

# Vice President of Enrollment Management

Office or Department of Strategic Plan and Cabinet

## 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 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.</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>Increase enrollment on all campuses including face-to-face and online. Establish an onboarding process that supports student transition and retention. Identify new pipelines of students to recruit and enroll. Improve customer service at each stage of the enrollment process. Increase retention rates across the university</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.	The division of enrollment management will increase the number of students living on campus by 10%
9. 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-19. Students were given exceptions to live off campus due to the pandemic
10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	10%
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)	Students living on campus declined due to the pandemic and students not being required to live on campus
12. Objective 1: Did your department meet this objective?	The department did not meet 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 continue to implement strategies and will require students to live on campus according to the residency policy now that vaccinations are readily available. We are marketing campus life and housing.

## 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.	The division of enrollment management will increase face-to-face enrollment
15. Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	This was also impacted by COVID as students were forced to move to online learning and many continued taking classes online.
16. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	10 percent
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)	No due to COVID and move to online learning
18. Objective 2: Did your department meet this objective?	The department did not meet 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?	We are working on return to campus strategies and developed and Campus Presence Plan and Enrollment Plan for the institution

## 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.	The division of enrollment management will increase overall enrollment
21. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Based on the percentage increase in enrollment
22. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	2-3%
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)	Exceeded this goal. Increased Summer enrollment by 14.3%, Fall by 4.2% and Spring by 0.7% We also received 5.3 million dollars due to enrollment increases
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?	Everything was different due to COVID, we are continuing to adapt and promote campus presence, face to face and online learning

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

#### 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.	Continue to increase enrollment Increase retention rates in collaboration with other divisions Increase face to face enrollment while not impacting online enrollment Increase the number of students living on campus
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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>We assess using data to compare date to date enrollment, assess and improve upon strategies and tactics, we will continue to do this and compare to pre-covid and today</p>
<p>37. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>COVID-19 impacted every aspect of how we "do business" We could not recruit in the schools, give FA presentations, hold regular events, etc. Moved all services online and with test scores optional worked to recruit back students "lost."</p>

**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,            Grow Enrollment with Purpose            2. Expand and enrich online instruction into new markets</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,            Disseminating/Discussing Assessment Results/Feedback to Appropriate External Stakeholders, Customer Service Changes: Communication, Services, etc., Evaluating and/or Revising the Reporting Lines Internal Assessment Processes</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>Momentum Year, Complete College Georgia, Know More Borrow Less, MGA Direct Online, Tuition revenue</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>	