

Continuing Education

Academic Affairs

Administrative Unit Assessment

FY 18 (July 2017-July 2018)

Department and Assessment Report Information

Prepared on:7/31/2018 4:37:54 PM	By:kevin.cantwell@mga.edu
For which department or area are you reporting?	Continuing Education
What is the name and MGA email address of the person responsible for this report?	Kevin Cantwell kevin.cantwell@mga.edu

Departmental 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.

What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.	The mission of Continuing Education is to offer educational enrichment and professional training programs that promote the values of life-long learning, cultural exploration, and career enhancement.
--	--

What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	<ol style="list-style-type: none">a. To support the mission of the University by providing life-long learning opportunities to the broader community.b. To develop innovative educational partnerships with private, non-profit, and governmental organizations.c. To maintain or average a positive revenue balance in the Continuing Education budget.
---	--

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 FY 18. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY19.

Objective 1

Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	The community will have access to a variety of quality continuing education programs that are identified as fall, spring, and summer programs.
Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Updated CE site; program brochures; program ads; student and/or client satisfaction surveys.
Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Two programs fall; two programs spring; one program summer; surveys administered to all programs.
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)	50% Fall 2017. CE began a new program called Master Lectures and Conversations Series. Its first event was "The Great War at 100: Its Shadow and Legacy." This event took place at two locations—the Museum of Aviation in Warner Robins and on the Macon Campus of MGA. Surveys were collected for both events, with hard copies on file in Office of Graduate Studies. Of 24 audience members, 18 completed a survey, with a 75% response rate. For the first event, most categories received a rating of 94% on 6 and 7 on a scale of 1 to 7, with 7 as the highest. Its lowest score was on room technology, with 56% at highest and 44% in the middle range of numbers. This had to do with room lighting and its effect on the visibility of the screen. The same presentation occurred a week later on the Macon Campus of MGA. Of 23 audience members, 19 completed a survey, with an 83% response rate. It was also well received with 100% of 6 and 7 ratings for 5 of its 6 questions. Since this second lecture took place at the University, the stronger numbers on technology indicate the quality of technical support at this facility, as opposed to a facility for which CE cannot control all factors. One written comment of note on the second set of surveys indicated that the room location was hard to find on the school site. One set of surveys showed that 50%

	<p>of participants were “community members” whereas the second set showed that 42% were “community members,” thus providing evidence that our community outreach was successful.</p> <p>Spring 2018</p> <p>A second event in the Master Lectures and Conversations Series was held on May 1st, 2018, in the Hatcher Conference Center. This event was co-sponsored by the Department of Continuing Education, the MGA Foundation, and the Compassus group of palliative care professionals. David Kessler was the speaker, a national expert on death and dying. His presentation was entitled "Finding Hope and Healing After Loss." 125 people attended; 63 filled out assessment forms, including 54 community members (86%) and 9 faculty and staff (14%). 25 of these respondents wrote positive comments and nearly all rated each category as a 6 or 7, with 7 as the highest.</p>
<p>Objective 1: Did your department meet this objective?</p>	<p>The department did not meet this objective.</p>
<p>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>As a new office under an interim Director, CE will take at least another AY to build out fall, spring, and summer program. To make progress, CE will identify RAFB programs as fall and spring, the Columbus State Leadership “How Deep is Your Bench” program as fall, and the Master Lectures and Conversation Series as a spring program. CE will continue try to develop the real estate training and professional development programs in health care, education, IT, and those designed for civilian employees at RAFB.</p>

Objective 2

Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Professional organizations will have the support of Continuing Education and the MGA faculty/staff in developing programs suitable for the career enhancement of their employees and members.
Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Meeting minutes; new program drafts.
Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	2 New MOU's
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>75%</p> <p>1) After 18 month gap, partnership with VESi educational course links re-established by rebuilding payment link process so that students pay VESi and then our percentage cut is invoiced by check to MGA. CE recovered complete transcripts of all students who had taken VESi courses through MGA CE going back to 2004. Re-established process of awarding transcripts and maintaining such records, with electronic copies filed in Graduate Studies by KC, back-up files kept by admin ED, and hard copies in GS suite at WR Campus.</p> <p>2) CE put a lot of effort into re-establishing a real estate school at MGA, which had been in place until the economic downturn of 2008. CE worked with a local broker/instructor in developing a new application with the Georgia Real Estate Commission (GREC). Although we believed we would be successful with our application to re-establish the school, GREC asked MGA to provide alternate paperwork, which we will complete by January 2018. See supporting documentation of emails and original application.</p> <p>3) Members of MGS met with several health care representatives over the course of summer and fall 2017 to establish curriculum in leadership development. CE made inroads with another partner university to develop and provide courses; senior MGA administration, however, asked CE to redirect its planning for the delivery of that training. December 15, 2017 meeting planned with healthcare partners and key MGA administrators.</p>

