

Office of the Dean of Business

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 Business is to provide high quality undergraduate and graduate business programs targeted primarily to meet needs of our workforce in both Central Georgia and outlying areas. 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>
<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>Goal 1: Provide high quality undergraduate and graduate education to meet the workforce needs of Middle Georgia and the State of Georgia. Goal 2: Increase the availability and quality of classes to students to our diverse student body Goal 3: Maintain an environment where students have access to the resources they need to progress and graduate in a timely manner. Goal 4: Utilize the professional expertise of the School of Business to support the middle Georgia community. Goal 5: Submit AACSB Accreditation Application</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.	Increase the percent of full time faculty with doctoral degrees to be more in-line with our sister USG AACSB accredited institutions.
9. Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	The number of full-time terminally degreed faculty members as a percentage of all full-time faculty members.
10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	75%
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)	77%
12. Objective 1: Did your department meet this objective?	The department met this objective.
13. Objective 1: 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 need to enter the market earlier in the recruitment cycle to attract qualified faculty. We are pursuing another line item for a faculty in Supply Chain faculty with a terminal degree. We were unsuccessful in our previous search last Spring.

Objective 2

14. Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Increase MGA Direct Enrollment for SOBUS
15. 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 in MGA Direct Course Attribute
16. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	10% Increase from 19/20
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)	AY 19/20 – 3278 AY 20/21 - 6300
18. Objective 2: Did your department meet this objective?	The department met this objective.
19. Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	SOBUS is committed to increasing MGA Direct offerings and will continue to evaluate and adjust the schedule as necessary to transform 16 week classes to the 8 week model for 1st and 2nd session classes.

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.	Increase SOBUS presence through community engagement by participating in outreach opportunities and hosting discipline specific events.
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 public speaking events and number of SOBUS branded activities
22. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	5 or More
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)	6
24. Objective 3: Did your department meet this objective?	The department met 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?	The COVID-19 Pandemic significantly impacted the ability of administrative leadership and faculty in meeting this objective. The passing of Dr. Morse and the pivoting of scheduled SOBUS activities unfortunately contributed to limited success of the SOBUS strategy for engagement. This will be prioritized next year. (5 SM Activities, VITA, DECA, etc.)

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.	Increase enrollment in EL/HIP within the SOBUS
27. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Enrollment in EL/HIP Courses in 20/21
28. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	5% Increase from 19/20
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)	19/20- 376 20/21 - 385
30. Objective 4: Did your department meet this objective?	The department did not meet 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?	Due to COVID 19, a number of internships were not offered. The SOBUS will prioritize the offering of EL/HIP courses and revisit the BS BA curriculum to identify courses that should be labeled with the EL/HIP attribute

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.	<ol style="list-style-type: none"> 1. Increase enrollment in Accounting 2. Increase SOBUS presence through community engagement by participating in outreach opportunities and hosting discipline specific events. (DECCA, VITA, Rotary, Chamber, Conf. etc.) 3. Increase number of student internships measured by enrollment across the SOBUS 4. Increase retention of MSM students
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Open Box for Assessment Comments

<p>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:</p>	<p>Over the next year, our goal is to emphasize continuous quality improvement in teaching, scholarship, and community engagement. We will continue to pursue the SOBUS goals under the leadership of our new provost will prioritize the legitimacy of our program through accreditation efforts. In line with the strategic plan of the institution, we will continue to focus on HIP and MGA direct initiatives. Future efforts will focus on areas of deficiencies and other school wide initiatives like momentum year.</p>
<p>37. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>The Pandemic impacted community engagement and activities significantly. The 21/22 AY will see a recommitment to these areas as opportunities manifest.</p>

MGA's Strategic Plan

<p>34. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf) by checking all associated and relevant Imperatives / Strategies from the list below. (Check all the apply)</p>	<p>Grow Enrollment with Purpose 2. Expand and enrich online instruction into new markets, Own Student Success 3. Develop academic pipelines and expand degrees, Build Shared Culture 5. Attract talent and enhance employee development and recognition, Build Shared Culture 7. Cultivate engagement with its local communities</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, Request for Additional Financial or Human Resources, 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>USG Momentum Year, USG HIP Initiative</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>SOBUS has not completed their mindset plan for AY20/21 therefore there were no results.</p>