

## Continuing Education

Office or Department of Academic Affairs

### Administrative Unit Assessment Report Information

**Year Reporting: FY21 (July 2020 – June 2021)**

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Prepared by: kevin.cantwell@mga.edu

Email address of person responsible for this report: Kevin Cantwell, kevin.cantwell@mga.edu

### Department 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.**

6. 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.
7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	*To support the mission of the University by providing lifelong learning opportunities to the broader community; *To develop innovative educational partnerships with private, non-profit, and governmental organizations; *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 FY21. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY22.

### Objective 1

8. 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.
9. Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Updated CE site, programs brochures, program ads, student and/or client satisfaction surveys.
10. 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; survey administered to all programs.
11. 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)	<p>CE maintained its engagement with RAFB for one class in fall 2021 and one class in spring 2021.50% of goal; from AY20 to AY21 we increased our CEU credits by 12%. MET</p> <p>We continued to offer both ed2go courses through our site and VESi courses, but increased the number of CEU credits from AY20 to AY21 by 57%. Overall, MET.</p> <p>Note: For some reason the standard CE survey was not administered to the RAFB classes; instead, the Base issued its own survey for fall 2020, which resulted in an unhelpful 100% satisfaction rate based on Yes or No answers. The comments as well were generic and half-hearted, suggesting that the engagement was considerably weakened by an online format. Additionally, the spring 2021 was not administered at all. This was not a satisfactory process for CE.</p>
12. Objective 1: Did your department meet this objective?	The department met this objective.
13. Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	The incoming leadership of CE will have to plan at least one more community/business engagement partnership each for fall 2021 and spring 2022; although we gave RAFB a discount price for a

	COVID they have yet to confirm their contracts for our increased prices for AY22.
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## Objective 2

14. 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 career enhancement of their employees and members.
15. Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Meeting minutes; new program drafts.
16. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	We have provided RAFB with an updated MOU for AY22, but they have yet to sign it; our updated MOU with Delta Airlines has so far been shelved post COVID.
17. 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)	50% 2 MOU drafts that have not been signed for the upcoming year. DID NOT MEET.
18. Objective 2: Did your department meet this objective?	The department did not meet this objective.
19. Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	CE will need at least a Director and a staff member dedicated to the support of CE.

### Objective 3

20. 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 allocation against expenses to recommend adjustments as needed.
21. Objective 3: Detail how your department measured 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.
22. 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.
23. 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)	With \$12, 656 revenue and \$6,000 spent on salaries, CE made a profit of \$6,656, which counts for a 53% profit. In AY20, CE lost \$4258 for -34%. Over two years, the profit has been \$2,398; this is not very strong, but the strategy was to be modest in a post-COVID year and turn a profit. MET.
24. Objective 3: Did your department meet this objective?	The department met this objective.
25. Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	We re-doubled our efforts for local advertising with the VESi and ed2go courses by delivering cards and fliers to local school districts. That clearly was a successful strategy.

#### Objective 4

26. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	n/a
27. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	n/a
28. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	n/a
29. 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)	n/a
30. Objective 4: Did your department meet this objective?	The department met this objective.
31. Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	n/a

#### Future Plans

32. 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.	1) CE will survey ALL community engagement classes for 100% completion; 2) CE will increase its number of ed2go and VESi CEUs by 5% over the 73.2 for AY21; 3) CE will add one cultural event for AY21.
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### Open Box for Assessment Comments

<p>33. Based on this assessment, please share your thoughts on the current status and future direction of this department or area. Use this space to summarize overall use of assessment results for continuous improvement and open text box for assessment comments:</p>	<p>As CE has noted before, a dedicated director and at least one staff person is necessary for CE to grow. If we complete the renovation of the Testing Lab in WRC and offer Security + testing, we can achieve considerable revenue again. In this past year, we lost an additional staffer in Grad Studies, which has to be replaced by the CE admin. Three key staffers have been lost in two years, hence the strain on the CE office and its ability to deliver its outcomes.</p>
<p>37. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>COVID forced our RAFB from f2f engagement to online, which resulted in fewer satisfaction surveys being completed and one whole cycle being missed; we had to give RAFB a discount of 20% to continue operations in AY21 as their budgets were redirected.</p>

### MGA's Strategic Plan

<p>34. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (<a href="https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf">https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf</a>) by checking all associated and relevant Imperatives / Strategies from the list below. (Check all the apply)</p>	<p>Build Shared Culture 7. Cultivate engagement with its local communities</p>
<p>35. Please indicate which of the following actions you have taken as a result of the 2020/2021 Assessment Cycle (Note: These actions are documented in reports, memos, emails, meeting minutes, or other directives within the reporting area) (Check all the apply)</p>	<p>Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community</p>

### Other

<p>36. Please indicate (if appropriate) any local, state, or national initiatives (academic or otherwise) that are influential in the operations, or goals, and objectives of your unit. (Complete College Georgia, USG High Impact Practice Initiative, LEAP, USG Momentum Year, Low-Cost No-Cost Books, etc)</p>	<p>n/a</p>
<p>38. Mindset Update (Academic Deans ONLY) Please provide an update on the implementation of your school based mindset plan/strategy. Include any adjustments to metrics for the AY20/21 as well as outcomes associated with your appraisal of your schools activities.</p>	<p>N/A</p>