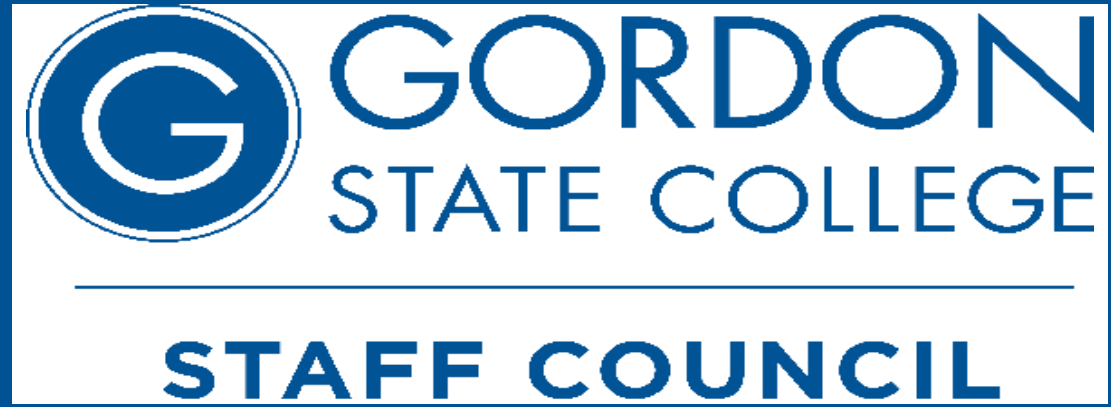




February 18, 2026

Agenda

- Call to Order
- Approval of November Meeting Minutes
- New Business
 - Proposed Amendment
 - President's Office
 - Enrollment
 - Human Resources
 - Marketing
 - Advancement & Alumni Affairs
 - Finance & Administration
 - Academic Affairs
 - Information Technology
 - Terry Betkowski Update
- Treasurer's Report
- "Tell Me Something Good"
- Announcements
 - General reminders
 - Fan Friday winners!

Proposed Amendment to Bylaws

Existing:

“Five meetings of the Council shall be held annually during the months of February, April, June, September, and November. The Secretary of the Council shall make announcements of the specific date and time at least two weeks prior to the meeting. The month of June shall be designated to elect offices and committees of the Council biennially.” Art. VII: Meetings

Proposed:

“Staff Council shall hold three meetings annually, once per semester. The Secretary of the Council shall make announcements of the specific date and time at least two weeks prior to the meeting. The Summer meeting shall be designated to elect offices and committees of the Council biennially.”

President's Office

Information Sessions to Keep Faculty and Staff Informed

- Faculty Lunches: February 16 (8 RSVP), March 2, April 6, May 4, August 31. 11:00 – 12:00
- Budget Meeting Q&A Session: February 19. 10:30 – 12:00. Nursing 123
- APBC (budget and strategy overview): February 25, March 11. 11:00 – 12:00
- Fiscal Year 2027 Campus-Wide Budget Hearings: March 26. 10:30 – 4:30. Nursing 123
- Strategic Plan Update Presentations: March. TBA
- Gordon State Budget Primer Series (the funding model and funding changes): Presented by Nick Henry. April. TBA
- Gordon State All-Employee Meeting: May 6. Student Center Auditorium. Time TBA

Enrollment Services

Human Resources

Welcome New Highlanders

- **Jarvis Burgess**, *Admissions Recruiter*
- **Allison Davis**, *Career Services Coordinator*
- **Laura Sorrow**, *Science Laboratory Manager*
- **Tiffany Tullis**, *Executive Assistant to the President*



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Farewells

- **Dianna Coffey** (Central Stores)
- **Alan Scouten**, (STEM)
- **Jennifer Stutsman** (President)
- **Ken White**(Facilities)



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Upcoming HR Events

- **Employee Appreciation Week**

March 2 – 6 , 2026



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Timeline for 2025 Annual Evaluations

Evaluative Period July 1, 2025-June 30, 2026

Actions	Responsible Party	Due Date
Define Criteria - Enter Goals and job duties in the system	Manager	February 6, 2026
Complete Self Evaluation	Employee	May 1, 2026
Review Self Evaluation	Manager	May 8, 2026
Complete Evaluation -Enter ratings and comments for all sections	Manager	May 15, 2026
One Up Approvals (if applicable)	One Level Up Manager	June 5, 2026
Review Evaluation & Acknowledge	Employee	June 12, 2026
Finalize Evaluation	Manager	June 19, 2026



Professional Development

- **USG Great Basics**

- February 26: Self-Regulation: Staying Steady with Self-Control and Self-Management



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Staff Recruiting

Visit the **Employment Opportunities** webpage at the bottom of our home page for the latest job postings.

