

## Strategic Partnerships

Office or Department of Enrollment Management  
Administrative Unit Assessment  
Year Reporting: FY 20 (July 2019-July 2020)

### Department and Assessment Report Information

Prepared on: 8/5/2020 5:31:25 PM	Prepared by: melinda.moffett@mga.edu
For which department or area are you reporting?	Strategic Partnerships
What is the name and MGA email address of the person responsible for this report?	Melinda Robinson-Moffett, melinda.moffett@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.

<b>What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</b>	<p>The division of enrollment management (EM) is responsible for enrollment on all campuses and providing students with resources for a successful semester through the recruitment, on-boarding and enrollment process.</p> <p>Strategic Partnerships functions as an office within EM created to support corporate, business, government, and non-profit entities in marketing the online certificates and degrees available via MGA Direct to full-time and part-time employees, contractors, and family members in a more strategic way. Through these efforts SP will increase enrollment of adult learners in the online programs.</p>
--	--

<b>What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</b>	<ul style="list-style-type: none"><li>• To increase the number of "Partners" collaborating with the MGA Office of Strategic Partnerships</li><li>• To increase the number of applicants for online certificate and degree programs offered at MGA</li></ul>
---	---



## 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

<p><b>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b></p>	<p>Increase the total number of Partners collaborating with the MGA Office of Strategic Partnerships each year. This data shall be assessed from fall to fall.</p>
<p><b>Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b></p>	<p>A "Strategic Partner" or "Partner" shall be defined as one corporation, business, government, or non-profit entity actively collaborating with the MGA Office of Strategic Partnerships (SP) for the purpose of encouraging their employees to take classes, complete a certificate or degree via MGA Direct.</p>
<p><b>Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b></p>	<p>The SP team will provide personalized information to the employees, contractors, and family members of these Partners so that the enrollment process (i.e. application, registration, matriculation) is streamlined yielding a greater recruitment and retention rate for MGA Direct.</p> <p>The SP team will walk those populations through the enrollment funnel from inquiry through matriculation for each 8 week session. Forms of communication may include email, text, in person, telephone, video conferencing and other reasonable measures.</p>
<p><b>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)</b></p>	<p>100%</p> <p>The SP office was created fall 2019 with no partnerships having been confirmed and the initial target of 40 Partners. To date 47 Partners have been confirmed.</p>
<p><b>Objective 1: Did your department meet this objective?</b></p>	<p>The department exceeded this objective.</p>
<p><b>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b></p>	<p>As of fall 2020, the department had established 47 Partners. The SP team did an outstanding job of solidifying these partnerships and thereby exceeding the initial goal with seven additional Partners. The staff learned that internal processes/job functions are executed much more efficiently when assigned to a specific staff member for specialization in executing that task.</p>

	<p>Cross-training will be employed so that staff can take vacation or handle unforeseen absences without causing an interruption to the job function. Additionally, this team will incorporate a better use of virtual recruitment tools (i.e. Teams, Skype, FaceTime) to conduct presentations with the business community especially during this time of careful navigating due to COVID restricting in person recruitment efforts.</p>
--	---

## Objective 2

<p><b>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b></p>	<p>To increase the number of applicants for online certificate and degree programs offered at MGA. This data shall be assessed from fall to fall.</p>
<p><b>Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b></p>	<p>The total number of applicants for online learners is tracked by the Office of Strategic Partnerships using Target X, a customer relationship management tool purchased by the MGA Office of Admissions.</p> <p>The information stored by Target X is entered manually by various staff members (i.e. Strategic Partnerships, Admissions, academic advisors) and digitally as a result of electronic Contact Cards strategically marketed by the Office of Marketing and Communications.</p> <p>This data generated by Target X is pulled and compiled bi-monthly as job function of the Coordinator and Executive Director of Strategic Partnerships. The resulting report is then reviewed and shared with the VP of Enrollment Management and later forwarded by the VP to the President and Cabinet. The total number of applicants for online learners for each Strategic Partner is highlighted in this 7-8 page report. To date one year of data has been generated.</p>
<p><b>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b></p>	<p>As this department is new, the baseline for this objective is being established. The total number of applications obtained through the Office of SP is 1425. The goal is to increase this number by 5% for next fiscal year.</p>
<p><b>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)</b></p>	<p>100%</p>
<p><b>Objective 2: Did your department meet this objective?</b></p>	<p>The department met this objective.</p>
<p><b>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b></p>	<p>Developing "codes" for tracking each Partner in Target X is not a quick process. Codes may take up to three weeks to generate and in that time frame there is no way to adequately capture how many employees, contractors, or family members are applying from that Partner. Those applications are "missed" by the current methods used to assess leads generated by the SP team.</p>

