

An aerial photograph of the Gordon State College campus. The image shows several large, modern buildings with red brick and glass facades. A central courtyard with green lawns and winding paths is visible. In the foreground, there is an outdoor amphitheater with tiered seating. The entire image is overlaid with a semi-transparent blue filter.

END OF YEAR REPORT 2020-2021



GORDON
STATE COLLEGE

END OF YEAR REPORT

**GORDON STATE COLLEGE IS PROUD
OF ITS FACULTY AND STAFF. OVER THE
LAST ACADEMIC SCHOOL YEAR,
THE INSTITUTION HAS ACCOMPLISHED
A NUMBER OF GOALS OUTLINED IN THIS
DOCUMENT.**

**THE GOALS WERE INSPIRED BY THE
STRATEGIC PLAN: THE POWER OF WE!**

**AS YOU READ THROUGH THE END
OF YEAR REPORT, NOTE THAT EACH
BULLET POINT IS A DEFINING MOMENT
FOR HIGHLANDER NATION. THESE
ACCOMPLISHMENTS ARE A REFLECTION
OF OUR COLLABORATION ACROSS
CAMPUS.**

**WITH ANOTHER SUCCESSFUL YEAR
AHEAD, WE EMBRACE OUR
RALLY CRY:**

HIGHLANDERS FORWARD!

**US CULTURE COLLABORATIVE CAMPUS CULTURE COLLABOR
SHIPS COMMUNITY ENGAGEMENT AND PARTNERSHIPS COM
DENT EXCELLENCE STUDENT EXCELLENCE STUDENT EXCELLE**

STRATEGIC IMPERATIVE I:

ESTABLISH A DISTINCTIVE IDENTITY BUILT ON A COLLABORATIVE CAMPUS CULTURE SUPPORTED BY OUR INSTITUTIONAL VALUES.

Objective 1.1: Ensure shared governance, decision making processes and communication that lead to maximum performance.

- The Purchasing Department sent quarterly reminders to all budget managers that outline the procedures for creating purchase orders, as well as dollar thresholds that determine which route needs to be taken. (Finance and Administration)

DEVELOPED THE PRESIDENT'S COMMISSION ON DIVERSITY, INCLUSION AND EQUITY TO SUPPORT DIVERSITY AS A CAMPUS VALUE THROUGH ENGAGED CONVERSATIONS AND COLLABORATION. (OFFICE OF THE PRESIDENT)

33

Gordon State
Employees

4

Gordon State
Students

403

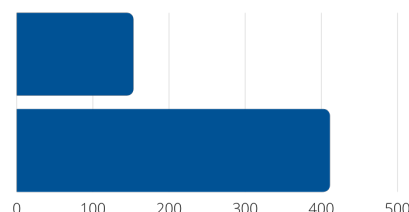
Highlanders
engaged in
conversation

- A Committee formed of six faculty and staff used a Shared Governance matrix to review the roles, responsibilities and members of each committee, council and task force within the Gordon State College shared governance structure. (Office of the President)
- Inter-collegiate Athletics Meetings were held on a quarterly basis (July, October, January and April) which included: the President, VP of Enrollment Management and Student Affairs, Athletics Director, and four coaches. (Office of the President)
- A total of 23 President's Cabinet Meetings were held every second and fourth Wednesday of each month during the FY21 Academic school year and notes based on the meetings were published to the college's SharePoint. (Office of the President)
- President's Administrative Council is comprised of 32 members who met on a monthly basis throughout the FY21 Academic school year. (Office of the President)

FIVE CAMPUS TOWN HALLS WERE HOSTED IN OCTOBER 2020 AND MARCH 2021 WITH A COMBINED TOTAL OF 400+ FACULTY AND STAFF IN ATTENDANCE. (OFFICE OF THE PRESIDENT)

FY20 Town Halls

FY21 Town Halls



42%

Increase in attendance
from last year

Objective 1.2: Determine and monitor data points that lead to successful institutions, and report GSC's performance, related to its peers, at least annually to appropriate stakeholders.

