

END OF YEAR REPORT

2024-2025



GORDON
STATE COLLEGE

STRATEGIC GOAL I:

STRENGTHEN EFFORTS TO ATTRACT, RECRUIT, AND ENROLL STUDENTS WITH DIFFERENT INTERESTS, SKILLS, TALENTS, AND NEEDS.

Objective 1.1: Expand the current enrollment communications plan for new and returning students to ensure timely completion of college enrollment processes.

- Admissions advanced use of a new CRM to personalize communication, accelerate transfer articulation, and strengthen inquiry response. These enhancements established a stronger pipeline of applicants, with full enrollment impact expected in future cycles.
- Financial Aid hosted FAFSA Fridays and outreach events, though FAFSA completions were down 14.6% year-to-date. Staff emphasized the direct link between FAFSA completion and admissions applications, highlighting the need for coordinated enrollment communications.
- As of Fall 2024 midterm census, Gordon State College had a total enrollment headcount of 3,232, with 715 being new freshmen (which includes traditional, nontraditional, and international students). 91 new freshmen had been Dual Enrollment students at Gordon State the previous spring semester. The enrollment Full-Time Equivalent for Fall 2024 was 2,543.

Objective 1.2: Develop strong partnerships with secondary schools and the technical college system.

- Dual Enrollment (DE) maintained a robust pipeline, with 75 former DE students applying to Gordon for Fall 2025 and 57 already enrolled. Outreach events, including a DE Home School Day, proved highly effective.
- Testing Center collaborated with local school districts to expand awareness of the GACE paraprofessional exam. Although administration of the test shifted to Pearson, the Testing Center reinforced its commitment to school partnerships and outreach.
- As of Fall 2024 midterm census, Gordon State College had a total of 624 Dual Enrollment students as well as 165 new transfer students.

Objective 1.3: Improve campus residence halls to attract students outside a 20-mile radius.

- Housing & Residence Life expanded residence hall programming and ensured staff professional development each semester. These initiatives enhanced the residential experience, strengthening the College's ability to attract and retain students beyond the commuter zone.

- As of Fall 2024 midterm census, Gordon State College had a 54% housing occupancy rate as it was able to fill 485 rooms out of the 900 total on campus. – KPI goal and way of measuring has not been confirmed by KPI owner.

Objective 1.4: Develop programs focused on career preparation, while addressing the needs of traditional and nontraditional students.

- Center for Workforce Development achieved record progress in retention: a 7.9% year-over-year increase, with Fall-to-Spring retention at 88.8% (a 12-year high). Plans to expand supplemental instruction and tutoring will further connect academic persistence to workforce readiness.
- Bookstore ensured 100% readiness of course materials each semester, expanded Inclusive Access for day-one affordability, and used customer surveys to improve resources, reducing barriers for both traditional and nontraditional learners.
- Gordon State College successfully created one new degree program during the academic year 2024-2025 with the Bachelor of Science in Respiratory Therapy completion program being launched in Fall 2025 after approval from GSC Faculty Senate, University System of Georgia Board of Regents, and SACSCOC.
- As of Fall 2024 midterm census, Gordon State College had a total of 724 nontraditional students enrolled. This category of students for this KPI is defined as Adult Learners based on both enrollment age and matriculation age.

Objective 1.5: Develop a comprehensive marketing and communications plan to attract applicants in alignment with GSC recruitment objectives.

- Marketing & Communications increased website traffic, social media engagement, and prospective student leads. A new weekly campus newsletter streamlined communications, reduced clutter, and improved branding consistency.
 - Advancement & Alumni Relations expanded alumni engagement (attendance rose 2%, social media followers up 5%, 1,110 alumni contacts updated) and grew philanthropic support (\$1.8M endowment increase). These initiatives elevated GSC's visibility and brand reputation, indirectly supporting student recruitment.
 - As of Fall 2024 midterm census, Gordon State College had a total of 32 out-of-state students enrolled. This includes new and returning students with residency outside of Georgia.
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Strategic Goal II: Promote retention and student success through targeted retention efforts, supplemental instruction, and engagement initiatives.

Objective 2.1: Invest in student population through retention efforts, supplemental instruction, and tutorial participation.

- Center for Workforce Development improved First-Time Full-Time retention by 7.9% year-over-year, reaching 88.8% fall-to-spring retention. Expanded advising, tutoring, and attendance tracking contributed significantly to these results.
- Testing Center provided one-on-one academic coaching for ADA students, linking them to tutoring and resources, which supported persistence and course completion.
- As of Fall 2024 midterm census, Gordon State College had retained 53.2% of their first-time full-time freshmen from the Fall 2023 cohort. Of Gordon State's total student population, 65.4% of students who were enrolled at midterm census for Fall 2023 were retained into Fall 2024. The total student population retention excludes Dual Enrollment students and students who graduated.
- Of the first-time freshmen registered for Fall 2024 at midterm census, 45% were enrolled in 15 or more credit hours. After the first academic year, there were 18% of those first-time freshmen earning 30 or more credit hours as well as 42% passing their first English and Math course (ENGL 1101 and either MATH 1001, MATH 1111, or MATH 1401).

Objective 2.2: Promote faculty and staff development opportunities to support continuous engagement.

- Housing & Residence Life ensured professional development each semester, with staff reporting stronger performance outcomes.
- Human Resources streamlined onboarding and performance reviews, improving consistency and efficiency, though broader compensation initiatives remain in progress.
- For the 2024-2025 academic year, 41% of Gordon State's faculty presented at conferences or published articles.

