

University Marketing & Communications

Enrollment Management Administrative Unit Assessment FY 19 (July 2018-July 2019)

Department and Assessment Report Information

9/26/2019	Prepared by:cheryl.carty@mga.edu
For which department or area are you reporting?	University Marketing & Communications
What is the name and MGA email address of the person responsible for this report?	Cheryl Carty cheryl.carty@mga.edu

Departmental Mission and Goals

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, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.	The mission of the Office of University Marketing and Communications support the academic mission of Middle Georgia State University by enhancing and protecting our reputation, creating awareness of our institution, reinforcing our relevance to current and prospective students, alumni, donors, communities, and faculty and staff.
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What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	Develop integrated, multi-channel marketing and communications efforts to support the enrollment goals of the University, and continue to uphold and enhance the University's reputation and brand. In coordination with other offices, continue to develop and continuously improve efforts to communicate safety information to students, faculty and staff.
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Objectives

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 FY19. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY20.

Objective 1

Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Transition the Enrollment Support Team from the Office of University Marketing & Communications to the offices they support to better align functions to the areas they support.
Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	The team will report to the Office of Financial Aid. Other positions move to support Admissions and Registrar
Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	The Enrollment Support team will report to the Office of Financial Aid. One position from the team would move to support the Registrar, and one position.
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)	100% - The team moved to Financial Aid. One position was moved to the Registrar and one position was moved to support new student admissions.
Objective 1: Did your department meet this objective?	Y
Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Our office learned that this alignment will allow the enrollment support team members to develop deeper knowledge of the areas they support. We also learned that they web presence for this move required significant attention to align the new telephone, email and other contact info with the new functional areas.

Objective 2

Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Update the process for starting a project with the Office of University Marketing and Communications to expand from a generic project request to one by type and create an online portfolio of example designs.
Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	1.Redesigned project request portal will be completed and added to the office's website. 2.An online portfolio will be designed and added to the office's website.
Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	1.Project request portal was redesigned and added to the office's website. 2.An online portfolio was designed and added to the office's website.
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)	100% - Both items were completed
Objective 2: Did your department meet this objective?	The department met this objective.
Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	The Office learned that we needed to expand our initial project categories for both the project request and online portfolio. We will continue to listen to our internal clients and periodically update the online portfolio to add new designs as examples that serve as a starting point for others.

Objective 3

Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Increase earned media ad equivalency coordinated by the Office of Marketing and Communications.
Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	\$ of earned media advertising equivalency based on reporting from media monitoring service (for stories we pitched and coordinated)
Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	5% increase in earned media advertising equivalency over the previous year's \$561,462
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)	Unable to access – We changed our media monitoring service. The two services used significantly different metrics, which made a comparison not possible/accurate.
Objective 3: Did your department meet this objective?	Unable to access – We changed our media monitoring service. The two services used significantly different metrics, which made a comparison not possible/accurate.
Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	We learned the initial service's metric appeared to regularly overestimated advertising equivalency. The new metric seemed more realistic. We will continue to look to increase earned media advertising equivalency while keeping the same service for the next year. We also learned that while this seems like a good objective, much of what we pitch and coordinate with media is outside of our control – depending on new University programs or initiatives. Establishing an increase as a metric should be eliminated as a goal.

Objective 4

Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Increase the use of text messaging as another communication channel to reach current students regarding enrollment-related functions (not including payment)
Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	# of texts attempted
Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	20% increase over 2017-2018
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)	818% increase – enrollment related texts increased from 3,257 to 26,671
Objective 4: Did your department meet this objective?	The department met this objective.
Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	We learned 1) targeted text messages had better responses, 2) to stage text messaging into smaller groups so as not to overwhelm departments, 3) questions and polling were effective, 4) most responses to texts occurred within the first hour. We will not include an increase in texts as a goal for next year. This channel is effective, but we should continue to work to better target campaigns.

Future Plans

<p>Please identify at least 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 to X will provide training in ABC for at least 73 MGA faculty and staff.</p>	<p>1) Promote new online campus and track month-to-month traffic via Google Analytics, 2) Develop a crisis communication plan and deliver to the President, 3) Collaborate with VPEM, Office of the President and other main offices to improve project management to better forecast office deliverables using a cloud-based tracking system, 4) Increase in-house videos by 5%</p>
<p>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</p>	<p>The Office has continued to evolve to support the University's enrollment goals and better support student communication. It should remain flexible but also be able to better forecast deliverables.</p>

Form run:

Tuesday, January 14, 2020