- Ten monthly Key Performance Indicators (KPI) workshops were conducted to broaden and deepen data awareness for strategic and operational leadership. (Institutional Research)
- Two major Key Performance Indicators (KPI) institutional dashboards were created. (Institutional Research)
- Requirements were assigned to the members and an initial report outline was created for the SACSCOC Fifth-Year Interim report. (SACSCOC Liaison)
- In partnership with assessment coordinators, a departmental program assessment was conducted to review the Associate of Arts degrees and Associate of Science degrees. (School of Business, Liberal Arts and Social Science)
- The Faculty Senate Assessment Committee restructured the annual assessment, to include AA/AS degrees and non-educational programs. (Institutional Research)
- Hosted Data Day virtually and provided data points that correspond to the advancement of the instruction. (Institutional Research)
- Collaborated with the Department Head of Business, History and Social Sciences, and relevant faculty and conducted a study of membership in the Accreditation Council for Business Schools and Programs (ACBSP) in order to submit an Application for Candidacy. (School of Business, Liberal Arts and Social Sciences)

Objective 1.3: Design a strategy for launching and enhancing marketing/communication efforts reflective of the 2019-2024 vision.

- Published Quarterly Human Resources newsletter to enhance communication with the campus community. (Human Resources)
- Developed an electronic newsletter (highlighting key marketing and communication points) that was shared with 50 percent of our Alumni base on a quarterly basis. (Alumni Affairs)
- Elevated the awareness of Gordon State College within the 14-county primary service region, the Metro Atlanta Area and North Georgia through an annual marketing campaign to include digital media, 1 radio station, 8 billboards and 14 newspaper salutes. (Advancement, External Relations and Marketing)
- Hosted 137 attendees at the second annual "State of the College" in a virtual format. (Office of the President)

CREATED AN ANNUAL COMMUNICATIONS PLAN THAT ELEVATED THE AWARENESS OF GORDON STATE COLLEGE WITHIN THE 14-COUNTY PRIMARY SERVICE REGION, THE METRO ATLANTA AREA AND NORTH GEORGIA. (ADVANCEMENT, EXTERNAL RELATIONS AND MARKETING)



Gordon State College was mentioned in over 30 publications to include: The Atlanta Business Chronicle, The Chronicle of Higher Education, Atlanta Journal-Constitution, The Herald-Gazette, Barnesville Dispatch, Henry Herald, Washington Latest, Middle Georgia CEO, The Griffin Daily News, Pike County Times, etc.

- The Alumni Affairs and Annual Fund Coordinator created a communications plan that connects Gordon State College to its alumni and encourages alumni engagement with the college. (Alumni Affairs)

Objective 1.4: Craft a compelling case for support highlighting academic programs, endowed faculty positions and special initiatives.

- Developed a Case for Support that resulted in over \$100,000 being donated on behalf of the Gordon State College Foundation Board of Trustees with a focus on Athletics, support for the Performing Arts and Faculty/Staff Recognition. (Advancement, External Relations and Marketing)

Objective 1.5: Stabilize and align the organizational structure, institutional budget and operating policies.

- The African American Male Initiative grant administration conformed to USG standards regarding payment invoices, Human Resources paperwork, and outcome reporting deadlines. (Student Success)
- Collaborated with the Dean of Nursing, Health and Natural Sciences and hosted four Sciences Seminars. (Health Information Management)
- Created and documented an annual Budget Development process which reflected best practice assumptions and planning timelines (Finance and Administration)
- Purchasing and Accounts Payable hosted training sessions to refresh/inform 75 percent of employees of the policies and procedures to follow for purchase orders which ensured the payments were routed correctly. (Finance and Administration)
- The budget and Payroll department increased training and accountability for department budgets by hosting quarterly budget training refresh meetings. (Finance and Administration)

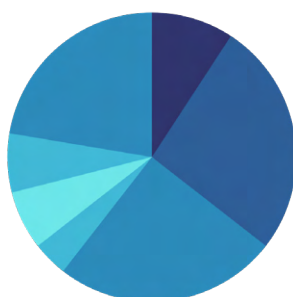
THE INSTITUTION REVIEWED AND TRANSITIONED 20 PERCENT OF SALARY AND BENEFITS FROM POSITIONS IN THE FEE BASED BUDGET, THAT MOST STRATEGICALLY ALIGN WITH THE EDUCATION AND GENERAL BUDGET. (FINANCE AND ADMINISTRATION)

\$205,715

**Rebalanced back into
the Education and
General budget**

Objective 1.6: Identify all college policies and develop a long-term plan to address annual updates and the education of those impacted.