**CONTACT**
Learn more about Gordon's uniquely supportive and encouraging education.

**VISIT**
See Gordon State up close by attending an Open House or taking a Campus Tour.

**APPLY**
Applying to Gordon is easy, and our admissions advisors are available to help.


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A Unit of the University
System of Georgia

Banner Web - Students
Banner Web - Faculty & Advisors
Pay Online
Log-in Station
Gordon Email
Brightspace by D2L

Library
Departments
Campus Map
Contact GSC
Reset Password
Request a Transcript

MORE INFORMATION
GSC Directory
Emergency Preparedness
COVID 19 Information
Title IX
Human Trafficking Notice
Campus Information
Employment Opportunities
Ethics Hotline
GSC Policies

GIVE TO GSC >

STAY CONNECTED
   

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Current Opportunities

- Accounts Payable Coordinator
- Admissions Specialist
- Admissions Recruiter
- Registrar
- Director of Financial Aid
- Title III Project Assistant



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GSC Wellness News

- **Spring into Health Wellness Fair & Blood Drive**

- Tuesday, March 10 (11-3), SARC Arena
- 40+ vendors, including Air Evac Team
- Door prizes/vendor giveaways
- Free health screenings

- **Ongoing Wellness Activities**

- Mondays@5:10--Line Dancing with Mrs. Wright (SSC Auditorium)
- Mon/Wed afternoon---Personal Training with Coach Capers (by appointment)
- Thursday at 12:30--Lunchtime Yoga
- 3rd Tues @ 3:30—Diabetes Management Support Group

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USG Step Challenge



Challenge runs: March 16 - April 12

Registration: March 2-15

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USG Wellness News

- **2026 Well-Being Credits**

- 1/1 through 9/30 earning period.

- **Webinars**

- Financial Literacy Series (Feb 17 and Feb 24)
- EAP 101 (Feb 17)
- EAP Supervisor Overview (Feb 19)



Stay in the Know. . .

- Highlander Highlights Newsletter
- Wellness Intranet Page
- Highlander Well-Being Facebook Group



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Marketing

What's Going On In **MARKETING**

#ALOT #GSCHighlandersForward



Digital Media Overview:

December 12, 2025 - Ongoing

Strategy	Impressions	Clicks
SEM (Search Engine Marketing)	21,442	7,175
Site Retargeting	428,496	655
Advanced Targeted Display	125,532	676
Meta Ads Direct Response	440,484	9,804
X Ads Direct Response	460,054	2,794
Gas Station TV	333,350	NA
	1,809,358	21,104





