

## Office of the Dean of Arts and Letters

Office or Department of Academic Affairs

### Administrative Unit Assessment Report Information

**Year Reporting: FY21 (July 2020 – June 2021)**

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### Department 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.**

<p>6. What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</p>	<p>The mission of the School of Arts &amp; Letters is to provide broad access to arts and humanities education that promotes creativity, elevates culture, encourages the pursuit of happiness, and prepares intellectually agile citizens to serve our communities and the creative economy of Georgia.</p>
<p>7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</p>	<p>(A) Grow Enrollment with Purpose (B) Increase Student Success and Engagement (C) Foster Efficient Progression of Students and Timely Graduations</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 FY21. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY22.

### Objective 1

8. Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Build SoAL Departmental Program and Graduate Program Enrollment.
9. Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Fall to Fall (2019-2020) and Spring to Spring (2020-2021) enrollment data for (a) SoAL (b) SoAL's Departments and (c) Graduate Enrollment [Measured on Census Date – Dual Enrollment Students Excluded]
10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Fall to Fall Enrollment Growth of 2% in SOAL and each of its departments; 2 % enrollment growth in graduate programming; Spring to Spring Enrollment Growth of 1% in SoAL and Each of its departments 1% enrollment growth in each of its departments.
11. 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>SoAL had an 8.8% fall to fall enrollment gain (708 to 729)</p> <p>The Department of English had a 71.3% fall to fall enrollment gain (94 to 161 students)</p> <p>The Department of History had a 35.6% fall to fall enrollment gain (73 to 99 students)</p> <p>The Department of MCA had a fall to fall enrollment loss of 4.6% (569 to 543 students)</p> <p>Graduate programming had a 155% fall to fall enrollment gain (20 to 51 students)</p> <p>SoAL had a 2.9% spring to spring enrollment loss (729 to 708 students)</p> <p>The Department of English had a 39.8% spring to spring enrollment gain (118 to 165 students)</p> <p>The Department of History had a 2.3% spring to spring enrollment gain (86 to 88 students)</p>

	<p>The Department of MCA had a spring to spring enrollment loss of 13.3% (525 to 455 students)</p> <p>Graduate programming had a 92.9% spring to spring enrollment gain (28 to 54 students)</p>
<p>12. Objective 1: Did your department meet this objective?</p>	<p>The department did not meet this objective.</p>
<p>13. Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>The effort in this past cycle to focus on MCA enrollment outreach in Media &amp; Communications and Art was partially successful, but was impeded by the Covid 19 pandemic – particularly in spring semester.</p> <p>Fall to fall enrollment in Media and Communications was down 16%, but Art was up by 8.5%. Spring to spring enrollment in Media &amp; Communications was down 22%, but Art was up by 23%. It should be noted that some of Media &amp; Communications decline could represent a shift of student population from the Media &amp; Comm degree to the Art degree.</p> <p>Efforts this year to increase enrollment include:      Role out of new MA in Public Relations (an MCA degree).      Creating fully online Pathways in Media &amp; Communication.      Build out of K12 connections to increase recruitment, particularly in media &amp; communication in art.      Strengthen retention of education track students in English and history by assigning a coordinator/advisor to this group.</p>