IDENTIFIED, TRACKED AND DOCUMENTED POLICIES TO MAINTAIN COMPLIANCE WITH UNIVERSITY SYSTEM OF GEORGIA/BOARD OF REGENTS AND SACSCOC EXPECTATIONS. (HUMAN RESOURCES)



76
Total policies

- 20** Academic Affairs
- 19** Enrollment Services
- 17** Human Resources
- 7** President's Office
- 5** Finance and Administration
- 5** Institutional Advancement
- 3** Financial Aid

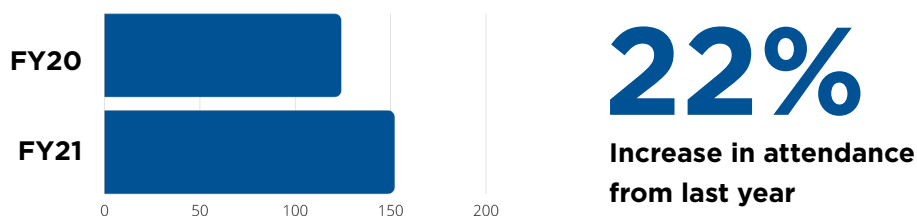
- Created a standard “Transition Process” for employees who leave the process with a focus on transfer of knowledge and status of performance goals. (Human Resources)
- Collaborated with all academic units in reviewing/updating Academic Affairs Policies. (School of Nursing, Health and Natural Sciences)
- Developed the Alignment of Nursing action plan, revised the Nursing Student Handbook and Department of Nursing policies for Administration and the APC Committee. (School of Nursing, Health and Natural Sciences)

Objective 1.7: Recruit, retain and transition professionals with a process that supports and emphasizes the institution’s values.

- Created a “New Employee” Orientation for eight new hires to attend within 14 days of hire. (Human Resources)
- Successfully prepared the system launch of CAREERS and posted over 30 positions through the Recruitment processes in OneUSG. (Human Resources)
- Coordinated the 2020 Gordon State College New Faculty Orientation program. (Center for Excellence in Teaching and Learning)
- Provided training to each new budget manager within 30 days of arrival and increased accountability for department budgets. (Finance and Administration)

Objective 1.8: Ensure that college faculty and staff are provided with at least one professional development opportunity aimed at expanding the understanding of his or her role.

INCREASED THE TOTAL ANNUAL ATTENDANCE BY 20 PERCENT FOR ALL GORDON EMPLOYEES THROUGH THE GORDON OPPORTUNITIES FOR LIFELONG DEVELOPMENT (GOLD) PROGRAM. (HUMAN RESOURCES)



- Established a campus-wide Professional Development Plan, which included training for faculty and staff internally and externally regarding student success best practices, disciplinary advancements, and leadership development in collaboration with Human Resources. (Academic Affairs)
- Implemented an advanced Highlander Leadership Academy for Cohort 1 and Cohort 2 in the form of the President’s Commission on Diversity, Inclusion, and Equity. (Academic Affairs, Human Resources)
- Converted the March 2021 Teaching Matters Conference into a virtual format and increased participation from on-campus and off-campus participants. (Center for Excellence in Teaching and Learning)
- Collaborated with STEM-H Department Heads and hosted three Science Seminars for the purpose of co-curricular education of students, and professional development for faculty. (School of Nursing, Health and Natural Sciences)

- Provided management training to five managers and supervisors who were interested in future leadership positions. (Facilities)
- Created and hosted a Diversity and Inclusion Day during the USG Ethics Awareness week in November 2020. (Human Resources)

Objective 1.9: Acknowledge and celebrate the accomplishments and milestones of the Highlander Nation family.

