



**Middle Georgia
State University**

Title.

Middle Georgia State University Administrative Assessment

Instructions. This form is used to collect administrative assessments for each budgeted unit at Middle Georgia State University (academic and nonacademic units). Departments should include a brief mission statement (describing what they do and who they serve), goals the department or unit is working to accomplish (in a 5 year time frame. Your goals and objectives should be reported out individuals, linked to the plan imperatives and strategies, align with the measurable objectives from the previous year , and defined and measurable objectives for the upcoming year. This form should be completed by each budgeted unit no later than the end of July. NOTE: All fields are required, please place NA or O in response field ONLY if the numbered objective is not being utilized, otherwise full responses are required. Provide ALL necessary information requested to the fullest extent possible, such that a peer reviewer is not required to assume any information not provided. Utilize the provided assessment scoring rubric drafting guideline to evaluate your report prior to submission. https://www.mga.edu/institutional-research/docs/IEB_Administrative_Score_Card.pdf

****Please SUBMIT the form within 30 minutes of opening this page. If you wait too long to submit you may lose your work**** In the event that you need to edit your submission, you may contact the Faculty Affairs Manager to secure a custom link to edit and resubmit.

Q1. Submitters Email

victoria.fowler1@mga.edu

Q2. Who is the person responsible for this report?

Victoria Fowler

Q3. For which year are you completing this report?

- ☐ FY 23 (July 2022-June 2023)
- ☐ FY 24 (July 2023-June 2024)
- ☒ FY 25 (July 2024-June 2025)

Q4. To which division of the University is your unit assigned?

- ☐ Office of the President
- ☒ Advancement
- ☐ Academic Affairs
- ☐ Fiscal Affairs
- ☐ Enrollment Management
- ☐ Student Affairs

Q5. For which department or area are you reporting? (Ex. Financial Aid, Library, OTR, Athletics, etc)

Marketing & Communications

Q6. 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, report the mission statement for your department.

The Office of University Marketing and Communications supports the academic mission of Middle Georgia State University by enhancing and protecting our reputation, creating awareness of our institution, reinforcing our relevance to key stakeholders. To do this, we: • Steward and increase the value of the MGA brand through a consistent visual identity system • Engage with our internal stakeholders in order to highlight the overall achievements of the University community, including students, faculty, staff • Develop strategic communications, marketing plans, campaigns and content that support the University's highest priorities and adapt to address market challenges • Share the University story with key audiences by using owned, earned, paid and social media platforms • Continue to learn new tools, best practices, and more about our communities.

Q7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.

University Marketing and Communications will provide essential support across our team to plan, coordinate, deploy, measure and report our efforts in support of the following goals, ensuring the greatest degree of collaboration, quality and effectiveness: GOAL 1: PROVIDE EXCELLENCE AND BEST PRACTICE IN MARKETING AND COMMUNICATIONS GOAL 2: INCREASE THE AWARENESS AND VALUE OF THE UNIVERSITY BRAND GOAL 3: POSITIVELY INFLUENCE PERCEPTION OF MIDDLE GEORGIA STATE UNIVERSITY AMONG KEY AUDIENCES Within these goals are multiple measurable priorities that may evolve as needed to support the institution's strategic priorities.

0. 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 FY25. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY26.

8. Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

Host a minimum of 2 training sessions for web Content Managers on topics that could include content optimization or Cascade (CMS) utilization and features.

9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number,

number of participants, jobs completed, measurable time and/or effort, etc)

By measuring the number of training sessions held.

10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

Our target outcome was to hold at least two dedicated training sessions and fulfill the determined number of sessions by 100%.

11. Objective 1: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

As we did not have a previous Web Content Manager position, our office was not providing any training on web content construction or CMS produced. With a new employee in the role, we wanted to establish a baseline of at least 2 training sessions held once the employee became familiar in their role and handled high-level priorities within the area that needed to be immediately addressed.

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)

The department was able to hold 6 individual training sessions for web content managers (owners). The department completed 300% of their established goal.

13. Objective 1: Did your department meet this objective?

- ☐ The department did not meet this objective.
- ☐ The department met this objective.
- ☒ The department exceeded 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?

