

Department of Admissions and Recruiting

Office or Department of Enrollment Management

Administrative Unit Assessment

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

Department and Assessment Report Information

Prepared on: 7/28/2020 5:38:54 PM	Prepared by: margo.woodham@mga.edu
For which department or area are you reporting?	Department of Admissions and Recruiting
What is the name and MGA email address of the person responsible for this report?	Margo Woodham, margo.woodham@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 Admissions/Recruitment is to 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, recruiting and admitting diverse population of students who will thrive and succeed in programs that promote leadership, collaboration and community development.
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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.	To recruit and admit a diverse population of new and returning students that will assist the overall institution's goal of growth.
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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

Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	1) The Admissions department will increase the partnerships between different departments around MGA to streamline targeted communications to new students.
Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	The office measured this objective by counting the departments partnered with.
Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	To increase partnerships by at least one additional department.
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)	Admissions and Recruitment partnered with Strategic Partnerships and Bursars Office.
Objective 1: Did your department meet this objective?	The department exceeded this objective.
Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Partnering with different departments for the new student population allowed for better, targeted communications to be sent to the population. This created better understanding of the priorities of other departments. The admissions office will continue to work with the partnered departments for future communications.

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.	2) The Admissions department will develop a way to track Orientation attendance.
Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	This objective was measured by completion of an effective way to track orientation attendance.
Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	To develop a way to track orientation attendance.
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)	Excellent.
Objective 2: Did your department meet this objective?	The department exceeded 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?	Target X is an excellent tool for tracking attendance to events. We will not be making changes. it is wonderful the way it is.

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.	3) The Admissions office will increase outbound calls by 5% from the previous year.
Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	We measured this through Target X reports.
Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	To increase calls by 5% of last year.
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)	96% of last year's calls.
Objective 3: Did your department meet this objective?	The department did not meet this objective.
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 that we will need additional school cell phones, in order to accommodate working remotely in the future. Some of the cell phones that were assigned to outbound calls had to be rerouted to be able to answer our incoming calls remotely. We will request additional cell phones to be better prepared for future telecommuting, if necessary.

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.	4) The Admissions department will increase recruitment efforts of Non-traditional and transfer students.
Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Development of robust communication plan for non-traditional and transfer students, in partnership with Strategic Partnerships.
Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	The creation and implementation of a complete communication plan for inquires, applicants, admits, and enrolled students (A separate communication plan for each part of the funnel). Each communication plan includes emails, phone calls, text messages, and physical mailing. We also do large adhoc postcard mailing and emails.
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)	Successful.
Objective 4: Did your department meet this objective?	The department exceeded 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?	The non-traditional and transfer market show a lot of interest in online programs. This population will assist us in growing our online student numbers. We will continue to access and adjust as needed.

Future Plans

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.	1) The Department of Admissions and Recruitment will develop and implement a self guided tour for our Macon and Cochran campuses. 2) The Department of Admissions and Recruitment will develop and implement an online survey for our new student online orientation. 3) The Department of Admissions and Recruitment will develop and implement a new imaging system.
Based on this assessment, please share your thoughts on the current status and future direction of this department or area.	This department will continue to be successful.

Open Box for Additional Comments

Open Text Box For Assessment Comments:	We need an assessment tool that does not time out.
If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	This pandemic did impact our outbound call objectives, because we had to repurpose cell phones to accommodate working remotely.