- Planned and hosted Highlander Service Awards in August 2020 with the Faculty and Staff Foundation Sponsored Award. (Human Resources)
- Collaborated with Human Resources and hosted two employee recognition events. (Office of the President)
- Completed a redesigned Student Success Summit that celebrated our institution's and students' successes. (Student Success)

HOSTED A RETIREE RECEPTION IN MAY 2021 TO INCLUDE PAST RETIREES. (HUMAN RESOURCES)



7 Faculty



9 Staff

HOSTED A FACULTY PUBLICATIONS EXHIBIT. (LIBRARY)

Publications		
Business	Nursing	Education
Number Of Articles		
8	9	8
Number Of Books		
13	2	8

STRATEGIC IMPERATIVE II:

PROMOTE STUDENT EXCELLENCE THROUGHOUT THEIR ACADEMIC JOURNEY WITH A FOCUS ON ENROLLMENT, ENGAGEMENT, DEVELOPMENT AND SUCCESS.

Objective 2.1: Develop and implement a comprehensive Strategic Enrollment Management (SEM) Plan in which 70 percent of the student population is pursuing the baccalaureate.

- Participated in six off-campus recruitment segments in collaboration with Admissions. (African American Male Initiative)
- Successfully implemented a fully operational Paraprofessional to Certified Teacher BSED. This included the admission of 20 new students, fully trained faculty and established MOUs for student teaching placements. (Education, Mathematics and Applied Sciences)
- Presented academic calendars for Fall 2021- Summer 2022 and Fall 2022- Summer 2023 to Cabinet for approval. (Dean of Education, Mathematics and Applied Sciences)
- Developed the degree completion option which allows students from our partner intuitions at the Technical College System of Georgia to complete a baccalaureate degree. (Academic Affairs)
- Increased enrollment in the nursing programs by 12 percent. (School of Nursing, Health and Natural Sciences)
- Finalized the plan to increase the Impact and Utilization of Foundation Scholarships (Institutional Advancement, Marketing and External Relations)
- Increased the percentage of students transitioning from Dual Enrollment to full-time Freshman status by 2.7 percent. (Admissions)*
- Revised the scholarship award timeline to accommodate an Early Award batch in collaboration with Enrollment Management & Student Affairs. (Advancement, External Relations and Marketing)

Objective 2.2: Develop and evaluate degree programs to ensure maximum transferability to higher education partners and alignment to regional workforce needs.

- Developed a process with 20 online Faculty mentors and created an online course review development plan in order to enhance the quality of online learning. (Academic Affairs)
- Held two planning sessions with the other Deans and Department Heads and developed a plan for the secondary education degree options. (School of Education, Mathematics and Applied Sciences)

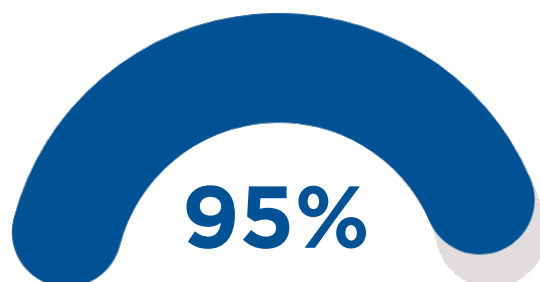
***Indicates status of goal at time of report**

- Coordinated the Accreditation Review for BAIS Professional Communication and Management in the Entertainment Industry track and received approval to offer Georgia Film Academy courses. (School of Business, Liberal Arts and Social Sciences)
- Created and approved two proposals (Criminal Justice/NEXUS) for new academic programs based on Regional Workforce needs (Academic Deans, Advisory Board Conveners)
- Partnered with Fine Arts and Communication faculty and offered two new and two current courses in support of BA CINA program during spring semester 2021. (School of Business, Liberal Arts and Social Sciences)
- Developed a 100 percent online delivery option for Health Information Management degrees. (Health Information Management)
- Created a Faculty Admissions Fellows Program that provided a framework and structure for three Gordon State College full-time faculty to participate in the recruitment of new students to enroll at GSC. (Admissions)

Objective 2.3: Design an educational experience that supports the USG's Momentum Approach and national success measures.

