of 25-year veterans including **Estelle Gilstrap**, fine arts; **Dr. Judith Long**, teacher education; and **Mike Ferguson**, information and instructional technology. For more pictures, go to www.ngcsu.edu/digest

Employees retiring this year were honored with a reception on April 19. The group included (front row) **Dr. Sylvia Moseley**, **Kathy Grizzle**, **Dr. Judith Long**, **Dr. Susan Gannaway**, **Dr. James Parker**, (back row) **Dr. Tom Richardson**, **Dr. Paul Patten** and **Ron Graham**.



the *Digest*

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