Enrollment Management

Administrative Unit Assessment
Department and Assessment Report Information
FY 19 (July 2018 – July 2019)

Prepared on: August 21, 2019	By: Jennifer Stenander
For which department or area are you reporting?	Enrollment Management
What is the name and MGA email address of the person responsible for this report?	**Jenn.stenander@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 division of enrollment management is responsible for enrollment on all campuses and providing students with resources for a successful semester through the recruitment, onboarding and enrollment process.

What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	Increase enrollment on all campuses including online. Establish an onboarding process that supports student transition and retention. Enroll new students through our strategic corporate and community partnerships. Improve customer service at each stage of the enrollment process. Increase university brand awareness through Marketing and Communications to support government relations, our position as a USG institution and enrollment.

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 FY19. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY20.

Objective 1

Objective 1: What is this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Increase overall enrollment fall to fall.
Objective 1: How will your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of students enrolled. Fall to Fall unduplicated headcount. USG Census
Objective 1: What is your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Fall 18 Overall Enrollment: 2.5%
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)	Fall 18 Final Result +6.3%
Objective 1: Did your department meet this objective?	Met Objective
Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Observing overall enrollment growth, future objectives will focus on campus specific growth strategies.

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.	Improve the transition and onboarding process for new students by creating and delivering online orientation. and increase number of students that attend orientation.
Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Project completion: Development and Implementation of Online Orientation Module
Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	100% Create and Implement
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)	100% Created and Implemented
Objective 2: Did your department meet this objective?	Met Objective
Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	In addition to the resources available for online orientation, we also need to focus on increasing face to face orientation participation that provides information and activities not available via the online module. Focus of New FY20 Goal

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.	Increase the freshman class
Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Measured by increase in overall headcount and enrollment.
Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Freshman Class) (Increase 4%)
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)	Freshman Class: (Increased 8%)
Objective 3: Did your department meet this objective?	Met Objective
Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	In addition to these populations, targeted strategic partnerships were identified for future solicitation and recruitment. Focus of New FY20 Goal

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.	Increase new students enrollment
Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Measured by increase in new students enrolling at MGA (first time, transfer, post bac, etc)
Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	New Students (Goal 5%)
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)	New Students (Outcome 19%)
Objective 4: Did your department meet this objective?	Met Objective
Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	In addition to these populations, targeted strategic partnerships were identified for future solicitation and recruitment. Focus of New FY20 Goal

Future Plans

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.	1. Increase number of students that attend face to face orientation 2. Increase overall enrollment – including campus by campus analysis 3. Increase strategic partnerships and enrollment from those partnership. 4. Increase average credit hours per student
Based on this assessment, please share your thoughts on the current status and future direction of this department or area.	