



**Middle Georgia
State University**

Title.

Middle Georgia State University Administrative Assessment

Instructions. This form is used to collect administrative assessments for each budgeted unit at Middle Georgia State University (academic and nonacademic units). Departments should include a brief mission statement (describing what they do and who they serve), goals the department or unit is working to accomplish (in a 5 year time frame. Your goals and objectives should be reported out individuals, linked to the plan imperatives and strategies, align with the measurable objectives from the previous year , and defined and measurable objectives for the upcoming year. This form should be completed by each budgeted unit no later than the end of July. NOTE: All fields are required, please place NA or O in response field ONLY if the numbered objective is not being utilized, otherwise full responses are required. Provide ALL necessary information requested to the fullest extent possible, such that a peer reviewer is not required to assume any information not provided. Utilize the provided assessment scoring rubric drafting guideline to evaluate your report prior to submission. https://www.mga.edu/institutional-research/docs/IEB_Administrative_Score_Card.pdf

****Please SUBMIT the form within 30 minutes of opening this page. If you wait too long to submit you may lose your work**** In the event that you need to edit your submission, you may contact the Director of Institutional Effectiveness to secure a custom link to edit and resubmit.

Q1. Submitters Email

melinda.moffett@mga.edu

Q2. Who is the person responsible for this report?

Melinda Robinson-Moffett

Q3. For which year are you completing this report?

- FY 23 (July 2022-June 2023)
- FY 24 (July 2023-June 2024)
- FY 25 (July 2024-June 2025)

Q4. To which division of the University is your unit assigned?

- Office of the President

- Advancement
- Academic Affairs
- Fiscal Affairs
- Enrollment Management
- Student Affairs

Q5. For which department or area are you reporting? (Ex. Financial Aid, Library, OTR, Athletics, etc)

Strategic Partnerships

Q6. The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, report the mission statement for your department.

The mission of SP is to foster partnerships that will increase enrollment, strengthen communities, and support students from application to graduation.

Q7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.

There are two goals: (1) to cultivate engagement with the corporate, business, and non-profit community and (2) to increase enrollment for certificate and degree programs offered at Middle Georgia State University.

Q8. Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY23. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY24.

8. Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

Increase the number of New and Continuing students (employed at a Tier I partner) by 5%

9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

Assessing the number of enrolled students in FY22 in comparison to those in FY23 using the waa093c report from IR

10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

Tier I Student Enrollment Targets Fall 2023: Tier Goal Not Implemented Spring 2023: 11 New; 69 Continuing Summer 2023: 8 New; 50 Continuing

11. Objective 1: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

Past enrollment data by terms and university enrollment goals for New and Continuing Students

12. Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)

Spring 2023: 118% (13) New Students; 106% (73) Continuing Summer 2023: 125% (10) New Students; 102% (51) Continuing

13. Objective 1: Did your department meet this objective?

- The department did not meet this objective.
- The department met this objective.
- The department exceeded this objective.

14. Objective 1: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?

This objective was created to support the 2018-2023 Strategic Plan of Building Shared Culture by cultivating engagement with stakeholder communities (Imperative #3, Strategy #7). For FY23 the department implemented a 3-tiered approach to employer engagement. Tier I partners receive concierge services. We learned that some partners desire more personalized support (i.e. a MGA landing page, on-site recruitments, dedicated phone line) and provide the ROI needed to support this level of service from the university. Next year we will add one additional partner to this Tier.

15. Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

To increase the number of New students in Tier II by 5%.

16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

Assessing the number of enrolled students in FY22 in comparison to those in FY23 using the waa093c report from IR

17. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

Tier II Student Enrollment Targets Fall 2023: Tier Goal Not Implemented Spring 2023: 43 new enrolled Summer 2023: 43 new enrolled

18. Objective 2: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

Past enrollment data specific to terms and university enrollment goals for New students

19. Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)

Tier II New Students Enrollment Targets: Spring 2023: 111% (48) New Students Summer 2023: 86% (37) New Students

20. Objective 2: Did your department meet this objective?

- The department did not meet this objective.
- The department met this objective.
- The department exceeded this objective.

21. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?

This objective was created to support the 2018-2023 Strategic Plan of Growing Enrollment with Purpose. The FY23 outcomes identified duplicated processes targeting the same populations (i.e. email communications, on-site engagements). SP streamlined duplicated efforts and coordinate with other departments to grow enrollment together strategically. Specifically, SP will grow New student enrollment in Tier II by establishing partner relationships then forwarding contacts to the Office of Admissions. Moving forward Admissions will coordinate the on-site recruitment and outbound communications. These changes will support consistency in messaging, reduction in duplicated services, and more efficient use of staff and budgeted resources.

22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

To support the continued branding of MGA by attending, presenting, or sponsoring 10-15 community events per year.