Digital Media Creative Overview



Digital Display Ads: Site Retargeting & Advanced Targeted Display

Campaign: Give the Gift of a GSC Degree

Target: Students

Flight Dates: December 12, 2025 - January 15, 2026

Placement: Google and other search engines, follows target

Format: Automated carousel



Digital Display Ads: Site Retargeting & Advanced Targeted Display

Campaign: Give the Gift of a GSC Degree

Target: Parents

Flight Dates: December 12, 2025 - January 15, 2026

Placement: Google and other search engines, follows target

Format: Automated carousel



Digital Display Ads: Site Retargeting & Advanced Targeted Display

Campaign: Make This Your Year

Target: Students & Parents

Flight Dates: January 15, 2026 - Ongoing

Placement: Google and other search engines, follows target

Format: Automated carousel



Social Media: Meta Carousel Ads

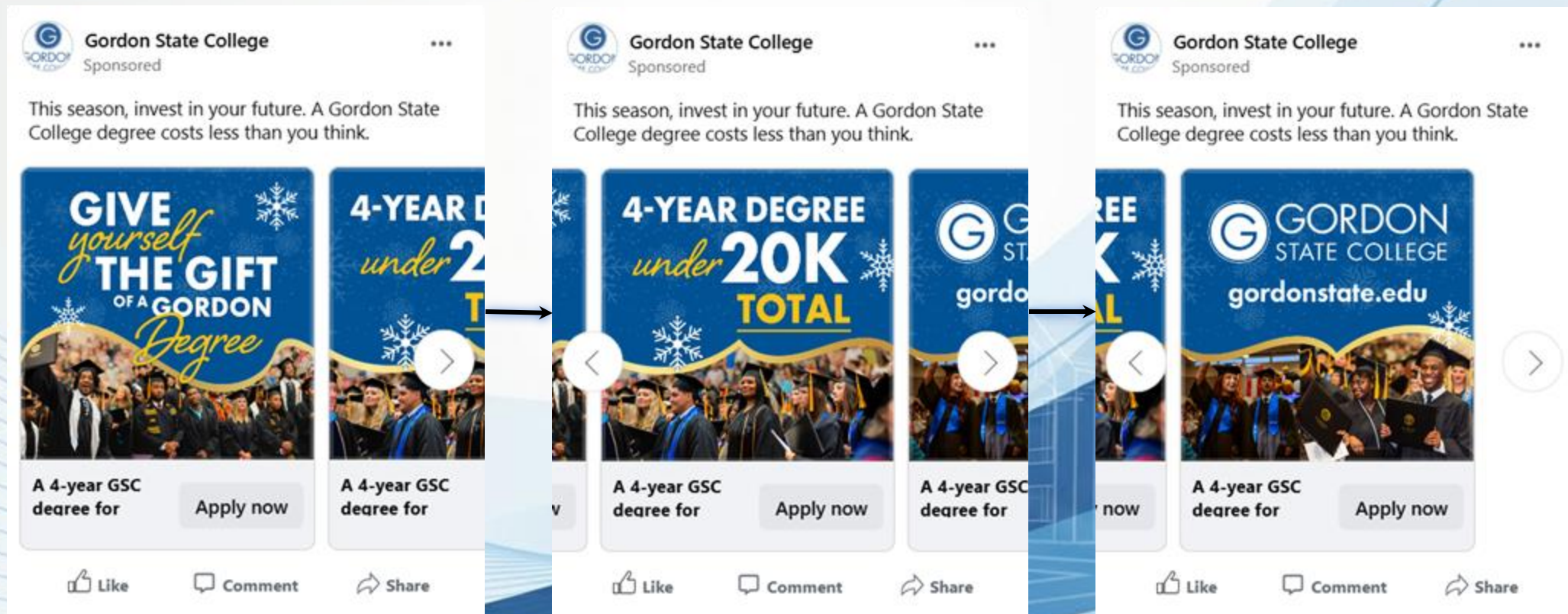
