

**END OF YEAR REPORT FORMAT FOR ANNUAL ASSESSMENT 2015-2016**

<b>Unit Name</b>	
<b>Goal 1</b>	Develop and implement new economic development strategies
<b>Strategic Initiative(s) (Choose from priorities 1-5)</b>	<p>1. <b>Access with Excellence</b> Gordon State College will serve the educational needs of the region and the state by maintaining its mission as an access institution, while expanding to offer wider access to baccalaureate programs and assuring excellence in its offerings and service to its constituents. By maintaining access while expanding programs, Gordon State College will open the doors to a college education to a wider audience, resulting in a more educated Georgia.</p> <p>2. <b>A Diverse Academic Environment</b> Gordon State College will advance the academic work of the College and the resources that support it. The synthesis of the intellectual, cultural and material resources of the campus community will support the development of effective habits of mind for all participants. The College will support the physical, technological and pedagogical resources needed to achieve this goal. This focuses resources and energies on the core educational mission of the College, and promotes the ongoing development of all of the College’s stakeholders through strategic allocation of resources.</p> <p>4. <b>Community Partnerships and Engagement</b> Gordon State College will support and enhance pathways for the exchange of knowledge and other resources with the community, including local, regional, state, and national entities. These community partnerships will strengthen both the College and the community by increasing the resources available to each, and build a mutual respect for the benefits each brings to the partnership.</p> <p>5. <b>Efficiency, Accountability, and Sustainability</b> Gordon State College is committed to providing a welcoming atmosphere that attracts a diverse community and engages through academics and culture. In a dynamic economic atmosphere, Gordon State College must constantly strive to improve operational efficiencies, ensure a commitment to performance and accountability, and advance our financial resources sustainability, in order to achieve these goals.</p>
<b>Time Frame</b>	2015-2016

<b>Objective 1</b>	Collaborate with the Office of Economic Development and other USG institutions (Regents Advisory Committee for Economic Development RAC-ED)
<b>Measures</b>	Be an active participant in dialogue to improve the economic and workforce development assets of the system
<b>Target (Desired Performance and Deadline)</b>	<ol style="list-style-type: none"> <li>1) A completed matrix of state colleges/universities economic development resources and contacts</li> <li>2) 100% economic development collaboration with other USG Institutions throughout the state</li> </ol>
<b>Data Collection (Who/Where/When)</b>	<ul style="list-style-type: none"> <li>- The Program Administrator</li> <li>- Various campus location across the state</li> <li>- Designation times set by the committee chair</li> </ul>
<b>Findings &amp; Status</b>	<ol style="list-style-type: none"> <li>1) Tentative plan to host the committee on the Gordon campus. The date to be determined.</li> <li>2) The next visit will be in Athens</li> </ol>
<b>Discussion of Results and Action Plan</b>	The committee has not met February due to various time restraints for all involved
<b>Objective 2</b>	Team with the local Economic Development Authority and Chamber
<b>Measures</b>	Meet with the local chamber of commerce and economic development authority director to develop a dialogue regarding area needs and how Gordon can meet those needs
<b>Target (Desired Performance and Deadline)</b>	<ol style="list-style-type: none"> <li>1) 10% - Increased participation with local businesses and industries</li> <li>2) 50% -Join in with the local industry development meetings</li> <li>3) 100% -Contract training has been set for a local business</li> </ol>
<b>Data Collection (Who/Where/When)</b>	<ul style="list-style-type: none"> <li>- The Program Administrator</li> <li>- Local area</li> <li>- Various meeting times/locations</li> </ul>
<b>Findings &amp; Status</b>	<ol style="list-style-type: none"> <li>1) Due to inadequate personnel needs, this target has not been met</li> <li>2) On schedule</li> <li>3) The contract date has been established</li> </ol>
<b>Discussion of Results and Action Plan</b>	1) During the summer months, the networking and industry development meeting attendance has decreased but will pick

