



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

michael.brown17@mga.edu

Q2. Who is the person responsible for this report?

Michael Brown

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)

Athletics

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 MGA Athletic Department is committed to the enrichment of our institution, our community, and the student-athlete experience. We further the mission of the University by providing a competitive intercollegiate athletic program and serving the needs of the student athletes while preparing them for life after athletics.

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

- Gain acceptance into the provisional membership process of NCAA Division II, - Complete the provisional membership process for NCAA Division II and become a full member by AY 2028-29, - Re-Establish the Knights Athletic Association as the Fundraising Arm of MGA Athletics,- Enhance Student-Athlete Scholarships to Exceed the Average NCAA Equivalency of Each Sport that Competes in the Peach Belt Conference.

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.

Establish and secure NCAA transition consultant for assistance in preparing NCAA Division II membership application and eventual acceptance.

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)

After considering recommendations of various consultants that were recommended by trusted sources including leadership within the NCAA and Peach Belt Conference, the University enlisted the services of Strategic Edge Athletics Consulting in February '24 and worked with this group throughout FY25.

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

Previous users of Strategic Edge Athletics Consulting confirmed 100% previous acceptance rates to the NCAA Division II membership process which weighed heavily on our decision to enter a contract with this consultant. The track record and user recommendations provided the necessary assurances for us to engage them for a contract, which we eventually completed.

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

Acceptance into the NCAA Division II provisional membership process was the goal which was achieved in July 25' in large part due to the guidance and expertise of the consultant group, Strategic Edge Athletics Consultants that were hired.

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% achievement of securing the top choice of a consultant.

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 will continue to employ the consultant, at a reduced fee, for Year One of Provisional Membership within NCAA Division II as outlined and projected in our initial contract. Their expertise will assist the University in navigating the next three years of provisional membership.

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

Successfully develop, produce, review and submit all necessary materials associated with the NCAA Division II membership application that was due by February 1, 2025.

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)

In conjunction with University committees, personnel as well as our hired consultant the Athletic Department led the initiatives necessary to produce all the required documentation, information, financials and strategic plans associated with the requirements of the NCAA membership committee.

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

100% acceptance into NCAA Division II provisional membership.

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

Requirements for the NCAA membership application included: development of MGA Athletics policies and procedures manuals, establishment of committees, financial data refinement and projections, and key hires required by the NCAA for consideration of membership.

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)

The department achieved the goal of submitting the documentation and established requirements of the NCAA membership committee for consideration ahead of the February 1, 2025 deadline. Additional follow up documentation was requested and submitted prior to the second and final deadline of June 1, 2025. 100% completion of objective.

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 collaboration takes time and the University leadership was acutely aware of the timelines needed to complete the necessary documentation required of the objective. We are grateful we do not have to submit a new application next year and will look to continue to refine our strategic plans as it relates to the NCAA membership timeline.

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

Search, hire and train two new positions related to the NCAA Division II transition including: Assistant Athletic Director for Compliance and Student Services as well as a new, full-time, Head Women's Cross Country Coach. The Assistant A.D. position was expected to be in place prior to submission of the NCAA membership application while the transition of a Cross Country coach position from part-time to full-time was expected during the FY25 year as both were laid out in the MGA strategic plan.

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)

Securing a quality applicant pool for both positions was critical and then identifying measurable experience as it related to the needs of the position. We launched a nation-wide search for the Assistant A.D. for Compliance and Student Services position in Spring 24' with the objective of working through the candidate pool to identify three finalists. We were fortunate to have a solid candidate pool and identified two candidates who both fit our goals. Our top candidate was offered and accepted the position with a start date of July 9, 2024. The position was critical to the NCAA application development as well as establishing new processes for the department throughout the FY25 fiscal year. The hiring of a women's cross country head coach was also important in establishing a successful path forward. We once again launched a national search and identified key, qualified personnel options. Once narrowed down to our final two candidates we offered our top candidate and he accepted. His experience aligned with our goals of having a coach with previous NCAA Division II and Peach Belt Conference experience. These two hires along with the replacement of two other existing positions required over 125 hours of employee time through rubrics, interviews, evaluations and human resources processes.

