

indicates that based on the individual ranking, the topic area is performing well in comparison to its importance.

STRENGTHS SURVEY RESULTS - TOP TEN RANKINGS		
IMPORTANCE	PERFORMANCE	GAPS (Lowest First)

assessing the viability of offering these graduate degrees. For the longer term, Middle Georgia State can initiate graduate degrees across several schools, offering distinctive degrees that can create a high profile in the community.

Our current admission requirements are slightly above the average for State Colleges but below the average for State Universities. In brief, the current minimum freshman index (a combination of GPA and SAT/ACT scores) for state universities is 1940, for state colleges is 1830; and for Middle Georgia beginning fall 2015 is 1850. Until our funding formula changes to “graduation rates” versus “credit hours,” increasing admission standards should proceed gradually.

To increase admission selectivity the College needs to articulate and communicate a clear brand and value proposition. The subcommittee recommends enhancing Middle Georgia State admissions to include such options as

- communicating the branding of “greatness” to give community sense of how we deliver on this promise,
- increasing scholarships to highly qualified students,
- providing a full array of university-quality extracurricular experiences (concerts, weekend events, socials, and Greek life),
- measuring the effectiveness of marketing initiatives,
- adjusting funds to favor the effective avenues; encouraging community outreach, joint ventures, and engagement,
- identifying high achievers in core classes for recognition, scholarships, honors courses

The President's Task Force on Vision embarked on this endeavor with optimism and energy for the historical moment in the life of Middle Georgia State where we find ourselves. A response to the White Paper with a focus on vision positions our leaders to chart the direction toward university status. As we seek to create an educational infrastructure that prepares allira