	up for the fall and winter. 2) The contract training has been completed.
<b>Objective 3</b>	Provide institutional resources and assets to local businesses and the general public
<b>Measures</b>	Improve communication to promote available Gordon facilities more efficiently through the website using online methods with forms and surveys
<b>Target (Desired Performance and Deadline)</b>	10% increase in lab, challenge course and meeting venues usage
<b>Data Collection (Who/Where/When)</b>	<ul style="list-style-type: none"> <li>- The Program Administrator and Computer Services/Webmaster</li> <li>- The Gordon Website</li> <li>- On going</li> </ul>
<b>Findings &amp; Status</b>	Adjusted web page with an online facility request form to simplify the process for external groups. The next step is to create an online form specifically for the challenge course
<b>Discussion of Results and Action Plan</b>	Due to time restraints and lack of personnel, this objective has not been met. The action plan is to continue to seek better ways to simplify the process of promoting the Gordon campus venues.
<b>Goal 2</b>	Further connection with the community
<b>Strategic Initiative(s) (Choose from priorities 1-5)</b>	<p>1. <b>Access with Excellence</b> Gordon State College will serve the educational needs of the region and the state by maintaining its mission as an access institution, while expanding to offer wider access to baccalaureate programs and assuring excellence in its offerings and service to its constituents. By maintaining access while expanding programs, Gordon State College will open the doors to a college education to a wider audience, resulting in a more educated Georgia.</p> <p>4. <b>Community Partnerships and Engagement</b> Gordon State College will support and enhance pathways for the exchange of knowledge and other resources with the community, including local, regional, state, and national entities. These community partnerships will strengthen both the College and the community by increasing the resources available to each, and build a mutual respect for the benefits each brings to the partnership.</p> <p>5. <b>Efficiency, Accountability, and Sustainability</b> Gordon State College is committed to providing a welcoming atmosphere</p>

	that attracts a diverse community and engages through academics and culture. In a dynamic economic atmosphere, Gordon State College must constantly strive to improve operational efficiencies, ensure a commitment to performance and accountability, and advance our financial resources sustainability, in order to achieve these goals.
<b>Time Frame</b>	2015-2016
<b>Objective 1</b>	Find new ways to increase visibility
<b>Measures</b>	Participate in various vendor & career fairs in the local area. Research available opportunities for face to face involvement with community activities
<b>Target (Desired Performance and Deadline)</b>	10% - Increased enrollment with community education by 5%
<b>Data Collection (Who/Where/When)</b>	-The Program Administrator and Specialist -Onsite Vendor Fairs -When schedule
<b>Findings &amp; Status</b>	On schedule
<b>Discussion of Results and Action Plan</b>	Participated in the McDonough campus vendor show and the Geranium Festival on McDonough Square. Scheduled for the Business Expo in Griffin.
<b>Objective 2</b>	Enhance Social Media and Webpage communication
<b>Measures</b>	Keep current and fresh information on the CE webpages, Facebook, twitter and email notifications
<b>Target (Desired Performance and Deadline)</b>	1) 10% - Maintain or expand current customer satisfaction level 2) 10% - To increase interactions with social media
<b>Data Collection (Who/Where/When)</b>	-The Program Administrator and Specialist -Online Social Media outlets -Ongoing
<b>Findings &amp; Status</b>	1) The majority of evaluations remain at good or excellent 2) Increased interaction with Facebook by 14% and the email notification list has increased by 134%

