

Vice President of Enrollment Management

Division of the University: Strategic Plan/Cabinet

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

Department and Assessment Report Information Prepared on: 7/28/2022 3:36:04 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.

<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 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.	Continue to increase enrollment
9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Assess using date to date/term to term enrollment data.
10. Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Overall growth.
11. Objective 1: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	The target was to increase the enrollment over fall 2020 (8,404), spring 2021(7,709), and summer 2021 (4,034).
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)	Institutional enrollment did not increase.
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?	Collective (fall, spring, and summer) enrollment compared to the prior year decreased 5.7%. There are some segments that did see increases which are: 1. Fall '21 (+11.7%) and Spring '22 (+14.8%) overall dual enrollment increased. 2. Summer '22 (+7.8%) undergraduate new increased. 3. Spring '22 (+40%) graduate new increased. 4. Fall '21 (+25%) and Summer '22 (+1%) graduate continuing increased. Fall 2021 new undergraduate student enrollment was significantly challenged as in

	<p>person recruiting of high school students was not permitted and nationally there was a trend for adult learners not to enroll in post-secondary institutions due to the strong economy and job market. Without having a strong new enrollment class for the fall, the spring and summer are significantly less likely to realize overall increases.</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>Increase retention rates in collaboration with other divisions.</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>IPEDS cohort fall 2021 enrolled students who are enrolled in fall 2022.</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>An increase over last IPEDS cohort's results.</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>An increase for full-time retention above 55% and part-time above 34%.</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>The official results for this result will not be released until mid-fall 2022.</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>Year to year retention results are measured in the upcoming fall term. While it is too early to report on this number, we are able to share that our re-registration rates have increased. The percentage of students enrolled in the fall that enrolled in the spring increased for our dual enrollment (from 86% to 88.1%) and undergraduate (from 84% to 85%) students. The graduate fall to spring re-registration rate did not increase (from 91.6% to 85%). The dual enrollment and undergraduate re-registration increases are a strong sign of the collaborative efforts working.</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 face to face enrollment while not impacting online enrollment.
23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Percentage of students enrolled in face to face campuses versus online.
24. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	An increase in percent of face to face for fall, spring and summer over prior years.
25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	Face to face for fall 2021 - 46.64%, spring 2021 - 43.13% and summer 2021 - 17.09%
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)	Face to face for fall 2022 is currently at 49.94% (increase of 3.3 percentage points), spring 2022 - 41.38% (decrease of 1.75 percentage points), and summer 2022 14.61% (decrease of 2.48 percentage points).
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 have collaborated with Academic Affairs and Student Affairs to develop strategies to increase the percentage of students enrolled in face to face courses for fall 2022. Our plans have focused significantly on the incoming freshmen as continuing students have established their learning modality structure already.

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>Increase the number of students living on campus.</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>Housing occupancy numbers from prior fall semester.</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>An increase over fall 2020.</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>Fall 2020 housing enrollment was 1,510.</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>Fall 2021 housing enrollment was 1,275 which is a decrease over the prior year.</p>
<p>34. Objective 4: Did your department meet this objective?</p>	<p>The department did not meet 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>Fall 2021 housing enrollment dropped which is in line with the enrollment decrease. Over the 2020-2021 recruiting cycle, the recruiting team was unable to visit high schools in person. This created a significant challenge which resulted in a decrease in enrollment. This decrease impacted the housing enrollment. We are already seeing significant increases for fall 2022 for traditional high school students which is driving a potential increase in housing.</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. Launch a Strategic Enrollment Management Plan (SEM). 2. Increase fall to fall headcount enrollment 2.5% and credit hours 3% with specific (numerical) enrollment goals developed for dual enrollment, undergraduate, and graduate. These goals will be divided out by campus and include housing enrollment targets. 3. Increase fall to fall IPEDS cohort retention rates in collaboration with other divisions by 4 percentage points.</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>We utilize the data in this assessment and more to evaluate our strategies and results. This data along with trends in the State of Georgia and Nationally inform us.</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>	<p>Due to the pandemic recruitment opportunities were greatly impacted. Recruiters were not able to gain full access to prospective students in person. Additionally, due to SAT/ACT access, the USG utilized a test optional admissions criteria which impacted</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, Grow Enrollment with Purpose 2. Expand and enrich online instruction into new markets, Own Student Success 4. Expand student engagement and experiential learning</p>
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<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, Disseminating/Discussing Assessment Results/Feedback to Appropriate External Stakeholders, Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistance, Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc. Operational Processes, Request for Additional Financial or Human Resources, Customer Service Changes: Communication, Services, etc., Evaluating and/or Revising the Reporting Lines Internal Assessment Processes</p>
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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>Momentum Approach, Complete College Georgia, Know More Borrow Less</p>
<p>43. Mindset Update (Academic Deans ONLY)</p>	

