

VP of Enrollment Management

Office or Department of Enrollment Management

Administrative Unit Assessment

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

Department and Assessment Report Information

Prepared on: 9/22/2020 11:06:50 PM	jenn.stenander@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?	Jennifer Stenander, jenn.stenander@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 division of enrollment management is responsible for enrollment on all campuses and providing students with resources for a successful semester through the recruitment, onboarding and enrollment process.
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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.	Increase enrollment on all campuses including face-to-face and online. Establish an onboarding process that supports student transition and retention. Enroll new students through our strategic corporate and community partnerships. Improve customer service at each stage of the enrollment process. Increase university brand awareness through Marketing and Communications to support government relations, our position as a USG institution and enrollment.
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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.	Increase number of students that attend face to face orientation
Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	This objective was impacted by COVID. Orientation sessions were moved online to accommodate students in a virtual environment.
Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	10%
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)	Couldn't measure since face-to-face orientation moved online.
Objective 1: Did your department meet this objective?	The department did not meet 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?	We increased the number of face-to-face orientations; however, had to move to a virtual environment due to COVID.

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.	Increase overall enrollment
Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of students enrolled/matriculated
Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	2.50%
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)	3.40%
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?	Consistency, expanding the communication plan to reach other departments and cross-division collaboration is key.

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 strategic partnerships and enrollment from those partnership.
Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of students enrolled
Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	10 for Fall 2019 since the program was not launched until second session
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)	17 enrolled for Fall 2019, continued to increase enrollment in the first year with almost 400 students enrolled for Fall 2020
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?	This was a new division. We identified and partnered with over 40 organizations to enroll students at MGA. MGA Direct now falls under strategic partnerships and SP recruits for all MGA Direct online students whether they are a SP or not.

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 average credit hours per student
Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of average credit hours
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)	decreased by almost 1% of students taking 15 hours or more
Objective 4: Did your department meet this objective?	The department did not meet 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?	Need to continue working on a cross divisional collaborative approach

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>The division of enrollment management will increase the number of students living on campus by 10% The division of enrollment management will increase face-to-face enrollment The division of enrollment management will increase overall enrollment</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 offices within the Division of Enrollment Management managed the transition to remote learning well. Our division is collaborating with AA and SA to increase face-to-face instruction and on campus enrollment, including housing. It is important that as we increase face-to-face instruction we follow our current School based model with a program strategy. This is critical to continued enrollment growth.</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>Yes, it impacted our ability to provide in person orientation, group tours, open house, in-person appointments and impacted new student enrollment. Many students took a gap year or attended another institution due to the test optional policy due to COVID.</p>