Objective 2.3: Provide a greater number of student engagement opportunities.

- Student Life & Recreation launched a spring involvement fair and supported the establishment of a Greek organization, with three others in recruitment.
- Counseling & Accessibility Services exceeded outreach goals, hosting five programming events in Spring 2025, including weekly Mental Health Wednesdays.

- For the 2024-2025 academic year, 72% of faculty taught a High Impact Practice course. In Fall 2024, 18% of students enrolled completed a High Impact Practice course with a grade of at least 'S', 'C', or above.

Objective 2.4: Engage commuter students with value-added experiences.

- Student Life & Recreation ensured commuter students were included in RSOs and involvement fairs.
- Bookstore expanded product variety (e.g., snacks, improved layout) based on commuter student survey feedback.

Objective 2.5: Enhance the student housing experience.

- Housing & Residence Life increased residence hall programs during 2024–2025 and committed to expanding offerings further in future cycles.

Objective 2.6: Establish affinity groups within the student population.

- Student Life & Recreation met this objective through the launch of Greek life, giving students new pathways for identity, leadership, and belonging.

Objective 2.7: Increase the number of students participating in Undergraduate Research.

- No direct evidence was reported in 2024–2025, though increased engagement opportunities through CAS, SLR, and Housing indirectly support this objective.
- There were 16 students who participated in the Undergraduate Research Symposium held in Spring 2025.

Objective 2.8: Provide academic assistance to students placed on financial aid warning for not making SAP.

- Financial Aid monitored SAP students closely and expanded outreach. While FAFSA completions declined, proactive interventions supported continuing students' eligibility and persistence.
- At the end of Fall 2024, there were 71% of students who were not on Warning or Suspension Status for Financial Aid Satisfactory Academic Progress.

Strategic Goal III: Drive students toward degree completion, closely aligning programs with workforce needs.

Objective 3.1: Expand career education and development.

- Advancement connected alumni in workforce-demand fields with students through mentoring and networking events.
- Center for Workforce Development tied tutoring and retention initiatives to workforce readiness, with planned expansion of supplemental instruction and first-year experience programs.
- For the 2024-2025 academic year, there was a weighted average of 37% of students participating in internship opportunities and workforce preparation workshops.

Objective 3.2: Increase the number of degrees awarded each year.

- Institutional Research & Effectiveness implemented a standardized goal-reporting form, with 89% of departments submitting. This infrastructure improves institutional tracking of student success outcomes.
- Registrar's Office moved Academic Request and Withdrawal processes to Dynamic Forms, reducing errors and accelerating approvals, thereby supporting timely degree progression.
- PLACE GRAD RATES HERE ONCE MIDTERM NUMBERS ARE FINAL.
- For the 2024-2025 academic year, the Education program saw a 92.19% pass rate for the GACE. The ASN program saw a 97.87% pass rate amongst first time takers of the NCLEX and the BSN program saw an 86.05% pass rate.
- For Fall 2024, there were 76% of students who had received Pell who were not on SAP Waring or Suspension status by the end of the semester. There were also 86% of students who received the HOPE Scholarship in the Fall and Spring who maintained at least a 3.0 GPA by the end of Spring 2025 semester.

Objective 3.3: Increase the number of nontraditional students completing a degree.

- Financial Aid piloted extended hours for adult learners; though uptake was limited, feedback confirmed satisfaction with existing services.
- Bookstore lowered costs through Inclusive Access and ensured day-one readiness, reducing barriers to persistence for adult learners.
- By Spring 2025, the nontraditional student completion rate (associate or bachelor's degree conferred with 4 years on initial enrollment) for adult learners matriculating as first-time students to Gordon State in Fall 2021 was 42.59%.

Objective 3.4: Increase student engagement with the college and community.

- Student Life & Recreation expanded involvement opportunities through RSOs, intramurals, and Greek life.
- Advancement launched Regional Growth Roundtable events, connecting students and community stakeholders.
- There were a total of 44 students participating in the Federal Work Study Program for the aid year.

Objective 3.5: Foster an environment to help Generation Z students appreciate the value of a college degree via workforce development.

- Testing Center's academic coaching highlighted the link between persistence and career success for ADA students.
- Marketing & Communications emphasized career-aligned pathways in digital recruitment campaigns, improving engagement with Generation Z.

Objective 3.6: Provide campus and community experiences to reduce early student departure.

- Counseling & Accessibility Services expanded weekly wellness programming to support persistence.
- Housing & Residence Life increased residence hall programs to build belonging and reduce attrition.

Objective 3.7: Track student engagement in extracurricular activities.

- Student Life & Recreation began tracking participation in involvement fairs, RSOs, and Greek life. Early data showed growth in student satisfaction and engagement.
- The graduation survey, which captures data detaining employment and/or military status, volunteer or service program contributions, and experiential learning participation had an 87.5% response rate for the 2024-2025 graduation cycles.

Objective 3.8: Boost students' annual savings by granting them access to cost-free textbooks.

- Bookstore advanced Inclusive Access adoption, ensuring affordable day-one course material access and reducing costs, supporting this affordability objective.
- Gordon State College had a weighted average of 32% of students taking at least 1 class with free textbooks between Fall 2024 and Spring 2025.

Objective 3.9: Employ internal communication strategies to encourage persistence among enrolled students.

- Institutional Research & Effectiveness launched a post-request survey, achieving 100% satisfaction in initial responses, providing feedback loops to inform future communication.
- Marketing & Communications consolidated campus messaging into the Highlander Highlights weekly newsletter, improving communication consistency and reducing information overload.