	<p>Follow-up meetings occurred in the winter but proposal did not come to fruition.</p> <p>4) Members of MGA met with RAFB leadership to discuss developing new programs for civilian leadership. To date, an MOU has been signed; we have hired an instructor; and classes will be offered fall 2018 and spring 2019 at the Warner Robins Campus.</p>
<p>Objective 2: Did your department meet this objective?</p>	<p>The department met this objective.</p>
<p>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>New programs take time and many conversations to build. Some big projects get shelved by the private partner because its board decides not to fund new activities. Clear process steps help clients and prospective CE faculty work toward the completion of new programs. CE will continue try to develop the real estate training and professional development programs in health care, education, and IT. Use the CE Advisory Board and updated CE site information to build processes and internal/external support for program development. Press notices will be used to build awareness.</p>

Objective 3

Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	The Budget and Provost offices of the University will analyze annual allocations against expenses to recommend adjustments as needed.
Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Annual CE Budget lined to individual programs, salaries, registrations, advertising, and other expenses.
Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	CE breaks even or generates revenue.
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)	<p>As a start-up office, CE spent a great deal of overhead capital on meetings and writing proposals. We did have some income from the VESi and ed2go courses.</p> <p>Fall 2017 Income: \$506.15 Spring 2018 Income: \$252.20</p> <p>As a baseline, overhead is part of the Interim Director's salary; for this year we call this a break-even year.</p>
Objective 3: Did your department meet this objective?	The department met this objective.
Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	The CE budget process is unique in that revenue must be generated before budgeted lines can be spent. BoR mandates require a process and view CE functions as both revenue streams and public-facing service goals. The CE goal will be to increase revenue by landing a big ticket corporate program to fund smaller efforts.

Objective 4

Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Not applicable
Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Not applicable
Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Not applicable
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)	Not applicable
Objective 4: Did your department meet this objective?	The department met this objective.
Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Not applicable

Future Plans

<p>Please identify at least 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 to X will provide training in ABC for at least 73 MGA faculty and staff.</p>	<ol style="list-style-type: none">1. CE will identify programs as fall, spring, and summer functions and set enrollment and CEU benchmarks for future data projections.2. CE will improve faculty and staff involvement in program development by adding at least one new program or event created by faculty and staff.3. CE will post at least two major media notices for its programming and/or events through social media, press outlets, or paid advertising.4. CE will set revenue benchmarks for future budgeting projections.
<p>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</p>	<p>The overall summary for CE is that the program will eventually need to hire an expert, which would be a good move after AY19. The processes are just about built out, with an advisory committee in place. The current goals and outcomes are strong and evidence of new program offerings constitute the projection of CE activity. A branded CE identity should begin AY20 with a big splash notice.</p> <p>A final note is that the USG provided a consultative audit December 2017 and January 2018, which was released to MGA in spring of 2018. Its soft "recommendations" for CE were to:</p> <ol style="list-style-type: none">a. Manage the challenge of five locations with limited staff /resources.b. Expand offering to include "regional/local" needs of the 5 marketplaces.c. Review organizational structure.d. Purchase an enrollment management system for the division.e. Develop a marketing and branding strategy.f. Expand web site to include easy access to the division.g. Find dedicated facilities space for the division. <p>To begin to address these points, an Ad Hoc Continuing Education Advisory Committee was formed in spring 2018. The group is made up of faculty and staff. It "met" by phone and approved basic processes for outcome and program proposals during summer 2018. Additionally, the CE website has been updated to provide public information on how to propose new programs, with forms and guidelines for corporate partners. Finally, a focus group for the Dublin community has been identified but not yet contacted.</p>

Form run:
Wednesday, July 3, 2019

