



**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

tyrone.smiley@mga.edu

Q2. Who is the person responsible for this report?

Tyrone M. Smiley

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)

Auxiliary Services

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 mission of Middle Georgia State University's (MGA) Auxiliary Services is to support the university's academic mission by providing optimal services through its enterprises, enhancing the student learning environment with innovative goods and services, and delivering excellent customer service. The department focuses on financial self-sufficiency and maintaining high-quality facilities to benefit the MGA community.

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

The goals for Auxiliary Services are comprised of the business units such as Card Services, Parking, Transportation, Vending, and Dining

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.

Card Services: In order to increase the utilization of the card program, Auxiliary Services will continue to promote Duke Dollars to the campus. These dollars can be used anywhere on campus that accepts the Knight Card as a form of payment. This includes all food service locations, the campus stores, Pepsi vending machines, and laundry facilities in residence halls.

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)

This objective was measured by monitoring card utilization and from quantitative results gathered from the annual auxiliary services survey.

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

The target outcome for this objective is 50%.

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

The target performance level is based on prior performance data that continues to ebb and flow but does not remain consistent to prior year metrics.

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)

Card utilization increased to 64% which exceeds the goal of 50%.

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?

The department will continue to promote the services that are offered via the Knight Card and Duke Dollars to increase awareness and engagement opportunities.

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

Dining: Review retail demand, sales and satisfaction. Retail demand and sales at Runway Café (Eastman) and elsewhere will continue to be analyzed to help improve sales, customer satisfaction and overall demand.

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)

This objective is measured by conducting the annual auxiliary services survey and by reviewing quantitative data collection of sales and revenue.

17. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

The target outcome for satisfaction is 75% or higher with service of staff, value, and service.

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

This outcome and target is based on past performance data that suggest these areas have increased and can continue to increase with proper improvement and engagement.

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)

Based on data from the annual auxiliary services survey, this are received 72% which is below the stated target however it remains higher than prior year expectations.

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?

Based on these results, we will continue to provide engagement to students and look for ways in which we can improve and increase our services.

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

Vending: Improve vending communication, promote the 4 in 1 readers on all machines, increase the profit for vending operations and provide strategic product offerings.

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)

This objective is strategically measured by surveys, utilization of services and the quantitative increase in revenue from the demand in products.

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 is 75% or higher for satisfaction, reliability of service and product utilization.

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

The objective is measured by past performance data which tracks the year over year satisfaction levels for vending.

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)

The targeted goal for this objective was not met, however, the annual auxiliary services survey does offer areas of improve which should provide better context moving forward on how to achieve this objective.

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?

Auxiliary Services will use the qualitative data generated from the annual survey and financial data to determine the best methods to move forward and how the information can be used to increase the metrics.

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

Parking: Maintain competitively low mandatory parking fee and citation fines for FY 25 while improving the overall satisfaction of the unit.

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)

This objective is measured by data generated from the annual auxiliary services survey and the cost analysis that is performed to determine the price level of services that are offered compared to other USG institutions.

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

The targeted outcome is 75% or higher for satisfaction.

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

The target is established from past performance data that is collected.

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)

The target performance level was met with 75% satisfaction level.

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?

The annual auxiliary services survey provided areas in which this objective can be increased for future data collection points while meeting the stated target goal.

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.

Auxiliary Services plays a critical role in supporting the student experience by providing resources, programs, and facilities that extend beyond the classroom. To ensure these services remain student-centered, efficient, and aligned with institutional goals, assessment results are systematically collected, analyzed, and applied to drive continuous improvement. Assessment efforts within Auxiliary Services are multi-faceted and include both quantitative and qualitative measures. Common tools include surveys, focus groups, usage data, benchmarking studies, financial analysis, and customer feedback mechanisms. For example, dining services assessments may analyze meal plan usage and student satisfaction surveys, while conference and event services may track reservation volumes, client feedback, and operational efficiency metrics. Once collected, results are reviewed at both the departmental and divisional levels to identify strengths, challenges, and opportunities. Assessment findings inform decision-making in several key ways: Enhancing Customer Experience: Feedback directly influences improvements to facilities, dining options, campus store offerings, and event services. Adjustments may include expanding menu options to reflect dietary needs, extending service hours, or improving seating and study spaces. Operational Efficiency: Usage and trend data are analyzed to optimize staffing patterns, resource allocation, and scheduling. For example, parking assessments may result in revised enforcement schedules, new signage, or the implementation of mobile payment options. Strategic Planning: Assessment results are incorporated into annual planning and long-term strategic initiatives. They help determine priorities, guide investments, and support alignment with the institution's mission and student success goals. Staff Development: Results highlighting service gaps or customer concerns often lead to targeted training initiatives. This ensures staff are equipped with the skills and knowledge to deliver excellent service and adapt to evolving student needs. Technology and Innovation: Assessment findings frequently justify investments in new technology platforms that enhance service delivery. For example, survey feedback about event scheduling challenges might support the adoption of a comprehensive reservation system like 25Live.

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)

N/A

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. The Campus Store will help promote and market the university to current and prospective students and their families, local communities, business partnerships, and faculty and staff through brand development and expert merchandising. 2. Transportation will increase profit on its rental program in order to improve the fleet and increase demand. 3. Vending will improve vending communications, including designing a new website. 4. Camps and Conferences will improve internal camp policies and procedures.

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.

N/A

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).

