University Marketing and Communications

Office or Department of Enrollment Management
Administrative Unit Assessment
Year Reporting: FY 20 (July 2019-July 2020)

Department and Assessment Report Information

Prepared on: 9/24/2020 15:37:25	**Prepared by:** cheryl.carty@mga.edu
For which department or area are you reporting?	Enrollment Management
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, supporting retention, reinforcing our relevance to current and prospective students, alumni, donors, communities, and faculty and staff.

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.

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.	Promote new online campus and track month-to-month traffic via Google Analytics
Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Web traffic via Google Analytics
Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	There was no quantifiable target outcome, rather the intent was to establish a baseline for this new minisite.
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)	Generally, there was an increase in website visits month to month. Annual baseline is being established.
Objective 1: Did your department meet this objective?	The department met 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?	Better analysis needed of sources of referral traffic (social, paid, etc) and eventually determining conversion to applicants

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.	Develop a crisis communication plan and deliver to the President
Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Crisis Comm plan was completed and delivered.
Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Completion and delivery of a plan
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%
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 Crisis Comm Plan should be updated at least twice/year so that it stays relevant and new scenarios are added.

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.	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
Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Implementing cloud-based tracking system and forecasting deliverables with specific dates
Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Establishment of cloud-based system
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)	100%
Objective 3: Did your department meet this objective?	The department met 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?	COVID-related and return to campus communication took priority. Implementation can be achieved, but continued internal adoption of tools should be reinforced.

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 in-house videos by 5%
Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	number of videos completed and promoted
Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	5% increase
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)	Rather than increase by 5%, our increase was 30% more videos produced than the prior year.
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?	Videos became more informative (rather than promotional) due to COVID. Shared across multiple mediums. Will still continue this goal next year, but we should work on adding promotional videos as well.

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 office will continue to promote MGA Direct, the online campus as measured by webpage traffic. Would like to see general stability in monthly travel rates with a 5% increase in overall traffic compared to 2019-2020. 2) The office will increase readership of the University's weekly internal newsletter, InsideMGA, by 7% as measured by number of views. 3) The office will roll out the knowledgebase (artificial intelligence) portion of our new texting platform. 4) The office will continue to increase the number of videos produced as measured by 5% more videos than the previous year.
Based on this assessment, please share your thoughts on the current status and future direction of this department or area.	This office's role continues to grow as it relates to communication to current students as it relates to retention and health/safety.

Open Box for Additional Comments

Open Text Box For Assessment Comments:	
If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	COVID greatly impacted our office this assessment cycle. Resources and efforts were redirected to COVID-related communications both as we left campus, during our remote period and return to campus. It will continue to impact our efforts in this next year.