

Continuing Education

Office or Department of Academic Affairs

Administrative Unit Assessment

Year Reporting: FY 20 (July 2019-July 2020)

Department and Assessment Report Information

Prepared on: 9/21/2020 13:31:30 PM	Prepared by: 9/21/2020 13:31:30
For which department or area are you reporting?	Continuing Education
What is the name and MGA email address of the person responsible for this report?	Kevin Cantwell, kevin.cantwell@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.	This mission of Continuing Education is to offer educational enrichment and professional training programs that promote the values of life-long learning, cultural exploration, and career enhancement.
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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.	<ul style="list-style-type: none">*To support the mission of the University by providing life-long learning opportunities to the broader community.*To develop innovative educational partnerships with private, non-profit, and governmental organizations.*To maintain or average a positive revenue balance in the Continuing Education budget.
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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 FY20. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY21.

Objective 1

<p>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>Continuing Education will maintain at least three programs that are identified as fall, spring, and summer.</p>
<p>Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>Updated CE site; program brochures; program ads.</p>
<p>Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>TARGET OUTCOME: 3 PROGRAMS 60%; 4 PROGRAMS 80%; 5 PROGRAMS 100%</p>
<p>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)</p>	<p>95% CE offered leadership/employee development programs for employees of Robins Air Force Base for both fall 2019 and spring 2020. Additionally CE offered employee development classes for staff members as Middle Georgia State University in spring 2020, paid for by revenue from the previous year's revenue; this was the New Leader Colloquium. CE offered a free public lecture in February 2020, paid for by revenue from the previous year's revenue. In summer of 2020, CE offered a tuition based fiction writing course for adults. The classes for the Base have now been offered for a number of years and are popular with civilian leadership. The lecture was an installment of the Master Lectures and Conversations Series, which brought in a well know journalist, Sarah Topol. CE also contributed to the visit by the Poet Laureate out of the previous year's profit. The summer writing program was set up as a poetry and a fiction course, but only the fiction course made. Each course was evaluated. 21 staff members participated in the New Leader Colloquium, with 18 members completing the standard survey for an 86% completion rate. On a scale of 1-7 the average rating was 6.6, with a 6.7 for "well organized and professional" and 6.5 for "engaging and educational." Both ratings are very high. 10 out of 18 responses included written statements for a 56% response rate. Comments were almost all positive: "Great teacher" and "Great tools to use in the leadership role" and "Really enjoyed Mr. Lang. Always prepared . . . and presented the material in a way that allows it to be easily applied." The public lecture was less</p>

	<p>attended than expected with 24 audience members and 18 surveys completed for a 75% response rate. On a 1-7 scale, 3 of the 6 questions received the highest rating, with the lowest, 6.7, on the room. 8 of 18 responses included written statements, all of which were very positive: "Fantastic interview"; "Excellent interview"; "This was wonderful –personally this was extra credit, but every moment was engaging, educational, and inspirational"; "Fabulous event"; etc. The Summer Writing Workshop was new but we started it anyway during the pandemic to get this kind of programming started. Of two classes, we had adequate enrollment to run with five students. 4 out of 5 completed the survey, but the results from an online course were mixed: In terms of How satisfied they were with the class, 75% rated Very Satisfied or Somewhat Satisfied; in terms of the Quality of the Workshop, 75% said it was of high quality; in terms of the Value for the Money (\$150 per student), there was an equal distribution of Excellent, Above Average, Average, and Below Average. The Fall 2019 Filling Your Career Toolbox (RAFB) had good participation again and strong ratings; on a scale of 1-7 the average rating was 6.9. 100% of class participation completed the survey. 36% of participants completed surveys with the only suggestion being a request about shortening the time frame for the class. Other comments were: "It is very refreshing to attend a class with a teacher that is so knowledgeable and engaging. I have already implemented some of the techniques I have learned in this class and have seen excellent results already! Highly recommend this class to others"; "Enjoyed this class. I just took a position as a lead and have learned very valuable information to take with me to do my best in my new position. First leadership class. Would definitely recommend him as an instructor in college"; and "The class was very helpful and I will take the tools from this class to use for my future endeavors." The Spring 2020 Filling Your Career Toolbox (RAFB) continued to get strong support from participants: of 19 participants, 8 completed the survey for a 42% response rate. In almost all areas the instructor received a rating of Strongly Agree, with the lowest rating of Agree; given that this class completed online but began in person, because of Covid fatigue and a constant online communication environment, the response numbers are high and not unexpected that students did not enter written comments.</p>
<p>Objective 1: Did your department meet this objective?</p>	<p>The department met this objective.</p>

Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	We had a fall cultural program planned but because of unplanned complications for the speaker, we had to re-schedule it for February, which is not a good month.
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Objective 2

<p>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>REVISED: EACH PROGRAM WILL BE EVALUATED BY ITS PARTICIPANTS AT A SATISFACTION LEVEL OF AT LEAST 80%.</p>
<p>Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>SURVEYS FOR EACH CLASS OR PROGRAM.</p>
<p>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>80%</p>
<p>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)</p>	<p>75% Revenue from the current year funded staff leadership at MGA in partnership with the Department of Human Resources; as noted above, this was a successful training event. Revenue from the previous year funded two cultural events, supporting the Poet Laureate's visit and funding for a nationally recognized journalist. CE developed professional training for Delta Airlines, which, because of COVID, was cancelled in spring 2020 for a loss of thousands of dollars of revenue.</p>
<p>Objective 2: Did your department meet this objective?</p>	<p>The department met this objective.</p>
<p>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>To fund less expensive cultural events.</p>

Objective 3

<p>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>The Budget and Provost offices of the University will analyze annual allocations against expenses to recommend adjustments as needed.</p>
<p>Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>Annual CE Budget lined to individual programs, salaries, registrations, advertising, and other expenses.</p>
<p>Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>CE breaks even or generates revenue.</p>
<p>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)</p>	<p>66%</p> <p>Although over a two-year period, CE operated at a significant profit, FY20 operated at a loss. We made substantial revenue but when the Delta program fell through, a single one of those courses would have been the margin of profit. With \$12,550 expenditures over \$8292 of profit, the loss was \$4258. Nevertheless, that loss paid for staff training and major cultural events, which, again, were easily covered by profits from the previous years.</p>
<p>Objective 3: Did your department meet this objective?</p>	<p>The department did not meet this objective.</p>
<p>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>One summer cultural program successfully generated modest revenue of \$250.00, but was significant in helping CE determine a break-even point for a small program.</p>

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.	n/a
Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	n/a
Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	n/a
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)	n/a
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?	n/a

Future Plans

<p>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.</p>	<p>1) CE will break even for AY21 regardless of revenue cutbacks; DID NOT MEET AY20 2) CE will continue to develop its summer enrichment program.</p>
<p>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</p>	<p>Without a dedicated director, CE will struggle to gain traction. If we are able to remodel the WRC Testing Center in collaboration with Testing, we will be able to recover Security Plus testing revenue as Pearsons will then issue MGA a site license.</p>

Open Box for Additional Comments

<p>Open Text Box For Assessment Comments:</p>	
<p>If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>Delta canceled its CE classes spring 2020, which lost \$8000 in revenue and caused a deficit.</p>