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

Our target candidate pool was 20 qualified individuals for the Assistant A.D. for Compliance and Student Services position and 12 qualified individuals for the Head Women's Cross Country Coach position.

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

Past experience at the NCAA Division II level and/or Peach Belt Conference experience were target performance levels for both positions. We achieved success with the Assistant A.D. for Compliance position by attracting candidates from a number of other NCAA Division II institutions but did not interview anyone from a Peach Belt Conference institution. Ultimately we were very satisfied with our final selected candidate. For women's cross country we were able to secure our finalists that included experience at the NCAA Division II level as well as the Peach Belt Conference. This familiarity connected with our objective and allowed us to secure our top candidate whom we have been very pleased with.

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)

100% satisfaction on the hires completed. 75% target candidate pool satisfaction for Assistant A.D. for Compliance and Support Services (15/20 qualified target candidates) 66.7% target candidate pool satisfaction for Head Women's Cross Country Coach (8/12 qualified target candidates).

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?

For future searches, particularly hires of a critical nature related to our strategic planning and not just simply a replacement employee for a previously established position, we will utilize our contacts within the industry to complete a larger, more wide-ranging search. Our department learned that establishing expectations up front can assist in meeting the 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.

Grow the two primary fundraising initiatives associated with MGA Athletics in Knights Give and the MGA Knights Golf Tournament. Our goals included increasing total donors and total dollars raised for Knights Give by 20% and increasing the revenue from the MGA Knights Golf Tournament by 25%.

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)

Both fundraisers produce specific results related to success including real-time tracking of donors and dollars raise. Knights Give, a peer-to-peer fundraising initiative. The number of participants and dollars raised were the two primary measurables for Knights Give. MGA Knights Golf Tournament is an annual golf tournament which involves 4-member teams, corporate sponsorships, and silent auction items.

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

20% increase in participants and revenue generated for Knights Give. 25% increase in total revenue generated for the MGA Knights Golf Tournament.

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

Past performance data for both fundraising initiatives provided the basis for our goals while the addition of a full-time staff position of a Development Officer for Athletic Initiatives (Fall '24) provided optimism for reaching such lofty goals.

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)

Knights Give raised \$32,455 and attracted 570 participants which was a 28% increase in revenue generated and a 22% increase in participants from the previous year. MGA Knights Golf Tournament raised \$75,672 and attracted 116 players on 29 teams, 22 sponsors, including 17 hole sponsors, for a total of 155 participants which was a 36% increase from the previous year.

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?

With the hire of a full-time staff member to oversee this initiatives we have learned a lot in the last calendar year about what our department is capable of in terms of fundraising. We believe we have only scratched the surface of what can be achieved in FY26 in these objectives and will have robust goals going into next year.

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.

Middle Georgia State University Athletics has been and will continue to be in a state of transition as it relates to our athletic association (NAIA to NCAA Division II). While this is critical for the present and future of our University and our brand the day-to-day operations and goals remain consistent as we seek successful measurables. Athletics will continue to serve our student-body well, be an active form of engagement and to represent the University with pride within the internal and external communities. Without goals and objectives, along with the measurables they provide, we have no clear way of knowing how we are doing in terms of how we evaluate ourselves as well as compare ourselves to other institutions. The world of intercollegiate athletics is consistently evaluated by things like scoreboards, win-loss records, achievements, etc. however it is our goal to remain grounded in evaluating what true success looks like through assessment results and objectives. The next few years will see our athletic program consistently evaluated by outside entities as well as our own goal setting to address whether we may advance through the process of the NCAA and other improvement efforts.

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)

None listed apply to intercollegiate athletics.

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 Department of Athletics will achieve advancement to Year Two of the NCAA Provisional Membership process as outlined by the NCAA Division II membership committee. 2) The Department of Athletics in conjunction with other campus resources will provide Title IX training for all full-time staff totaling 15 staff members. 3) The Department of Athletics in conjunction with the MGA Foundation will establish the Knights Athletic Association as the official fundraising arm of MGA Athletics with an increase in total revenue by 22% as measured by previous fiscal year earnings. 4) The Department of Athletics in conjunction with Human Resources and Financial and Academic Affairs will establish a fully-functioning graduate assistant program which will employ and support 4-6 graduate assistant positions across the department.

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).

