



**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

christina.jackson3@mga.edu

Q2. Who is the person responsible for this report?

Christina Jackson

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)

Housing & Residence Life

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 Housing and Residence Life is committed to providing a respectful environment that is caring, positive, and safe. We build a supportive community that welcomes all students. We provide lasting connections that encourage leadership, personal growth, and academic success.

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

Student engagement: Increase collaborative activities with academic success/academic affairs staff to support student engagement in academic support resources. Occupancy management: Use housing management technology resources to effectively manage occupancy numbers toward achieving maximum occupancy. Staff professional development: Enhance department culture of growth and development by providing additional professional development opportunities for staff.

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.

Housing and Residence Life will improve student engagement as measured by student attendance at events from FY24 to FY25 by 10%.

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)

The department measured this objective by the total number of attended events as tracked through the Involve online platform for student engagement activities.

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 was a 10% change in attended events.

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 was established in accordance with past performance data regarding student events as tracked by the Involve online platform for student engagement activities.

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)

There was a 29% increase in the number of attended events from FY24 to FY25.

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?

In working toward this objective, we learned that a heavy emphasis on summer planning helped to establish activity structures early on to aid in eventual success. This was also the first full academic year of implementation of our student engagement model to provide an overall framework for activities and initiatives. The model will largely remain the same for next year. However, we have updated learning outcomes as well as incorporated additional focus areas from needs identified by other university offices.

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

Housing and Residence Life will increase returning student retention by 5% (Fall 2023 to Fall 2024)

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)

The department measured this objective by comparing the total number of housing students with housing assignments for Fall 2024 who held housing assignments for Fall 2023 with the total number of students with Fall 2022 housing assignments who held housing assignments for Fall 2023.

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 this objective was a 5% increase in the total number of housing students with Fall 2023 housing assignments to continue and obtain Fall 2024 housing assignments in comparison to those with Fall 2022 housing assignments that continued to obtain Fall 2023 housing assignments.

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

The target performance level was established based on past performance data through the StarRez online housing management system.

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 had a 14% increase in the total number of housing students with Fall 2023 housing assignments to continue and obtain Fall 2024 housing assignments in comparison to those with Fall 2022 housing assignments that continued to obtain Fall 2023 housing assignments.

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?

From working toward this objective, the department learned that a focus on intentional efforts to improve the residential student experience through our student engagement model can be influential in a student's decision to return for the following academic year. While this model will largely remain the same, we have updated learning outcomes to better reflect desired results. In addition, we will continue to implement a more aggressive campaign for returning student recruitment.

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 Fall 2024 opening occupancy percentage by 5% as compared to Fall 2023 percentage.

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)

The department measured this objective through the number of active bookings (housing assignments) reflected in the StarRez online housing management system on August 30th of each Fall semester.

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% increase in the total number of active bookings (housing assignments).

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

The target performance level was established based on past performance data and institutionally established proforma goals for housing occupancy in relation to budget and maximum building capacities.

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 department had a 12% increase in total number of active bookings from Fall 2023 to Fall 2024.

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?

From working toward this objective, the department learned that implementation of additional occupancy management strategies was conducive to success. For the next year, the department plans to further maximize these strategies including strategic communication efforts, leveraging registration deadlines in relation to housing assignments, and shifting cancellation/exemption processes to the StarRez online housing management system.

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

Assess Fall 2024 move-in experience to achieve a 90% overall satisfaction rating from students/families.

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)

The department measured this objective through overall percentage rating regarding positive satisfaction with the move-in experience as indicated on the move-in survey conducted via the Qualtrics assessment platform.

31. Objective 4: 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 was a 90% rating of positive satisfaction to the question “Overall, how satisfied are you with the Fall 2024 move-in experience?”, as reported by respondents on the move-in survey conducted via the Qualtrics assessment platform.

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

The target performance level was established based on peer review of the move-in experience as an official survey of participants had not been established at the time.

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 department achieved an 83% overall satisfaction rating.

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?

From working toward this objective, the department learned that while move-in days are a significant opportunity to reach a population of students regarding account balance/financial aid follow-up initiatives, incorporation of this support at move-in did result in delayed check-in times for some students which in turn, made for less than positive experiences. Given feedback from the move-in survey, the department has worked with the Financial Aid and Bursar offices to increase efforts to minimize the number of students that my need to meet with personnel from these offices on move-in days to avoid delays as much as possible.

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.

Student engagement assessment results were utilized to help identify the degree of engagement among the residential student population and provide justification for the student engagement model implemented by the Office of Housing & Residence Life. As the importance of student engagement is continually emphasized, the determination of effective strategies for engagement is vital for continued success of a residential student program. Results from a review of retention numbers of returning students will help provide a more accurate picture of the on-campus student living experience especially in relation to the number of those students choosing to return post-residency requirement to further support effective occupancy management strategies. Occupancy percentage data was used to develop strategies to support effective occupancy management and efforts to increase housing occupancy. Positive occupancy numbers are crucial to the success and sustainability of a housing and residence life department as well as the many areas of an institution that this department supports/impacts. Move-in survey data was used to further justify and inform best practices for the Fall move-in experience. Fall move-in is one of the most substantial opportunities for the Office of Housing & Residence Life to make a strong positive impression on students, guests, and families. This marks the beginning of a new year and provides an indicator for students and their families about the experience/support they can expect from the office. Move-in assessment data helps to plan and implement an effective move-in experience.

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)

USG Momentum initiative

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 Office of Housing & Residence Life will increase 25-26 academic year returning student application count by 5% as of the first day of Fall semester classes in comparison to 24-25 academic year returning student application count as measured by the total number of housing applications received and tracked through the StarRez online housing management platform. 2.) The Office of Housing & Residence Life will increase overall positive satisfaction percentage rating with the move-in experience by 2% as measured by the Fall move-in survey distributed to students and guests conducted via the Qualtrics assessment platform. 3.) The Office of Housing & Residence Life will collaborate with academic affairs to increase the total number of events related to academic support resources by 3% as measured by the Involve online platform for student engagement activities.

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).