- Collaborated with Innovative Education Fellows and Innovative Education and Strategic Initiatives staff to update and implement a robust plan for Prior Learning Assessment. (Academic Affairs)
- Built a digital infrastructure to support remote learning and digital humanities. (Library, Academic Affairs)
- Partnered with Student Affairs and hosted three library events as part of the Second and Fourth Weekends initiative. (Library)
- Completed the Open Educational Resources textbook for History 1122 and developed the Open Educational Resources textbook for History 1121 in order to reduce student costs through the Affordable Learning Georgia initiatives with a cost savings of \$46,740. (School of Business, Liberal Arts and Social Sciences)
- Completed the textbook-free option for Spanish 1001 and Spanish 1002 and developed the textbook-free option for Music 1100 in order to reduce student costs through the Affordable Learning Georgia initiatives with a cost savings of \$21,700. (School of Business, Liberal Arts and Social Sciences)
- Collaborated with Academic Affairs and Information Technology and implemented the scheduling software Courseleaf which improved better distribution of course offering to our students and better use of facilities and faculty. (School of Nursing, Health and Natural Sciences)
- Refined and strengthened the Probation by Appeal program. (Student Success)

PARTNERED WITH THE DEANS AND ESTABLISHED A PROCESS THAT ALLOWS FOR NEW FRESHMEN SCHEDULES TO BE MADE EFFICIENTLY, ACCURATELY, AND ACCORDING TO MOMENTUM YEAR PRINCIPLES IN ADVANCE OF EACH NSO DATE. (STUDENT SUCCESS)



**Of student
schedules created**

IMPLEMENTED AN UPGRADED CAREER MANAGEMENT PLATFORM THAT EXPANDED THE CURRENT STUDENT AND ALUMNI REACH FOR EMPLOYMENT OPPORTUNITIES. (CAREER SERVICES)



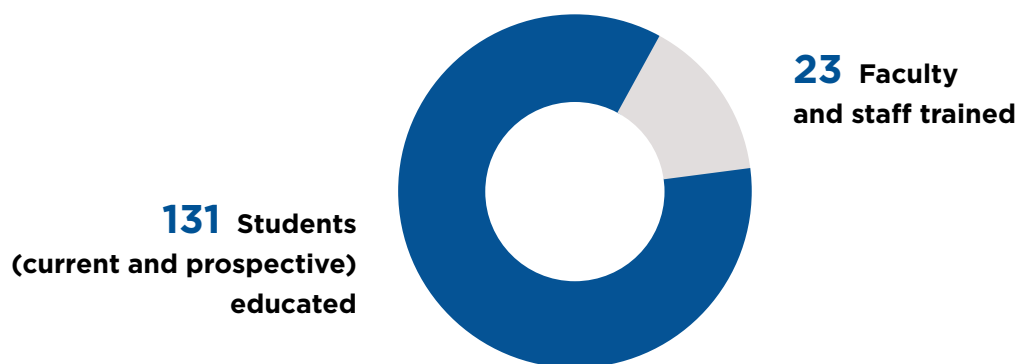
1,100 Employees

84 Students

1,260 Jobs

- Implemented the Gordon State College Internship Program across all disciplines to streamline experiential learning process across campus. (Career Services)
- Hosted 43 sophomores at the First-Year Finish Celebration ceremony on campus. (Academic Affairs)
- Coordinated the campus-wide revisions of the Academic Catalog. (Academic Affairs)

DEVELOPED A COMPREHENSIVE FINANCIAL LITERACY CAMPAIGN THAT FOCUSED ON TRAINING GORDON STATE COLLEGE FACULTY AND STAFF, EDUCATED CURRENT AND PROSPECTIVE STUDENTS, AND THEIR FAMILIES ON THE FINANCIAL AID APPLICATION PROCESS, SATISFACTORY ACADEMIC PROGRESS REQUIREMENTS, BORROWING AND REPAYMENT REQUIREMENTS, AS WELL AS AN EMPHASIS ON PARTNERING WITH AREA HIGH SCHOOLS TO MAXIMIZE COMMUNITY OUTREACH OPPORTUNITIES. (FINANCIAL AID)



Objective 2.4: Identify, define and align the elements of the Highlander EDGE.

