

Admissions, Recruitment, and Orientation

Division of the University: Enrollment Management

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

Department and Assessment Report Information Prepared on: 8/24/2022 11:21:45 AM

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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.	The mission of Admissions and 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.
7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	To recruit and admit a diverse population of new and returning students that will assist the overall institution's goal of growth.

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.	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.
9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Job completed
10. Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Implementation for online orientation attendees to have the same information as face to face event.
11. Objective 1: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	To provide the same documentation for online vs face to face orientations.
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)	100%
13. Objective 1: Did your department meet this objective?	The department met 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?	The online population needs the same information as non-online students. We will continue to provide the same information to all students, regardless of delivery method.

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>The Department of Admissions and Recruitment will increase the conversion rate of applicant to admit to 62% for 21-22 academic year.</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>Compared conversion rate of app to admits of 62% to the 21-22 academic year.</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>To exceed 62%.</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>69% conversion rate for 21-22 academic year. 7% increase over 20-21 academic year.</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>100%</p>
<p>20. Objective 2: Did your department meet this objective?</p>	<p>The department met 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 learned that we were able to increase the conversion rate. We will continue with the plan we implemented this year.</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.	The Department of Admissions and Recruitment will provide training in residency for at least 75% of the Admissions and Recruitment staff
23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Completion of staff training.
24. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	75% of staff being trained.
25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	We were able to provide training to 100% of our department.
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)	100%
27. Objective 2: Did your department meet this objective?	The department met 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?	It is beneficial for everyone in the department to be cross-trained.

Objective 4

<p>29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>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.</p>
<p>30. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>Satisfaction rates of tour attendees.</p>
<p>31. Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>Provide a satisfactory campus tour for our guests of at least 90%.</p>
<p>32. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>98% of attendees rated the tour as satisfactory or highly satisfactory.</p>
<p>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)</p>	<p>98% satisfaction rate</p>
<p>34. Objective 4: Did your department meet this objective?</p>	<p>The department met this objective.</p>
<p>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?</p>	<p>We were able to overcome the Enrollment Center being at the end of the campus. We will continue with the tour program and make adjustments as needed.</p>

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. Admissions and Recruitment will increase the average attendance number at orientations by 5%. July 1, 2021 to June 30, 2022: 26 orientations, 1161 attendees, average 45 per orientation 2. Admissions and Recruitment will increase on site visits in Clayton County and Dekalb County. Recruitment Year 2021-22 visits were: 7 Clayton County and 7 Dekalb County. 3. Admissions and Recruitment will increase outbound recruitment phone calls by 2%. July 1, 2021 to June 30, 2022: 8,592 calls. 5% increase goal 9021</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 assessment results coincide with our daily, weekly, monthly, and annual goals and tracking we do on a regular basis.</p>
<p>38. Optional Open Text Box for Assessment Comments:</p>	<p>Admissions and Recruitment works off of goals on a daily basis. This assessment is redundant for our department. Also, the timing of the due date is counter productive to our Fall enrollment peak period.</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</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>Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistance, Process Changes:</p>

	Improve, Expand, Refine, Enhance, Discontinue, etc Operational Processes, Customer Service Changes: Communication, Services, etc
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Other

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.)	Complete College Georgia
43. Mindset Update (Academic Deans ONLY)	