We learned that while individual training sessions were helpful, the realization occurred that some users may prefer to independently learn. Training video tutorials were created and posted and website guides were created to supplement the offering of individual training sessions, and the Cascade (CMS) user resources page resulted in a 26% increase in visitors compared to the previous period once the resources were made available. For next year, we're hoping to further promote these resources and personalized training availability to increase interaction with web content managers.

15. Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

Commission or produce at least 200 new brand-compliant images (photography) for campus utilization for printed and digital advertising materials.

16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

We measured the objective by calculating the final number of outsourced imagery (photographs) that were commissioned, produced, and made available for use with the intention of being used for branded print and digital applications.

17. Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)

The target outcome would be to produce at least 200 new images, reaching 100% of the goal.

18. Objective 2: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

A prior project to build the repository of images was conducted in a previous year (2023), with more than 470 images being produced and made available for use. Considering the increased budget for the project that 2023 had in both fiscal resources and time resources, a goal of 200 was set that aligned with resource constraints of the fiscal year we were working within that we had allocated to the project.

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)

409 images were produced and made available for use, achieving a 204.5% completion rate of the goal.

20. Objective 2: Did your department meet this objective?

- ☐ The department did not meet this objective.
- ☐ The department met this objective.
- ☒ The department exceeded this objective.

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?

We learned that despite lowering the resources available (budget and time), our contracted vendor was able to produce at nearly the same level as the previous effort. This is a good demonstration of stewardship and will help guide our budgeting needs for future years as we can be more strategic in planning to meet our needs.

22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

Conduct student research on InsideMGA emails and utilize the data from the research to redesign content and potentially update email outreach strategy with an intention to increase open and read rates.

23. Objective 3: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

Research was conducted via an email sent to MGA's student Listserv emailed from MGA's Communications account. Response was measured by number of responses received. Additional research was intended post-strategy update to assess comparisons of open rate percentages and read rate percentages conducted on InsideMGA emails sent pre-and post-updates.

24. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

The target outcome was a 5% participation rate of MGA's student body (8,400+ in Fall 2024). For the second portion of the goal, the intention was to increase open and read-rate percentages to 30% each or higher.

25. Objective 3: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

While there is no consensus for average participation rates in academic studies, we anticipated most fall in the lower end at 10-15%. The survey conducted was not incentivized and completely voluntary, so the goal of 5% was established. Digital marketing benchmarks indicate 25-30% are standard open and read rates for official University communications, so the target level of 30% was established.

26. 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)

For survey respondents, only 26 students completed the survey. With a goal of 420 students, a 6% achievement occurred. There was no re-design or strategy update due to postponing the initial process with the intention of procuring additional data, so a 0% completion rate on this goal occurred.

27. Objective 3: Did your department meet this objective?

- ☒ The department did not meet this objective.
- ☐ The department met this objective.
- ☐ The department exceeded this objective.

28. Objective 3: 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 learned that we need to incentivize our survey for the future and conduct surveying in different methods in order to obtain a stronger response rate and more accurate information to help guide our strategy. In light of the low response rate, we determined we need to revisit this process in the coming months and then work on achieving this objective.

29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

There was no 4th objective for the department.

30. Objective 4: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

NA

31. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

NA

32. Objective 4: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

NA

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)

NA

34. Objective 4: Did your department meet this objective?

☐ The department did not meet this objective.

☒ The department met this objective.

- ☐ The department exceeded 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?

NA

36. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (https://www.mga.edu/about/strategic-plan/docs/Strategic_Plan_2023-2028.pdf) by checking all associated and relevant Strategies from the list below. (Check all the apply)

- ☐ Champion Student Success 1. Demonstrate standards of excellence in all academic programs
- ☒ Champion Student Success 2. Grow student engagement at all degree levels
- ☒ Champion Student Success 3. Expand enrollment and graduation
- ☐ Lead Innovation and Economic Opportunity 4. Ensure high-demand programs for workforce and career alignment
- ☐ Lead Innovation and Economic Opportunity 5. Use Center for Middle Georgia Studies to drive University outreach
- ☐ Lead Innovation and Economic Opportunity 6. Coordinate faculty scholarship and grant awards to build University reputation
- ☒ Build Culture and Identity 7. Plan, resource, and promote campus roles and identities
- ☐ Build Culture and Identity 8. Pursue great-place/college -to-work designation
- ☐ Build Culture and Identity 9. Promote culture of wellness throughout the MGA community
- ☐ Build Culture and Identity 10. Compete and win at the NCAA Division II level
- ☒ Sustain Fiscal Resilience and Brand Value 11. Apply data-driven accountability to all operations
- ☐ Sustain Fiscal Resilience and Brand Value 12. Maintain access, affordability and value for all students
- ☐ Sustain Fiscal Resilience and Brand Value 13. Grow and diversity streams of revenue