- Established an EDGE Task Force of 20 faculty/staff and 7 students that coordinated all Momentum activities, and utilized the expertise of the entire campus to operationalize EDGE components in order to develop a concrete implementable student plan. (Academic Affairs)
- Established a Service Learning program (equivalent to Undergraduate Research) with a team of 10 faculty members impacting 375 students. (Academic Affairs)
- Collaborated with the Coordinator of the Honors Program and executed the Highlander EDGE Awards ceremony (for Academic Year 2019-2020) in conjunction with the Student Success Summit. (Academic Affairs)
- Increased student and faculty participation in Undergraduate Research by 160 percent over Academic Year 2019-2020. (Academic Affairs)

- Established a year-long CETL program that focused on The Highlander EDGE. (Center for Excellence Teaching and Learning)
- Increased the number of African American Male Initiatives and MAP students presenting undergraduate research by 100 percent. (African American Male Initiative)

Objective 2.5: Design and connect Co-curricular experiences to increase student engagement and development.

DEVELOPED A LIBERAL ARTS SPEAKER SERIES THAT SHOWCASED GORDON STATE COLLEGE FACULTY AND VISITING SPEAKERS. (SCHOOL OF BUSINESS, LIBERAL ARTS AND SOCIAL SCIENCES)



11 Speakers



50 Participants



5 Presentations



2 Panel discussions

- Collaborated with the Department Head of Fine and Performing Arts and transitioned three theatrical performances to an online format that generated an excess of 1,000+ views. (School of Business, Liberal Arts and Social Sciences)
- Completed the planning, purchasing, and installation of the \$56,000 Media Lab in the Fine Arts Building. (School of Business, Liberal Arts and Social Sciences)
- Collaborated with Fine and Performing Arts faculty and successfully presented a major theatrical production each semester, which resulted in a 20 percent increase in students and community attendance. (School of Business, Liberal Arts and Social Sciences)
- Coordinated and tracked 35 college-wide (curricular and co-curricular) involvement experiences of 1,355 students. (Student Life and Recreation)
- Implemented the Highlander (Second and Fourth) Weekend approach which increased the number of residential students staying on campus. (Student Life and Recreation)

Objective 2.6: Design and connect Extra-curricular experiences to increase student engagement and development.

- Increased Participation in Franklin Delano Roosevelt Speaker series by 98 percent over Academic Year 2018-2019. (Academic Affairs)

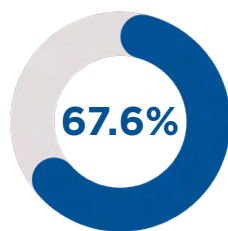
STRATEGIC IMPERATIVE III:

STRENGTHEN COMMUNITY ENGAGEMENT AND PARTNERSHIPS TO ENHANCE REGIONAL PROGRESS AND PERFORMANCE

Objective 3.1: A community communication/engagement plan, aligned with the branding message and mission, will ensure regular, consistent communication with elected, civic and workforce leaders yielding a deeper understanding for the communities served by GSC.

- Presented a comprehensive outreach plan that takes GSC to the 14-county primary service region, and brings them to our campus. Which included hosting information nights in high schools, provided specific Open House events for each high school, hosted Financial Aid information sessions in each county, invited youth teams to athletic events, staged GSC choral and theater productions in selected communities, and hosted Business-After Hours events. (Office of the President)
- Coordinated the opportunity for Gordon State College assigned employees to communicate and interact with 14-county Chambers of Commerce. (Advancement, External Relations and Marketing)
- Created a legislative agenda in partnership with the University System of Georgia. (Office of the President)
- Hosted a pre-legislative meeting with 10 state elected leaders within the primary service region. (Office of the President)

COORDINATED AND EXECUTED THE ANNUAL “LEGISLATIVE DAY” AT THE CAPITOL. (OFFICE OF THE PRESIDENT)



23/34 Legislators
reached/interacted with

9 Senators **14** Representatives

Objective 3.2: Create, designate and communicate the various institutional connection points for the community to enhance the quality of life for the region.