Campaign: Give the Gift of a GSC Degree

Target: Students

Flight Dates: December 12, 2025 - January 15, 2026

Placement: Facebook and Instagram

Format: Carousel



Social Media: Meta Carousel Ads

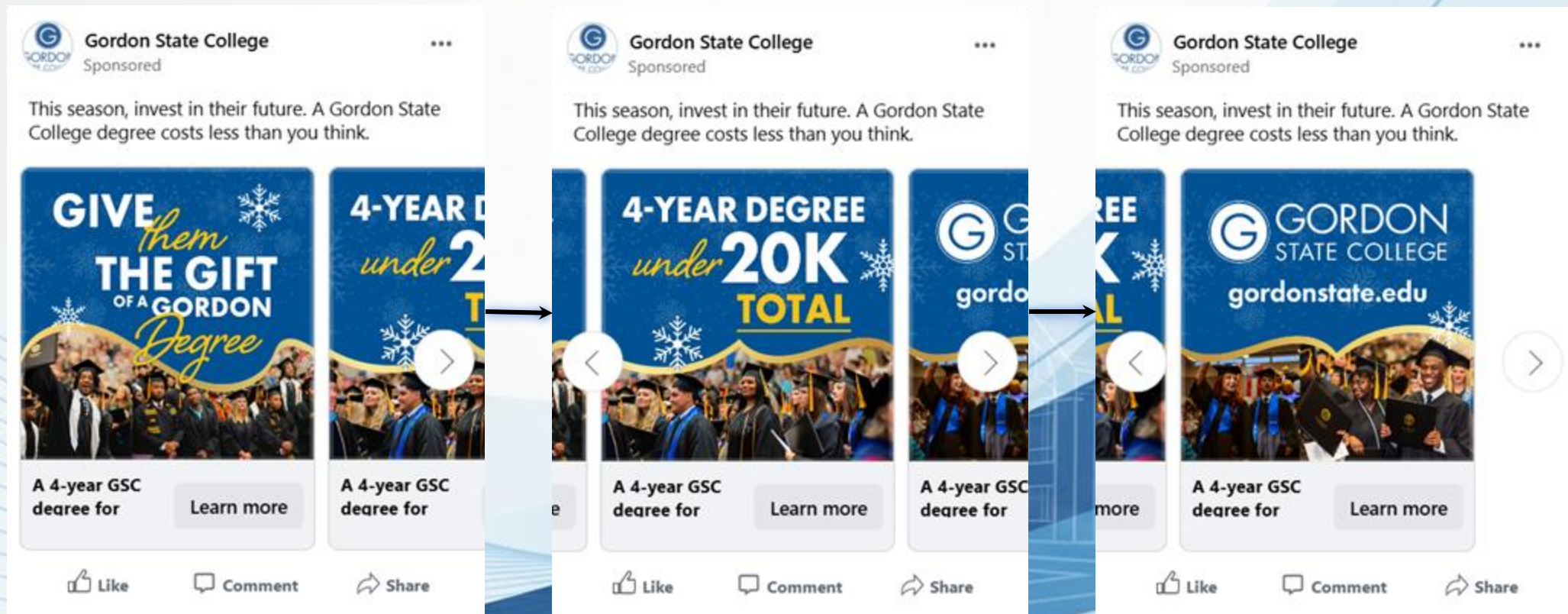
Campaign: Give the Gift of a GSC Degree

Target: Parents

Flight Dates: December 12, 2025 - January 15, 2026

Placement: Facebook and Instagram

Format: Carousel



Social Media: Meta Carousel Ads