<b>Discussion of Results and Action Plan</b>	We are pleased with the results and will continue social media activities
<b>Objective 3</b>	Find ways to reach intended audience at a lower cost while still maintaining quality
<b>Measures</b>	Combine the spring and summer terms into one print catalog to only produce two print catalog per year
<b>Target (Desired Performance and Deadline)</b>	<ol style="list-style-type: none"> <li>1) 5% - Increase enrollment over last year's totals</li> <li>2) 10% - Add one additional camp</li> <li>3) 100% - Provide tutoring for K-12 during the summer months</li> </ol>
<b>Data Collection (Who/Where/When)</b>	<ul style="list-style-type: none"> <li>- The Program Administrator and Specialist</li> <li>- The Gordon Campus</li> <li>- Ongoing</li> </ul>
<b>Findings &amp; Status</b>	<ol style="list-style-type: none"> <li>1) The enrollment for summer camps increased by 43%. The enrollment for adult learning has decreased by 13%</li> <li>2) A softball camp added to camp listings</li> <li>3) Summer tutors in place</li> </ol>
<b>Discussion of Results and Action Plan</b>	Producing only two catalogs per year has shown a negative effect for general adult classes. However, the social media aspects has increased, so we will continue to promote the program with only the two catalogs while seeking new ways to advertise
<b>Goal 3</b>	Enhance Summer Camp Programs
<b>Strategic Initiative(s) (Choose from priorities 1-5)</b>	<ol style="list-style-type: none"> <li>1. <b>Access with Excellence</b> Gordon State College will serve the educational needs of the region and the state by maintaining its mission as an access institution, while expanding to offer wider access to baccalaureate programs and assuring excellence in its offerings and service to its constituents. By maintaining access while expanding programs, Gordon State College will open the doors to a college education to a wider audience, resulting in a more educated Georgia.</li> <li>4. <b>Community Partnerships and Engagement</b> Gordon State College will support and enhance pathways for the exchange of knowledge and other resources with the community, including local, regional, state, and national entities. These community partnerships will strengthen both the College and</li> </ol>

	<p>the community by increasing the resources available to each, and build a mutual respect for the benefits each brings to the partnership.</p> <p><b>5. Efficiency, Accountability, and Sustainability</b> Gordon State College is committed to providing a welcoming atmosphere that attracts a diverse community and engages through academics and culture. In a dynamic economic atmosphere, Gordon State College must constantly strive to improve operational efficiencies, ensure a commitment to performance and accountability, and advance our financial resources sustainability, in order to achieve these goals.</p>
<b>Time Frame</b>	2015-2016
<b>Objective 1</b>	Utilize Gordon's staff, faculty, students and community volunteers
<b>Measures</b>	Enlist more Gordon faculty to participate in leading summer camps and sessions.
<b>Target (Desired Performance and Deadline)</b>	Increase in the number of faculty, staff and community volunteers when compared to Summer 2015
<b>Data Collection (Who/Where/When)</b>	-The Program Administrator & Specialist - The CE student database & Instructor/camp counselor contracts -Throughout the year
<b>Findings &amp; Status</b>	Summer 2015 added two additional Gordon sponsored camps with two additional faculty and three 10-month staff and two volunteers Total number of camp participants increased by 42%
<b>Discussion of Results and Action Plan</b>	During the months of May-July 2016, a total of 436 minors were involved with an activity on campus through CE. These groups consisted of camps, swim lessons, Marist Band, Upward Bound and 21 <sup>st</sup> Century Learning Program through Lamar County.
<b>Objective</b>	Provide campus safety training to CE instructors and volunteers to ensure an accident-free program
<b>Measures</b>	<ol style="list-style-type: none"> <li>1) All CE instructors and volunteers will participate in a CPR/First Aid class</li> <li>2) Public safety will provide general information about safety on the Gordon campus</li> </ol>
<b>Target (Desired Performance</b>	100% participation in training

<b>and Deadline)</b>	
<b>Data Collection (Who/Where/When)</b>	<ul style="list-style-type: none"> <li>- The Program Administrator and Specialist</li> <li>- The Gordon Campus</li> <li>- Ongoing</li> </ul>
<b>Findings &amp; Status</b>	<ol style="list-style-type: none"> <li>1) Due to time restraints, the CPR/First Aid Class did not take place.</li> <li>2) A mandatory meeting held for all summer camp counselors which included presentations about Title IX, Public Safety, silent drowning and sexual predators.</li> </ol>
<b>Discussion of Results and Action Plan</b>	Pleased with the participation during the meeting and the increased awareness of safety issues of the counselors. The ongoing plan is to provide opportunities for instructors to attend CPR/First Aid classes already scheduled, and to update the instructor's manual.