

## Office of the President

Office or Department of Office of the President

Administrative Unit Assessment

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

### Department and Assessment Report Information

<b>Prepared on:</b> 9/28/2020 17:34:45	<b>Prepared by:</b> ember.bentley@mga.edu
<b>For which department or area are you reporting?</b>	Office of the President
<b>What is the name and MGA email address of the person responsible for this report?</b>	Ember Bentley, ember.bentley@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>	To lead the University and support its mission by maintaining positive relationships within and among its five campuses and with all stakeholder communities, engaging in effective executive communications, and improving compliance.
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<b>What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</b>	The Office of the President will lead implementation of the strategic plan by: <ul style="list-style-type: none"><li>• deploying the President strategically to grow enrollment with purpose;</li><li>• driving a culture of accountability and supporting all divisions in efforts to own student success; and</li><li>• engaging in intentional outreach internally and externally to build shared culture.</li></ul>
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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

<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>The Office of the President will engage in intentional monthly, quarterly, or annual outreach to colleagues across divisions to support institutional priorities.</p> <ul style="list-style-type: none"> <li>a. Appearances at all key enrollment events;</li> <li>b. Bi-weekly blog posts;</li> <li>c. Annual Report;</li> <li>d. Frequent engagement with key stakeholders in the region and in Atlanta.</li> </ul>
<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>President Blake participated in key enrollment events as well continuing to participate in enrollment task force meetings and ensuring weekly enrollment reports were delivered via the institutional research unit. The Office of the President published monthly blog posts and an annual report. Additionally, the OoP hosted and attended several key events with stakeholders within the region and lawmakers in Atlanta.</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>Fully-funding the enrollment center, continued enrollment growth, securing \$11 million in state small cap funding, and hosting meetings and events in each campus community.</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><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>The President will continue to be directly involved with supporting enrollment growth. The blog posts will be featured monthly with a calendar year focus of monthly themes depending on where we are in the academic cycle and aligning to University messaging. The President will continue to highlight institutional strengths both internally and externally. This includes a move internally to house the Community Director in the Office of President as well as adding a Military Affairs Liaison within the OoP to support the community engagement efforts with Robins Air Force Base.</p>

## Objective 2

<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>	University Council engaging university's compliance commission and reviewing policy changes flowing from USG policy review.
<b>Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Number of policies drafted and placed in the policy manual
<b>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	100% adoption of new or updated policies from USG
<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>	100%
<b>Objective 2: Did your department meet this objective?</b>	The department met this objective.
<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>	MGA will continue to work with USG legal to ensure MGA's policies are kept current and updated in the policy manual.

**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>Secure state capital requests and implement government relations and campus coordination plans.</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>COS and President are actively engaged with elected officials at all levels. Hosted meetings with members of the regional delegation and one-to-one meetings with the Chairs of both the House and Senate Appropriations. We were pleased to have \$11 million in bond funding for projects on our Cochran, Dublin, and Eastman campuses. This essential funding illustrates exciting growth of our aviation and nursing programs, as well as our institution generally. The President continues to be a key leader in raising funds for the University Foundation and has secured several major gifts throughout the last year.</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>The Office of the President's engagement goal was 100% for monthly, quarterly, and annual outreach.</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>100%</p>
<p><b>Objective 3: Did your department meet this objective?</b></p>	<p>The department exceeded 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>Year round engagement best serves the Office of the President. The Office of the President continued to strengthen its government relations and community engagement strategies and visibility by moving the Community Director from the Office of Advancement to the Office of the President. Additionally, a military affairs liaison was hired to ensure community outreach with the Robins Air Force Base and partners.</p>

#### Objective 4

<b>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Demonstrate the value of Middle Georgia State University by engaging the region and its residents in order to raise the profile of the University and its leaders.
<b>Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	All OoP staff serve on local, regional, state and national boards in some capacity. Additionally, OoP has prioritized local, regional, and statewide events to leverage the outreach and promote MGA, our brand, and commitment to serving students.
<b>Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	Each member of the OoP team to serve on at least one community, regional, or state wide board.
<b>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)</b>	100%
<b>Objective 4: Did your department meet this objective?</b>	The department exceeded this objective.
<b>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	MGA is lean, effective and efficient in most all areas and we have strengthened the promotion of MGA by aligning and allocating resources and people appropriately.

**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>	<p>Objective #1 – The Office of the President will engage in intentional monthly, quarterly, or annual outreach to colleagues across divisions to ensure equity, health, and safety during the pandemic.</p> <p>Objective #2 – Conclude Greatness Campaign</p> <p>Objective #3 – Continue strategic campus mission focus for individual campus strategy and funding for campus enhancements and academic centers which are aligned to program delivery and student success.</p>
<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>The OoP will continue to provide leadership and support across divisions by maintaining positive relationships within and among its five campuses and with all stakeholder communities, engaging in effective executive communications, and supporting strategies which increase campus presence.</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>	