- Established a price rate schedule for 25Live to simplify the process of scheduling externally sponsored events, with a handbook. (Community Education)
- Enhanced the online learning opportunities and structured a majority of courses with the capability of on-campus, on-site, and online delivery. (Community Education)
- Hosted two presentations/speakers on campus per semester on behalf of the Critical Conversations in Education Series in collaboration with the Education faculty. (School of Education, Mathematics and Applied Sciences)

- Hosted two health clinics at worksites in collaboration with the Community Health Nursing Faculty. (School of Nursing, Health and Natural Sciences)
- Partnered with the City of Barnesville Police Chief and the Lamar County Sheriff Department and developed a strategy to cultivate relationships with students through campus and community events. (Public Safety)
- Hosted 266 graduates during the Spring 2020 Commencement virtually and 547 graduates at the combined Fall 2020 and Spring 2021 Commencement. (Academic Affairs)

Objective 3.3: Evaluate and determine the facilities space needs on- and off-campus to serve current and future programs.

- Explored Dual Enrollment instruction opportunities in Clayton and Fayette county. (Enrollment Management)

Objective 3.4: Convene and nurture the Education Ecosystem approach with K-12 Partners by increasing the regional college-going rate.

- Provided four professional development opportunities to Griffin-Spalding PDS by placing three student teachers in Futrall Road Elementary and three student teachers in Rohoboth Middle School. (School of Education, Mathematics and Applied Sciences)
- Created a communication plan that targeted high school guidance counselors and graduation coaches utilizing the Admissions Customer Relationship Management. (Admissions)

CONVENED 80 PERCENT OF THE SUPERINTENDENTS IN THE 14-COUNTY PRIMARY SERVICE REGION, PLUS NEWTON COUNTY, AND HOSTED A SUPERINTENDENTS' ROUNDTABLE. (OFFICE OF THE PRESIDENT)



**The President met with
13/15 (86.6%)
Superintendents**

- Convened 19 of the Principals in the 14-county primary service region, plus Newton County, and hosted a Principal's Roundtable. (Office of the President)
- Convened 14 of the Guidance Counselors in the 14-county primary service region, plus Newton County, and hosted a Counselor's Showcase. (Admissions)
- Built a strong partnership with the surrounding Superintendents based on GSC's 14-county primary service region and coordinated one-on-one Presidential visits in Spring 2021. (Office of the President)

HOSTED THE THIRD ANNUAL "FIRST LADY TEA INITIATIVE" IN APRIL 2021 AND CELEBRATED TEACHERS AT ELEMENTARY SCHOOLS WITHIN THE 14-COUNTY PRIMARY SERVICE REGION. (OFFICE OF THE PRESIDENT)



12 Counties



13 Schools



17 Teachers

Objective 3.5: Convene and nurture the Education Ecosystem approach with Higher Education by increasing the regional completion rate.

- Coordinated the MOU implementation by meeting bi-monthly with Academic Affairs and Student Affairs staff and coordinated efforts to ensure deliverables were met. (Continuing Education)

Objective 3.6: Partner with the Foundation Board to build philanthropic capacity linked to the institution's goals.

IDENTIFIED, PURCHASED AND IMPLEMENTED AN ACADEMIC SCHOLARSHIP PORTAL THAT STREAMLINES THE PROCESS OF SELECTING THE MOST ELIGIBLE SCHOLARSHIP RECIPIENTS TO RECEIVE SCHOLARSHIP SUPPORT. (ADVANCEMENT, EXTERNAL RELATIONS AND MARKETING)



235 Scholarships awarded
\$450,724 Worth of scholarships awarded

- Cultivated relationships with the top 25 donors that lead to five major gifts of \$25,000 or more each. (Advancement, External Relations and Marketing)
- Collaborated with the Board Chair and Development Officer and ensured all board members supported Gordon State College with 93 percent giving participation. (Advancement, External Relations and Marketing)
- Collaborated with the Membership Committee and increased the number of members on the full Board, along with a process created to draw from a consistent pool of prospective board members from the 14-county primary service region. (Advancement, External Relations and Marketing)
- Implemented a Scholarship Thank You Reception for three donors and eight recipients. (Advancement, External Relations and Marketing)