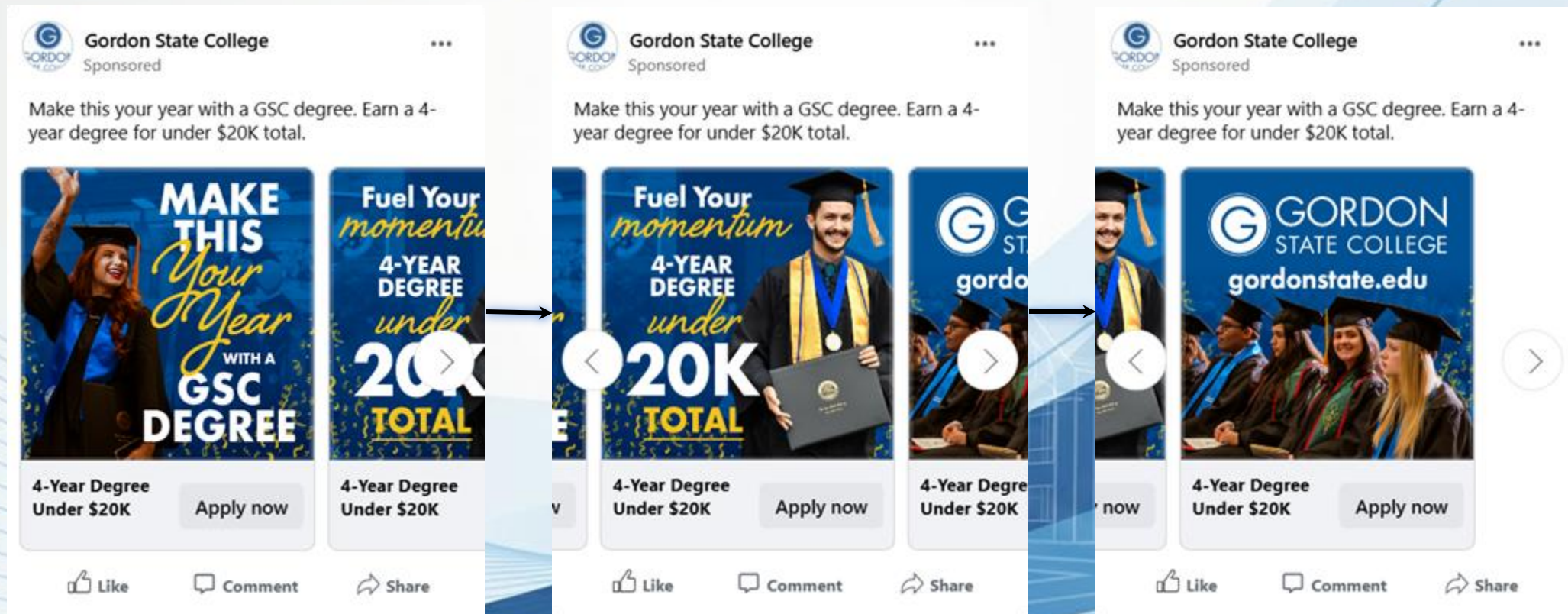
Campaign: Make This Your Year

Target: Students & Parents

Flight Dates: January 15, 2026 - Ongoing

Placement: Facebook and Instagram

Format: Carousel



Social Media: X (formerly Twitter) Carousel Ads

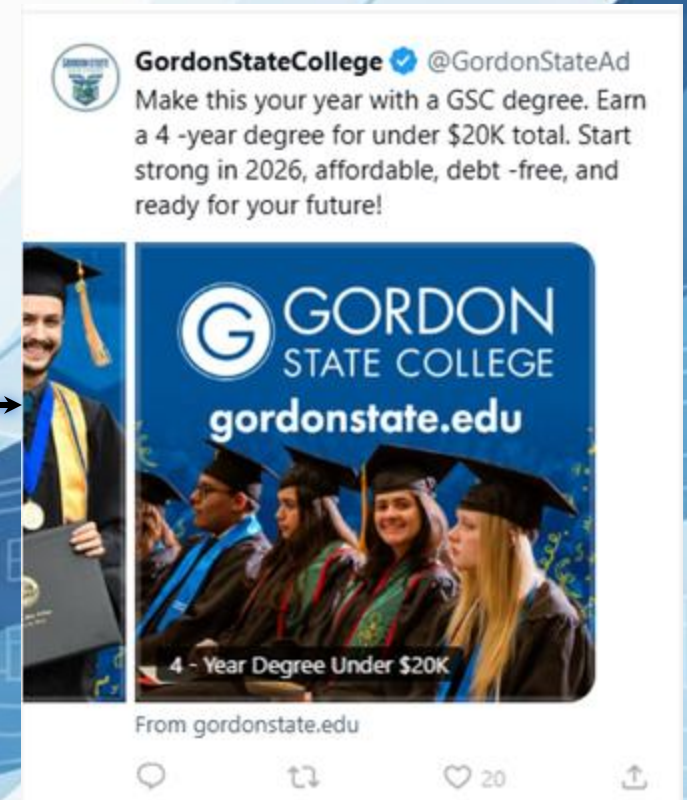
Campaign: Make This Your Year

Target: Students & Parents

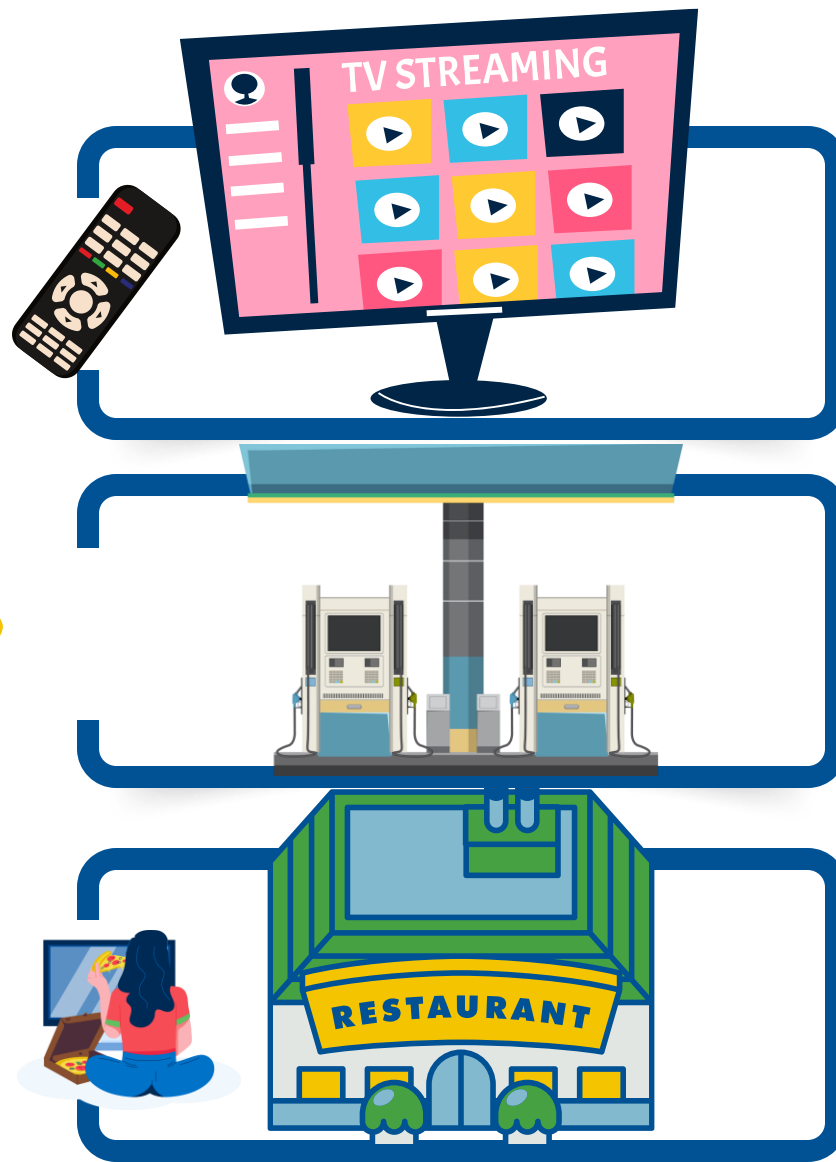
Flight Dates: January 15, 2026 - Ongoing