## Objective 2

<p>14. 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>Ensure student academic success across SOAL classes by discipline (Aligns with Goal B)</p>
<p>15. Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>75% of classes in discipline will have 75% success rates fall 2020 and spring 2021 in individual class disciplines' class discipline.</p>
<p>16. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>40% of SoAL disciplines achieved 75% success rates in both fall and spring.</p> <p>The following disciplines achieved the mark:            COMM (F 77.5 S 80.59); MCOM (F85.95 S 94.59); MUSA (F 92.73 S 97.56); MUSC (F 82.63 S 86.71) NMAC (F 78.15 S 83.43); MUSC (F 78.15 S 77.50); PFWR (F 78.13 S 77.50)</p> <p>The following disciplines DID NOT achieve the 75% rate both semesters ARTS (F 72.2 S 79.62); CRWR ( F 71.25 S 85.74); ENGL (F 65.89 S 71.13); FREN (F 68.00 S 70.45 ); HIST (F 66.74 S 68.79); HUMN (F 68.13 S 70.83);IDS (F 85.29 S 65.22); SPAN (F 68.08 S 67.76); THEA (F 69.42 S 82.35)</p>
<p>17. 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>The department did not meet this objective.</p>
<p>18. Objective 2: Did your department meet this objective?</p>	<p>The department did not meet this objective.</p>
<p>19. 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>Covid 19 had a strong influence on student success this year. Analysis showed that a handful of individual faculty members had very high levels of DWF rates, while most did very well in supporting reasonable student success. We began sharing data out to all faculty, so they could compare individual performance with departmental, school, and University averages. These efforts had a big impact on student success between fall and spring. In all but one disciplinary area (IDS) class success rates improved from fall to spring. In the coming year we will contribute to discuss success rates with faculty with an emphasis on serving the “murky middle.” We will schedule LS more intentionally so as not to overload overwhelmed faculty and thus promote success.</p>

	We will have a series of professional development opportunities around teaching.
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### Objective 3

20. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Build co-curricular programming to support student engagement. (Aligns with Goal B)
21. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of Activities by Type
22. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Grow programming to provide 50 or more events. Have at least one event of cultural Prominence to attract regional attendance.
23. 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>We held 62 different co-curricular events in the following categories: Art exhibitions: 9; Lectures, Discussions, &amp; Panels: 10; Film Events with Discussions: 4; Theater:5 ; Writing Workshops/Events: 2; Music: 6; Conferences: 2; Student Showcases/Performances: 8; Book Club Events: 11; Environmental events: 1; Fundraiser Events: 2; Recruiting Events: 1.</p> <p>Our cultural programming included internationally acclaimed Jazz Performer Wycliffe Gordon.</p>
24. Objective 3: Did your department meet this objective?	The department exceeded this objective.
25. Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	<p>Due to Covid, we were unable to collect qualitative or numerical data about student attendance in this assessment period.</p> <p>In the coming assessment cycle, we will work with Student Affairs to begin to collect more quantitative and qualitative data about student engagement and to include engagement requirements in our core classes.</p> <p>We are seeking grant funding to enhance our programming with more nationally recognized figures.</p>

#### Objective 4

26. 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
27. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	N/A
28. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	N/A
29. 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
30. Objective 4: Did your department meet this objective?	The department met this objective.
31. 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

32. 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.	N/A
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#### Open Box for Assessment Comments

33. Based on this assessment, please share your thoughts on the current status and future direction of this department or area. Use this space to summarize overall use of assessment results for continuous improvement and open text box for assessment comments:	N/A
37. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	Enrollment, student success, and engagement activities were impacted by Covid.

**MGA's Strategic Plan**

<p>34. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (<a href="https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf">https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf</a>) by checking all associated and relevant Imperatives / Strategies from the list below. (Check all the apply)</p>	<p>Grow Enrollment with Purpose            1. Expand and enrich the face to face student experience, Own Student Success            4. Expand student engagement and experiential learning, Build Shared Culture            5. Attract talent and enhance employee development and recognition</p>
<p>35. Please indicate which of the following actions you have taken as a result of the 2020/2021 Assessment Cycle (Note: These actions are documented in reports, memos, emails, meeting minutes, or other directives within the reporting area) (Check all the apply)</p>	<p>Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community, Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistance, Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc. Operational Processes, Making Improvements to Teaching Approach, Course Design, Curriculum, Scheduling, other</p>

**Other**

<p>36. Please indicate (if appropriate) any local, state, or national initiatives (academic or otherwise) that are influential in the operations, or goals, and objectives of your unit. (Complete College Georgia, USG High Impact Practice Initiative, LEAP, USG Momentum Year, Low-Cost No-Cost Books, etc)</p>	
<p>38. Mindset Update (Academic Deans ONLY)            Please provide an update on the implementation of your school based mindset plan/strategy. Include any adjustments to metrics for the AY20/21 as well as outcomes associated with your appraisal of your schools activities.</p>	<p>Mindset activities/reflections were incorporated into English LS classes.</p>