37. Please indicate which of the following actions you took as a result of the 2023/2024 Assessment Cycle (**prior cycle**) (Note: These actions are documented in reports, memos, emails, meeting minutes, or other directives within the reporting area)(Check all the apply)

- ☐ 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
- ☐ Making Improvements to Teaching Approach, Course Design, Curriculum, Scheduling, other
- ☐ Evaluating and/or Revising the Reporting Lines Internal Assessment Processes

☐ Other

38. Please indicate which of the following actions you will take as a result of the 2024/2025 Assessment Cycle (**current cycle**) (Note: These actions must be documented in reports, memos, emails, meeting minutes, or other directives within the reporting area)(Check all the apply)

- ☐ 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
- ☐ Making Improvements to Teaching Approach, Course Design, Curriculum, Scheduling, other
- ☐ Evaluating and/or Revising the Reporting Lines Internal Assessment Processes
- ☐ Other

39. Please provide a **comprehensive narrative** outlining how assessment results are utilized for continuous improvement in this field. Your narrative **should be of sufficient length and detail** to address the past, present, and future aspects of assessment, with specific emphasis on how these results inform decision-making and drive improvement efforts.

Concerning the marketing assets within the office, we are going to take a deeper look at the investments made and the ROI on these investments and make budget adjustments accordingly. After seeing the results of this year's efforts, it is quite possible that we can obtain similar or greater results with less monetary investment. As it relates to our web content training, we will be using requests and feedback from content managers to offer training resources and formatting that works best for the campus community that falls within the bandwidth that we have for these efforts. We will also be seeking new ways to educate and engage with content managers. For emailed communications via InsideMGA, our survey results demonstrated that we need to find new ways to engage with our students to obtain feedback. Whether that's incentivization or new methodology. Without the feedback data, any efforts that we make to improve emailed communications run the risk of not resonating with the audience and not having a positive effect.

40. 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)

(Local) Salesforce emailed communications efforts could come into play concerning the future of InsideMGA and how we email our students. If faculty and staff are also onboarded into Salesforce, it could result in a platform change and open up different formatting capabilities for our office.

41. 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.

1) Produce and publish two original, vision-driven videos, conceptualized and executed by the Communications office. These videos will not be prompted by external department requests but will reflect creative storytelling that highlights MGA's mission, student experience, or institutional strengths. 2) Review and update alt text for all published visual elements within 100 folders on Cascade by April 24, 2026. 3) Increase marketing assets by producing at least 15 short-form videos to showcase student life, academic programs, campus facilities, and campus activities to provide fresh, engaging content for digital campaigns, social media, and admissions outreach. Develop a minimum of 10 impactful large-format graphic design installations to elevate and visually strengthen the University's brand presence across key campus locations.

42. Optional 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 FY24 as well as outcomes associated with your appraisal of your schools activities.

43. Did you use any of the following resources to support your data collection, analysis, and planning efforts? Please check all that apply and/or list any others you utilized:

- ☐ MGA Dashboards
- ☐ USG Dashboards
- ☐ MGA Institutional Reports
- ☐ USG System-Level Reports
- ☒ MGA Internal Surveys
- ☐ USG-Administered Surveys
- ☐ Academic Program Reviews
- ☐ Strategic Planning Documents (MGA and/or USG)
- ☐ Enrollment Reports (term-over-term, year-over-year)
- ☐ Retention/Graduation/Success Rate Reprots
- ☐ Budget or Financial Reports
- ☐ Assessment Reports of Institutional Effectiveness Documents
- ☐ Faculty/Staff Workload Data
- ☐ Peer Institution Comparisons or Benchmarking Reports
- ☐ External Accreditor Data or Standards
- ☐ National or State Data Sets (IPEDS, NCES, Georgia Data System, etc.)
- ☐ Custom Data Requests (OIRDS or other offices)
- ☒ Other (please specify):

44. Optional: The following upload portal is available to supplement your report with supportive documentation should you wish to provide any (instruments, data, etc).

