

Admissions, Recruitment, and Orientation

Office or Department of Enrollment Management

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 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 a diverse population of students who will thrive and succeed in programs that promote leadership, collaboration and community development.</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>To recruit and admit a diverse population of new and returning students that will assist the overall institution's goal of growth.</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.	1) The Department of Admissions and Recruitment will develop and implement a self guided tour for our Macon and Cochran campuses.
9. 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 completion of program.
10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	To allow students a way to tour the campus on their own with video components for visitors to engage with.
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)	The admissions office was able to complete this task with 100% of the face to face information being transferred to a guided tour platform.
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?	Though challenging, we were capable of adjusting a standard form into an interactive form. We will explore other documents and the possibility of improvements.

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.	2) The Department of Admissions and Recruitment will develop and implement an online survey for our new student online orientation.
15. 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 online orientation survey.
16. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	100% completion of the survey.
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)	100%
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?	Online orientation is a vital piece of enrollment. The surveys will be used for online orientation adjustments/improvements moving forward.

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.	3) The Department of Admissions and Recruitment will develop and implement a new imaging system.
21. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Job completion and implementation
22. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	100% transition to new imaging system
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)	85% completion
24. Objective 3: Did your department meet this objective?	The department did not meet 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?	Working with external vendors can be challenging and internal deadlines can not always be attained. We will continue to work with the external vendors to get the imaging system, fully functional.

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

<p>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.</p>	<ol style="list-style-type: none"> 1. The Department of Admissions and Recruitment will develop and implement an online orientation guide for online students, similar to the orientation guide for face to face orientations. 2. The Department of Admissions and Recruitment will increase the conversion rate of applicant to admit to 62% for 21-22 academic year. 3. The Department of Admissions and Recruitment will provide training in residency for at least 75% of the Admissions and Recruitment staff. 4. The Department of Admissions and Recruitment will redesign our Macon campus face to face tours to accommodate our relocation to the Peyton Anderson Enrollment Center. The measure of success will be based on guest satisfaction.
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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>Regardless of the challenges this department has faced in the past 12 months, we remain successful and will continue to be in the future.</p>
<p>37. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</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 1. Expand and enrich the face to face student experience</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>Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistance, Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc. Operational Processes, Customer Service Changes: Communication, Services, etc.</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>Complete College Georgia</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>	