Placement: X

Format: Carousel



New Media Outlets



Gas Station TV

Campaign: Forward Into Your Future

Target: Students & Parents

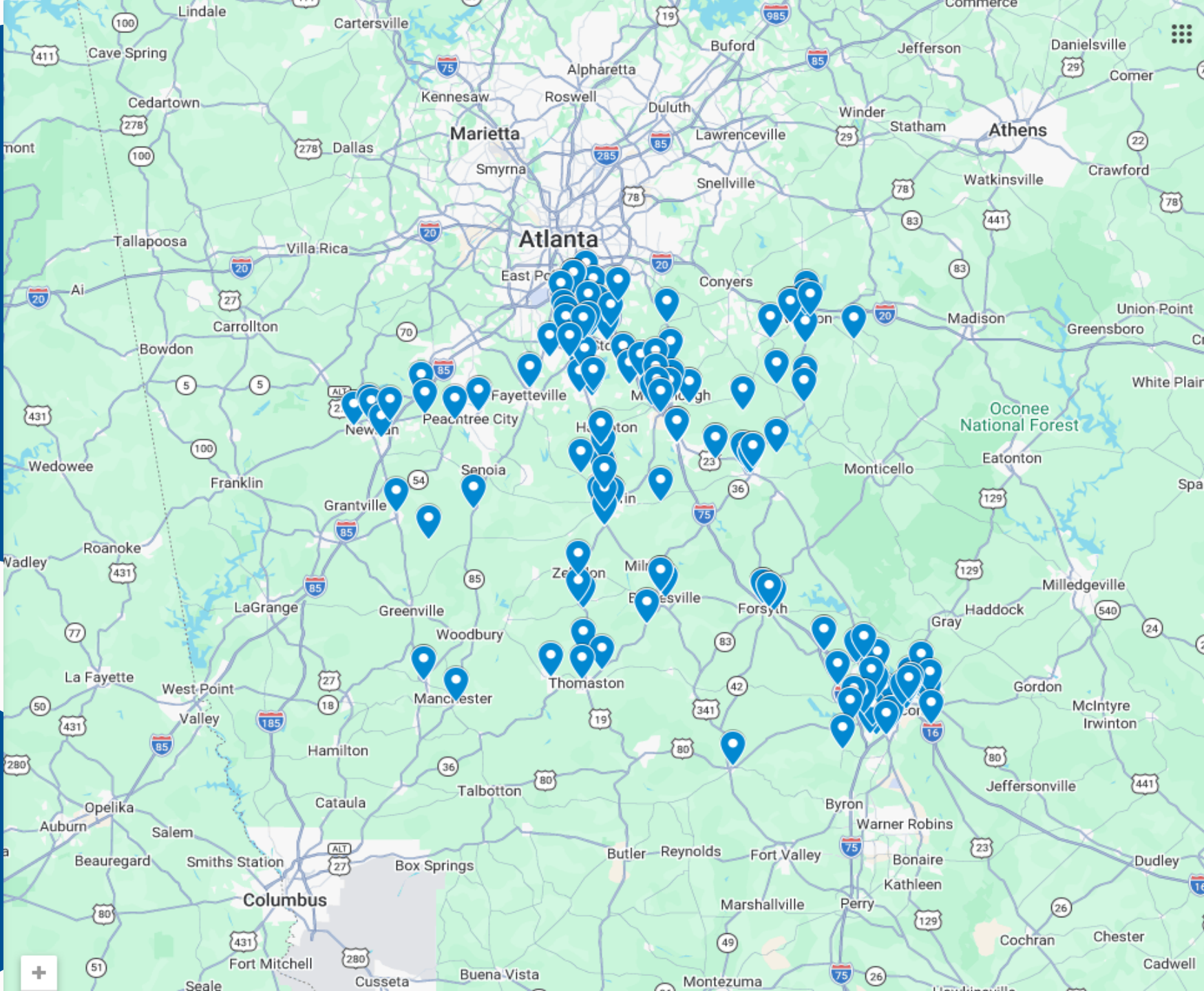
Flight Dates: January 15 - Ongoing

Placement: Gas stations around McDonough & Barnesville campuses

Format: Video

[Station Addresses Link](#)





NCM
we get audiences

&



KBN TV
ATLANTA MACON
SPECTRUM CHANNEL 183

RGL1519 McDonough Stadium 16 - PG-13 - 7-18-2025

5:17 / 14:57 10/29 videos



AMC0416 Southlake Pavilion 24 - PG-13 - 7-18-2025

10:53 / 20:52 18/38 videos



- 7 movie theaters + lobby presence
- 115 screens
- July '25 - March '26 [Campaign Flight]

Highlander Nation Poster

A large crowd of graduates in black caps and gowns, with blue and white stoles, filling the background of the poster.

Welcome to
**HIGHLANDER
NATION!**

FORWARD WITH A 4-YEAR DEGREE UNDER 20K TOTAL

The logo for Gordon State College, featuring a stylized 'G' inside a circle.

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Social Media

What were your **top performing** posts? ⓘ

 Facebook



 @Gordon State College
Feb 13 • 9:58 PM

More than \$230K raised. Nearly 480 guests. One powerful mission. ❤️💜 The 2026 A Heart for Gordon Gala brought our community together to support student

🗨️ 0 ❤️ 42 ➡️ 4 🕒 0
27.23% Engagement Rate

 Instagram



 @Gordon State College
Feb 6 • 11:23 PM

In a critical moment, care met calling. ❤️💜 One nursing student's unexpected stop led her home to Gordon State College, and when she

🗨️ 0 ❤️ 123
2.58% Engagement Rate

 Instagram Story



 @Gordon State College
Feb 13 • 5:39 PM

📺 60 ◀️ 5 ▶️ 319
88.93% Completion Rate

 Twitter



 @GordonStateCollege
Feb 2 • 8:48 PM

Thanks to the generosity of the Gordon State Highlander community, we've collected 275+ pairs of shoes and counting! 📦 The deadline has

