

Department of Media, Culture, and the Arts

Division of the University: Academic Affairs

Administrative Unit Assessment Year Reporting: FY22 (July 2021 – June 2022)

Department and Assessment Report Information Prepared on: 7/21/2022 3:46:03 PM

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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.

6. What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.	To build on a solid foundation in the liberal arts to guide students toward their academic goals and prepare them for a global, culturally diverse society.
7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	(A) Grow Enrollment with Purpose (B) Increase Student Success (C) Foster Efficient Progression to Timely Graduation

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 FY22. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY23.

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 Enrollment in MCA Bachelor's Programs and the GFA certificate classes [Aligns with Goal A]
9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Fall enrollment in each Baccalaureate Program and the GFA certificate
10. Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	MCA will experience at least 1% growth in at least 3/4 (75%) of our baccalaureate programs analyzed (Interdisciplinary Studies, New Media & Communication, Contemporary Musicianship, and Art and Applied Design) AND in the GFA certificate. 1% enrollment growth in MCA overall.
11. Objective 1: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	Past performance data suggests this is a reasonable goal
12. 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)	Enrollment Growth: GFA certificate: 200% NMAC: -19% COMU: -8% IDS: -1.5% BAAD: 153% More than half of our programs had enrollment growth, but three of them did not. We did not meet the 75% threshold.
13. Objective 1: Did your department meet this objective?	The department did not meet this objective.
14. Objective 1: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Enrollment in our face to face classes diminished in the fall of 2021, especially on the Cochran campus. We lost the majority of our Media and Communication majors there. The IDS degree has been catch-all for undecided students. Having them transfer

	<p>over to their desired major decreases the number of IDS majors we have, but increases those students' chances of success when they enroll in the program they are actually interested in. While we will continue to work in building enrollment in programs, particularly in Cochran, with scheduling program information sessions held in the fall and spring.</p>
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Objective 2

<p>15. 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>Improve student academic success across MCA classes by discipline (Aligns with Goal B]</p>
<p>16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>DWF rates in all MCA disciplines (defined by 4 letter class designation) as well as overall in MCA.</p>
<p>17. Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>DWF rate of < 25% in 6/8 (75%) of MCA disciplines (ART, COMM, FREN, HUMN, MCOM, MUSC, NMAC, SPAN)</p>
<p>18. Objective 2: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>Past performance data suggests this is a reasonable goal.</p>
<p>19. 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>We achieved DWF rates of < 25% in ART (20%), COMM (18%), NMAC (18%), MCOM, (17%) and MUSC (14%). HUMN (30%), FREN (26%) and SPAN (34%) did not meet the goal.</p>
<p>20. Objective 2: Did your department meet this objective?</p>	<p>The department did not meet this objective.</p>
<p>21. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>We will continue to focus on early intervention strategies for the language courses. We see students being less successful in the online options, but those fill to capacity for all courses offered. We need to do better with online learning and success rates. For the 2022-2023 academic year we will implement, with assistance from SOAL advisors, early advising/intervention strategies for low-performing areas.</p>

Objective 3

22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Increase MCA student retention in baccalaureate programs [Aligns with Goals B & C]
23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Fall to Fall retention
24. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Revised Measure (with addition of new program BAAD): Increase Fall to Fall retention by 1% in 3/4 (75%) of baccalaureate programs (NMAC, IDS, COMU, BAAD).
25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	Past performance data suggests this is a reasonable goal.
26. 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)	Fall 2019-Fall 2020- NMAC- 70%; COMU- 66%; IDS- 40%; BAAD- 100% (new) Fall 2020-Fall 2022- NMAC 59.7%; COMU 67.5%; IDS- 27.37%; BAAD 44%
27. Objective 2: Did your department meet this objective?	The department did not meet this objective.
28. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	We will continue to work on efforts to retain students from fall to fall in the department. We will work with professional advisors to re-enroll students from semester to semester. We will continue to develop online courses that can be regularly rotated in the schedule. We did see a very successful Fall 2021 to Spring 2022 retention rate. We had 75% or better retention in 3 of the 4 BA programs in our dept. (BAAD-75%, COMU- 90.5%, NMCO- 81.9%; IDS 58.7%.

Objective 4

29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Ensure efficient progression to support graduation (Aligns with Goal C)
30. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Credit Hours to Graduation in each baccalaureate program and in the department as a whole.
31. Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Credit hours at graduation not to exceed 135.
32. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	Since BAs are 120 hours, we feel like having less than 15 extra hours at graduation is a solid target.
33. 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)	NMAC: 126; IDS: 133.5, COMU: 132; BAAD: 122
34. Objective 4: Did your department meet this objective?	The department met this objective.
35. Objective 4: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	We are improving the speed at which students can graduate. Which has a direct effect on our enrollment numbers. We want to get the students graduated as soon as we possibly can in all of our areas.

Future Plans

<p>36. 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>1. Build Enrollment in MCA Bachelor’s Programs and the GFA certificate classes by 1% 2. Improve student academic success across MCA classes by discipline by decreasing DWF rates in all MCA disciplines to less than 25%. 3. Increase Fall to Fall retention by 1% in 3/4 (75%) of baccalaureate programs (NMAC, IDS, COMU, BAAD). 4. Ensure efficient progression to graduation by decreasing graduation hours to less than 135 for all disciplines.</p>
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Open Box for Assessment Comments

<p>37. In this field, please document the overall use of assessment results for continuous improvement of this department area (consider the past, present, and future and specifically address these in your narrative).</p>	<p>The department will continue to serve its majors by being flexible with electives and allowing plenty of room for minors. We will also continue to up our retention efforts with our students.</p>
<p>38. Optional Open Text Box for Assessment Comments:</p>	
<p>42. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	

MGA’s Strategic Plan

<p>39. 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, Own Student Success 3. Develop academic pipelines and expand degrees</p>
<p>40. Please indicate which of the following actions you have taken because of the 2021/2022 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, Making Improvements to Teaching Approach, Course Design,</p>

	Curriculum, Scheduling, other
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Other

<p>41. 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>43. Mindset Update (Academic Deans ONLY)</p>	

