

Media, Culture, and the Arts

Office or Department of Academic Affairs

Administrative Unit Assessment

Year Reporting: FY 20 (July 2019-July 2020)

Department and Assessment Report Information

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For which department or area are you reporting?	Media, Culture, and the Arts
What is the name and MGA email address of the person responsible for this report?	Dr. Sheree' Keith, sheree.keith@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.	To build on a solid foundation in the liberal arts to guide students toward their academic goals and prepare them for a global, culturally diverse society.
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What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	(A) Grow Enrollment with Purpose (B) Increase Student Success (C) Foster Efficient Progression to Timely Graduation
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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 FY20. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY21.

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.	Build Enrollment in MCA Bachelor's Programs and the GFA certificate classes [Aligns with Goal A]
Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Fall enrollment in each Baccalaureate Program and the GFA certificate
Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	MCA will experience at least 1% growth in at least 2/3 (67%) of our baccalaureate programs analyzed (Interdisciplinary Studies, New Media & Communication. Contemporary Musicianship) AND in the GFA certificate. 1% enrollment growth in MCA overall.
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)	We met 1% enrollment growth in MCA enrollment overall. 2/3 (67%) of our baccalaureate programs had 1% enrollment growth. The GFA had 100% enrollment growth. NMAC: -6%; COMU +147%; IDS +567%
Objective 1: Did your department meet this objective?	The department exceeded this objective.
Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	The NMAC degree did not meet enrollment growth goals. The program saw a decrease in enrollment when other degrees on the Cochran campus provided more competition. The program has created concentrations in the degree in order to appeal more broadly to students.

Objective 2

<p>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>Improve student academic success across MCA classes by discipline (Aligns with Goal B]</p>
<p>Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>DWF rates in all MCA disciplines (defined by 4 letter class designation) as well as overall in MCA.</p>
<p>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>DWF rate of < 25% in 6/8 (75%) of MCA disciplines (ART, COMM, FREN, HUMN, MCOM, MUSC, NMAC, SPAN)</p>
<p>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>	<p>We achieved DWF rates of < 25% in ART (20.2%), COMM (16.5%), FREN(13.6%), NMAC(11%), MCOM, (13%) and MUSC (15.8%). HUMN(29.8%) and SPAN(25.2%) did not meet the goal.</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>We need to work on decreasing DWF rates in HUMN and SPAN. In the coming year, we will focus on early intervention strategies for students who are in danger of not being successful in the courses.</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.	Increase MCA student retention in baccalaureate programs [Aligns with Goals B & C]
Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Fall to Fall retention
Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Increase Fall to Fall retention by 1% in 2/3 (67%) of baccalaureate programs (NMAC, IDS, COMU).
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)	NMAC: -4%, COMU: 100% IDS: -16%
Objective 3: Did your department meet this objective?	The department did not meet 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?	We will continue to work on efforts to retain students from fall to fall in the department. We will work with professional advisors to re-enroll students from semester to semester. We will continue to develop online courses that can be regularly rotated in the schedule.

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.	Ensure efficient progression to support graduation (Aligns with Goal C)
Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Credit Hours to Graduation in each baccalaureate program and in the department as a whole.
Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Credit ours at graduation not to exceed 135.
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)	NMAC: 129, IDS: 139, COMU: No data.
Objective 4: Did your department meet this objective?	The department did not meet 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?	Our average credit hours toward degree varied widely across programs. We are partially successful in this area. IDS has a tendency to skew hours at graduation higher given that students tend to come to the major with a large number of credits already. We will continue to evaluate IDS core courses and concentration options for the best fit for the program and our students.

Future Plans

<p>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.</p>	<p>1. Build Enrollment in MCA Bachelor's Programs and the GFA certificate classes by 1% 2. Improve student academic success across MCA classes by discipline by decreasing DWF rates in all MCA disciplines to less than 25%. 3. Increase Fall to Fall retention by 1% in 2/3 (67%) of baccalaureate programs (NMAC, IDS, COMU). 4. Ensure efficient progression to graduation by decreasing graduation hours to less than 135 for all disciplines.</p>
<p>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</p>	<p>The department will continue to serve its majors by being flexible with electives and allowing plenty of room for minors. We will also continue to up our retention efforts with our students.</p>

Open Box for Additional Comments

<p>Open Text Box For Assessment Comments:</p>	
<p>If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	