🔄 0 ❤️ 3 📺 2
7.35% Engagement Rate

 LinkedIn



 @Gordon State College (official)
Feb 13 • 9:58 PM

State College. Thank you to our sponsors, donors, and friends who continue to invest in opportunity and impact. Read the full story: <https://lnkd.in/ebV99UmS> {hashtag}#GSHighlandersForward

🗨️ 0 ❤️ 7 ➡️ 0
37.25% Engagement Rate

#GSCHighlandersForward

Total fans ⓘ

Compared to previous period

26.7k

↑ 1%

Total posts ⓘ

Compared to previous period

143

↑ 17%

Total video views ⓘ

Compared to previous period

3k

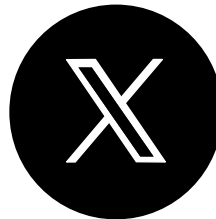
↑ 17%

Post link clicks ⓘ

Compared to previous period

433

↑ 12%



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We really are only as good as the information and content **we*** receive. The stories we tell, the highlights we share, and the visibility we create for our campus community all depend on timely and accurate contributions from **you**.



Advancement & Alumni Affairs

Office of Advancement and Alumni Affairs



Over \$230,000 in gross funding raised for the event

- \$100,000 in direct scholarship support for nursing
- \$130,000+ in other donations, ticket, table, silent auction, raffle sales

445 guests joined us on campus for the night with a total of 457 registered for the event.

SAVE THE DATE: February 6, 2027!!! You won't want to miss it!



Shoe Drive:

- **There is still time!!!**
- The truck will be here next week so if you have last minute pairs to turn in, do so by 02/25.
- 18+ bags of shoes with over 450 pairs collected
- We will have update at next meeting on the amount collected



Non-Profit of the Night Highlight--GSC Foundation

- **When:** Saturday, March 28, 2026 at 6:00 pm
- **What:** Macon Mayhem vs. Knoxville Ice Bears
- **Where:** Macon Centreplex
- **Why:** Fundraiser for GSC Foundation
- **Details:** \$20 tickets (regularly \$30) – only 100 available
 - Three Ways to Purchase
 - Stop by the Office of Advancement
 - Online at <https://igfn.us/form/XXFadg>
 - Text: MAYHEM26 TO 41444

Upcoming Events in April:

- **Alumni Weekend**

- April 10-12 Various times
- Faculty and Staff are encouraged to welcome the alumni as you see them out and about on campus
- Events include sporting events, art show and theatre performance, community brunch and the 60th reunion for the Class of 1966.

- **Graduate Toast/Honors Reception**

- April 23, 2026 5pm-6pm

- **Scholarship Reception**

- April 29, 2026 11am-1pm

- **Concert Series**

- Dates TBD 7pm-9pm

Finance & Administration



FY27 Internal Budget Hearing Dates

- Feb 19, 2026 Q&A
- March 26, 2026 FY25
Budget Review, FY26 Year
End Requests and FY27
requests

FORWARD
Thinking

Enrollment Impact on Budget (2 year delay)

- FY25 Enrollment = FY27 Funding
- FY26 Enrollment = FY28 Funding



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Facilities Projects

- Student Center/ Russell Hall and IC DDC VAV controls update
- Boiler in IC
- Fine Arts, Boiler and stage air handler replacement
- Alumni Hall Chiller replacement
- Projects in design
- Boiler and chiller replacement in Russell
- Chiller replacement Academic Building



Questions



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Academic Affairs

Teresa Betkowski

Treasurer's Report

Gordon Gives:
\$1698.39

Staff Development:
Remaining \$598.08



“Tell me something good!”

Announcements

Interested in interest groups?

Suggestion form is LIVE on Staff Council page!

Staff Council page shows upcoming meetings—stay tuned for updates

Read the Highlander Highlights Newsletter



THE WINNER IS...

ENROLLMENT SERVICES

GORDON STATE FAN FRIDAY
DATE

Look out for new dates

CONGRATULATIONS!

- Thank you for your participation!
- Participants of the winning division should be expecting a follow up email with information regarding the Prize