

**Administrative Unit Assessment**

**School of Business: Marketing and Management**

**Academic Year July 2019 – June 2020**

<b>Prepared on: 10/16/2020</b>	By: Stanley Ketchel, Chair
<b>For which department or area are you reporting?</b>	Management and Marketing
<b>What is the name and MGA email address of the person responsible for this report?</b>	Stanley Ketchel stanley.ketchel@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.

<b>What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</b>	“The Mission of the Department of Management and Marketing (MM) in the School of Business is to provide high quality undergraduate and graduate business programs targeted primarily to meet Central Georgia workforce needs. The School focuses on effective teaching and student learning for a diverse student population. Faculty engagement in scholarly activities, especially applied and pedagogical research, enhances classroom instruction. Faculty provide professional services to the community and their disciplines.”
--	---

<p><b>What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</b></p>	<p>Goal 1: Offer additional online courses to increase enrollment and support MGA Direct and Delta initiatives          Goal 2: Increase enrollment for all concentrations in the Management and Marketing Department          Goal 3: Improve the performance of the ETS Major Field Tests administered in the School of Business Capstone Class, MGMT 4195 Strategic Management          Goal 4: Hire three new adjuncts to support MGA DIRECT and DELTA initiatives.</p>
--	---

### 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 FY 18. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY19.

### Objective 1

<p><b>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b></p>	<p>Offer additional online courses to increase enrollment and support MGA Direct and Delta initiatives</p>
<p><b>Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b></p>	<p>Using data from OTR, calculated the total number of sessions vs. total online and hybrid (face-to-face and online) sessions for AY 2018/2019 and AY 2019/2020 for the MM Department course Prefixes (BUSA, ECON, MGMT, MKTG, and LENB), and compared the two AY's</p>
<p><b>Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b></p>	<p>Based on the total number of sessions and within those total numbers, what the online and hybrid (face-to-face and online) portion was, the goal was an increase of 10% online and hybrid between AY 2018-2019 and AY 2019/2020.</p>
<p><b>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)</b></p>	<p>AY 2019/2020's total online sessions were 176 vs. AY 2018/2019's total online sessions of 119 for an increase of 47.9%. A comparison of AY 2019/2020's percent of online sessions</p>

	shows 76.9% vs. AY 2018/2019's percent of online sessions of 51.3% for a considerable increase.
<b>Objective 1: Did your department meet this objective?</b>	<b>Yes</b>
<b>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	There is an increased demand for online sessions with both traditional and non-traditional students. In addition, the MGA Direct initiative was very successful in increasing enrollment and the preference for online sessions.

**Objective 2**

<b>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increase enrollment for all concentrations in the Management and Marketing Department
<b>Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Using data from OTR, calculated the total enrollment of students for AY 2018/2019 and AY 2019/2020 for the MM Department course Prefixes (BUSA, ECON, MGMT, MKTG, and LENB), and compared the two AY's
<b>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	5% Increase in student enrollment from AY 2018/2019 to AY 2019/2020.
<b>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)</b>	The enrollment of students for the MM Department course Prefixes (BUSA, ECON, MGMT, MKTG, and LENB) increased a total of 15.42% from AY 2018/2019 to AY 2019/2020, with each of the three semesters increasing at least 15.10%.
<b>Objective 2: Did your department meet this objective?</b>	Yes
<b>Objective 2: What did your department learn from working toward this objective? What</b>	A good mix of course offerings and face-to-face, online and hybrid sessions worked to our advantage. The School of Business was

<p><b>changes will you make based on this effort next year?</b></p>	<p>re-organized for AY 2019/2020 with the Addition of the Department of Management and Marketing and the Department of Accounting and Finance. In addition, the quality of our Student Advising Team helped greatly in achieving this goal.</p>
---	---

**Objective 3**

<p><b>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b></p>	<p>Improve the performance of the ETS Major Field Tests administered in the School of Business Capstone Class, MGMT 4195 Strategic Management</p>
<p><b>Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b></p>	<p>By analyzing the total number of students taking the ETS Major Field Tests and comparing their relative 'mean' scores, comparing the results of AY 2018/2019 against AY 2019/2020.</p>
<p><b>Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b></p>	<p>An increase in the relative weighted average of 'means' for ETS Major Field Test Scores from AY 2018/2019 to AY 2019/2020.</p>
<p><b>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)</b></p>	<p>The relative weighted average of 'means' for ETS Major Field Test Scores decreased in comparing the AY's. The weighted average 'mean' for AY 2018/2019 was 148.42. The weighted average 'mea' for A 2019/2020 was 147.79, a decrease of .63.</p>
<p><b>Objective 3: Did your department meet this objective?</b></p>	<p>No</p>
<p><b>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b></p>	<p>Students need further review of the business learning objectives from the different operative elements of the ETS Major Field Test. The School of Business has a study guide in D2L assessable to students in the different fields of business, some of which are not fully developed as a quality study guide. We need to review and improve this study guide and reference for the business students.</p>

#### Objective 4

<p><b>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b></p>	<p>Hire three new adjuncts to support MGA DIRECT and DELTA initiatives.</p>
<p><b>Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b></p>	<p>Number of adjuncts hired.</p>
<p><b>Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b></p>	<p>3 new hires</p>
<p><b>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)</b></p>	<p>5 hires made: (Masters) Tyler, Millazzo-Boban Dr(s) Burnham, Courts, Vigness</p>
<p><b>Objective 4: Did your department meet this objective?</b></p>	<p>Yes</p>
<p><b>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b></p>	<p>Hiring is a major undertaking and it is imperative that we are able to satisfy the consistent demand for these part time instructors for all semesters. It is important to keep part time instructors active and current so we do not have to go through the re-hiring process.</p>

#### Future Plans

<p><b>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.</b></p>	<p>Objective 1: Improve student retention across concentrations in the Management and Marketing Department by 5% as measured by enrollment comparisons between semesters Objective 2: Offer additional electives for the concentrations in the Management and Marketing Department Objective 3: Replace open Marketing professor position with Doctorate Objective 4: Offer additional face-to-face and hybrid classes for all concentrations in</p>
---	--

	<p>the Management and Marketing Department for a more balanced mix of online, hybrid, and face-to-face offerings.</p>
<p><b>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</b></p>	<p>As Department Chair of this new Department in the School of Business, I am excited about the outlook of the department for the coming years. The department is comprised of faculty and staff committed to the students and mission of the department. They are eager to grow the academic portfolio and meet the needs of the greater community. The faculty are self-motivated and highly engaged.</p> <p>The current status of enrollment within the Management and Marketing Department is growing. This department will continue to work on the future plan objectives to support the prospective expansion of enrollment, course offerings, and mix of academic delivery.</p> <p>Additionally, the Marketing concentration full time faculty support needs to be addressed this academic year.</p>