PARTNERED WITH INTERCOLLEGIATE COACHES TO RAISE \$25,000 TO SUPPLEMENT THE ATHLETIC FEE BUDGET FOR THE 2020-2021 SEASON. (ADVANCEMENT, EXTERNAL RELATIONS AND MARKETING)

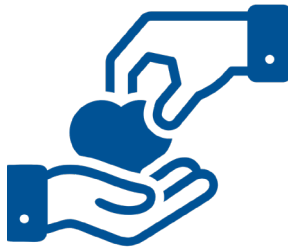


Goal exceeded by
168%

LAUNCHED THE GORDON STATE COLLEGE ANNUAL FUND CAMPAIGN AND INCREASED OVER ALL GIVING AND EMPLOYEE PARTICIPATION. (ADVANCEMENT, EXTERNAL RELATIONS AND MARKETING)

2019-2020	58.5%	Participation rate	2020-2021	80.9%	Participation rate
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**LAUNCHED THE ANNUAL DAY OF GIVING CAMPAIGN WITH THE GOAL OF \$15,000 DONATIONS.
(ADVANCEMENT, EXTERNAL RELATIONS AND MARKETING)**



\$54,000+

Raised by 123 donors

- Set up the Mobile Cause fundraising portal for Athletic Teams for 2020-2021 academic year. (Advancement, External Relations and Marketing)

Objective 3.7: Partner with the Alumni Board to build collegiate affinity linked to the institution.

- Partnered with the alumni board and to establish an approach to increase Board Membership by five members annually over the next five years. (Advancement, External Relations and Marketing)
- Hosted the Toast to the 2021 Graduate's reception as an introduction to the Alumni Association and networking event for soon-to-be 2021 graduates. (Alumni Affairs)

Objective 3.8: Develop meaningful and productive relationships with employers throughout the 14-county primary service region.

- Established the Continuing and Professional Education Department as a Professional Learning Center and developed partnerships with two new external organizations within the 14-county primary service region. (Continuing Education)
- Established a new identity of the Continuing and Professional Education department based on the community needs. (Continuing Education)
- Utilized exit survey data to share the career placement story of our students with employers. (Career Services)
- Obtained additional internship employer relationships and further developed existing internship relationships within the 14-county primary service region using the new Internship Model. (Career Services)
- Hosted Advisory Boards meetings each semester and grew the membership to represent the 14-county primary service region. (Advisory Board Conveners)
- Conducted Career and Grad Expos per academic year and connected students to career and internship opportunities. (Career Services)

**GORDON STATE
HIGHLANDERS**



**FUN FACT: THE STAG HAS BEEN
LINKED TO GORDON'S HISTORY SINCE 1852
AND RECENTLY RE-EMERGED AS THE NEW
MASCOT FOR THE INSTITUTION AND ALL
OF HIGHLANDER NATION**

DID YOU KNOW?

WOMEN'S SOCCER



WON THE **NJCAA**
REGION XVII
CHAMPIONSHIP
THREE YEARS IN A ROW

THE SCHOOL OF NURSING, HEALTH AND NATURAL SCIENCES



HAD **8 FACULTY,**
45 STUDENTS
AND OVER
1,600 HOURS

DEDICATED TO PROVIDING
COVID-19 TESTING AND
COVID-19 VACCINATIONS TO
HIGHLANDER NATION AND
SURROUNDING COMMUNITIES

U.S. NEWS & WORLD REPORT

GORDON STATE COLLEGE



PROVIDED **950**
FACE MASKS AND
SHIELDS TO HIGHLANDER
NATION AND SURROUNDING
COMMUNITIES

CLUB FOOTBALL



WON ITS FIRST
HOME COMING
GAME AGAINST
MIDDLE GEORGIA STATE
UNIVERSITY 14-9



HAS RANKED GORDON IN
THE **TOP 20** AMONG
ITS "TOP PUBLIC SCHOOLS
REGIONAL COLLEGES SOUTH"
CATEGORY FOR THE LAST
THREE CONSECUTIVE YEARS