23. Objective 3: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

The community events supported by SP were tracked weekly using staff reported data. The data was collected from implementation in September 2022 to assessment in June 2023.

24. Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)

Attendance at 10-15 Tier III events per calendar year

25. Objective 3: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

Past performance indicates the staff and resources can support this number of events.

26. Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)

This objective was achieved 100%.

27. Objective 3: Did your department meet this objective?

- The department did not meet this objective.
- The department met this objective.
- The department exceeded this objective.

28. Objective 3: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?

Tier III partners reflect the special presentations extended to groups (i.e. Chambers) in response to an internal request. Minimum follow up is expected. Next fiscal year the Tier III objective will be modified to include a more holistic representation of the university. Various options for collaboration will be presented to the community (i.e. funding a student initiative, sponsoring a scholarship, host MGA for on-site recruitment efforts, attending an MGA career fair, collaborating with faculty/students to conduct research). These efforts are expected to increase enrollment and retention via long-term partnerships.

29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

NA

30. Objective 4: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

NA

31. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

NA

32. Objective 4: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

NA

33. Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)

NA

34. Objective 4: Did your department meet this objective?

- The department did not meet this objective.
- The department met this objective.
- The department exceeded this objective.

35. Objective 4: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?

36. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf) by checking all associated and relevant Imperatives / Strategies from the list below. (Check all the apply)

- Grow Enrollment with Purpose 1. Expand and enrich the face to face student experience
- Grow Enrollment with Purpose 2. Expand and enrich online instruction into new markets
- Own Student Success 3. Develop academic pipelines and expand degrees
- Own Student Success 4. Expand student engagement and experiential learning
- Build Shared Culture 5. Attract talent and enhance employee development and recognition
- Build Shared Culture 6. Sustain financial health through resourceful fiscal management
- Build Shared Culture 7. Cultivate engagement with its local communities

37. Please indicate which of the following actions you have taken as a result of the 2021/2022 Assessment Cycle (Note: These actions are documented in reports, memos, emails, meeting minutes, or other directives within the reporting area)(Check all the apply)

- Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community
- Disseminating/Discussing Assessment Results/Feedback to Appropriate External Stakeholders
- Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistanceion 3
- Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc Operational Processes
- Request for Additional Financial or Human Resources
- Customer Service Changes: Communication, Services, etc
- Making Improvements to Teaching Approach, Course Design, Curriculum, Scheduling, other
- Evaluating and/or Revising the Reporting Lines Internal Assessment Processes
- Other

38. Please provide a comprehensive narrative outlining how assessment results are utilized for continuous improvement in this field. Your narrative should address the past, present, and future aspects of assessment, with specific emphasis on how these results inform decision-making and drive improvement efforts.

Since creation, each passing year has noted changes in operations and staffing and thus a tremendous impact in the assessments conducted. As a result of the assessments, the results are more easily identified and the drive to make improvements has been good. Duplicated efforts have been eliminated and areas of needed collaboration more notable. The impact on the budget and estimate ROI have been at the forefront of the decision making due to the more detailed analysis of the assessment results. We are now utilizing Tiers, areas of partnership with other officers, and partners with largest/smallest percentages of growth.

39. Please indicate (if appropriate) any local, state, or national initiatives (academic or otherwise) that are influential in the operations, or goals, and objectives of your unit. (Complete College Georgia, USG High Impact Practice Initiative, LEAP, USG Momentum Year, Low-Cost No-Cost Books, etc)

USG High Impact Practice Initiative, LEAP, USG Momentum Year

40. Please identify and detail three to four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples. 1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department of X will provide training in ABC for at least 73 MGA faculty and staff.

FY24 Objective 1: To increase the efficiency in which inbound callers are routed to the desired person or office. Measureable number of inbound calls noting changes in call volume for peak to non-peak months will be monitored weekly. The department will target 1% or less of downtime of the phone lines. FY24 Objective 2: To reduce the number of voicemails. Measureable number of voicemails noting call volume for peak to non-peak months will be monitored weekly. Targeting fewer than 2% of the call volume resulting in voicemails during standard business hours. FY24 Objective 3: To support the enrollment and retention efforts of the division by executing outgoing communications. Moving forward will track the number of initiatives the SCU can collaborate in supporting enrollment and other university initiatives. Efforts will be recorded the number of initiatives supported each semester (i.e. calling Stop-outs, emailing No Shows, phoning Drop-List students). Providing outbound communications to a minimum of 2 enrollment focused initiatives per semester is the target.

41. Optional Mindset Update (Academic Deans ONLY) Please provide an update on the implementation of your school based mindset plan/strategy. Include any adjustments to metrics for the FY23 as well as outcomes associated with your appraisal of your schools activities.

NA

42. Optional: The following upload portal is available to supplement your report with supportive documentation should you wish to provide any (instruments, data, etc).