	<p>Additionally, there is no guarantee that an applicant was encouraged by a member of the SP team to apply. That lead may have been generated by Admissions or any one else but once the Partner code is selected on the application, that application is counted in SP to which the SP team then begins providing a series of systemic phone, text, and email communications to that applicant. We have learned to use language indicative of the fact that the SP team services every online student (i.e. provides assistance with the application, acceptance, enrollment, and registration process) regardless of who (SP or Admissions) generates the lead.</p>
--	--

### Objective 3

<p><b>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b></p>	<p>This department will increase internal marketing efforts so as to do a better job of sharing accomplishments, goals, and objectives with internal customers (members of the MGA faculty and staff) and community stakeholders.</p>
<p><b>Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b></p>	<p>Announcements and other relevant information shall be shared via social media (e.g. Facebook and/or Instagram) bi-monthly.</p>
<p><b>Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b></p>	<p>Within one fiscal year a minimum of 24 posts shall have been made via each social media page.</p>
<p><b>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)</b></p>	<p>As this is a new department, this objective is new as well. Thus far, posts have been made twice monthly leading towards 100% achievement of this goal by the next assessment period.</p>
<p><b>Objective 3: Did your department meet this objective?</b></p>	<p>The department met this objective.</p>
<p><b>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b></p>	<p>The task of handling all social media communication is too much for one team member. Each marketing tool is now handled by one staff person – the ED handles FB post; the Coordinator handles Instagram post. Next year, the goal will include not only generating content, but generating engagement for each post. Mechanisms for engaging students and Partners in each post are already underway.</p>

## Future Plans

<p><b>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.</b></p>	<ol style="list-style-type: none"><li>1) The SP department will improve internal operations by conducting cross-training within the office. Each member of the SP team shall have at least one colleague trained to serve as backup to their role. This is essential as the team is very lean and there may be unforeseen or planned circumstances causing various persons to be out of the office. While understood, the office functions will need to move forward.</li><li>2) Each member of the SP team is new to the Division of Enrollment Management and the duties required of their role. Additionally, two of the four person staff were new to higher education at the time of their hire. With this in mind it is imperative that each staff person broaden their formal training now that the department has been successfully set up. That training may include a minimum of one meeting/training session from an internal (found within EM) or external (and outside of EM) expert on a topic directly related to an area of influence handled by the SP team (i.e. advising, registration, financial aid).</li><li>3) The SP team is currently responsible for overseeing the online populations of MGA Direct and Strategic Partnerships. With this online population in mind, and in consideration of COVID which has required remote working conditions, it is imperative that the SP team work to convert admission documents for easier completion and submission back to MGA. Prospective and current students alike must print, sign, then scan back certain forms (i.e. immunization). Moving forward, we will convert those forms so that each can be signed electronically then returned to the SP in a more streamline process.</li></ol>
---	--



<p><b>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</b></p>	<p>This department is performing well. Enrollment growth for Fall 2020 is up 12.6% and accounts for 3.88% of total Fall enrollment. Now that the department's staff and operating procedures have been established this department can continue to meet/exceed the goals.</p>
---	---

**Open Box for Additional Comments**

<p><b>Open Text Box For Assessment Comments:</b></p>	
<p><b>If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</b></p>	<p>COVID-19 prevented the SP team from recruiting on-site with potential Partners. Additionally, current Partners were much less inclined to promote MGA Direct to their employees.</p>

