

Department of Management and Marketing

Office or Department of Academic Affairs

Administrative Unit Assessment Report Information

Year Reporting: FY21 (July 2020 – June 2021)

Prepared on: 8/16/2021

Prepared by: stanley.ketchel@mga.edu

Email address of person responsible for this report: Stan Ketchel, stanley.ketchel@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.

<p>6. What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</p>	<p>“The Mission of the Department of Management and Marketing (MM) in the School of Business is to provide high quality undergraduate and graduate business programs targeted primarily to meet Central Georgia workforce needs. The School focuses on effective teaching and student learning for a diverse student population. Faculty engagement in scholarly activities, especially applied and pedagogical research, enhances classroom instruction. Faculty provide professional services to the community and their disciplines.”</p>
<p>7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</p>	<p><u>Goal 1:</u> Offer additional ‘Face to Face’ courses per directive from MGA President and Provost for an improved balance between ‘Face to Face’ and ‘Online’ course offerings <u>Goal 2:</u> Add new concentration of Supply Chain and Logistics Management in the Management and Marketing Department <u>Goal 3:</u> Improve the performance of the ETS Major Field Tests administered in the School of Business Capstone Class, MGMT 4195 Strategic Management while also scoring within three (3) points of the national mean.</p>

	<p><u>Goal 4:</u> Hire new Assistant Professor of Marketing to replace retiring Marketing Assistant Professor</p>
--	-------------------------------------------------------------------------------------------------------------------

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.	Offer additional 'Face to Face' courses per directive from MGA President and Provost for an improved balance between 'Face to Face' (including Hybrid classes) and 'Online' course offerings
9. Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Using data from OTR, calculated the total number of sessions, comparing total online sessions to total face-to-face and hybrid (face-to-face and online) sessions for AY 2018/2019 to AY 2019/2020 for the MM Department course Prefixes (BUSA, MGMT, MKTG, and LENB).
10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	For there to be more face-to-face and hybrid class offerings compared to online offerings in AY 2020/2021 compared to AY 2019/2020, for a more balanced mix between face-to-face (including hybrid classes) and online classes - a 10% increase or greater in face-to-face and hybrid classes.
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)	AY 2020/2021's total face-to-face and hybrid sessions were 41 vs AY 2019/2020's total face-to-face and hybrid sessions of 52 for a decrease of 26.8%. In addition, AY 2020/2021's total face-to-face and hybrid student enrollment was 451 vs AY 2019/2020's total face-to-face and hybrid student enrollment of 661 for a decrease of 46.5%.
12. Objective 1: Did your department meet this objective?	No
13. Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Due to the COVID -19 Pandemic, There is an increased demand for online sessions with both traditional and non-traditional students. In addition, the 'MGA Direct' initiative was very successful in increasing enrollment and the preference for online sessions.

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.	Add new Concentration of Supply Chain and Logistics Management in the Management and Marketing Department
15. Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Success in receiving School of Business approval to increasing our concentrations in the Management and Marketing Department, and completing a Course Deletion form, a New Course form and an extensive Program Modification process for Academic Affairs approval.
16. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Academic Affairs approval for this new Concentration in the Department of Management and Marketing
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)	The new Concentration was approved by the School of Business, the Course Deletion and Program Modification was completed and approved by Academic Affairs
18. Objective 2: Did your department meet this objective?	Yes
19. Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	This was a learning experience for me, and with the assistance of the registrar's office, I am comfortable in being the 'go-to' person for the School of Business for future Program Modifications when needed.

Objective 3

<p>20. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>Improve the performance of the ETS Major Field Tests administered in the School of Business Capstone Class, MGMT 4195 Strategic Management, while also scoring within three (3) points of the national mean.</p>
<p>21. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>By analyzing annual ETS Major Field Test Assessment Reports relative 'mean' scores and raw aggregated means of tested students comparing the results of AY 2019/2020 against AY 2020/2021. This is a measurement change from previous years when we only used raw aggregated means. This new instrument allows for a more comprehensive and standardized approach.</p>
<p>22. Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>An increase in the relative weighted average of 'means' and ETS report for ETS Major Field Test Score Assessment Reports from AY 2019/2020 to AY 2020/2021. The AY 2019/2020 and AY 2020/2021 national mean is 151.6.</p>
<p>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)</p>	<p>Using the ETS Report Instrument, the relative weighted average of 'means' for ETS Major Field Test Scores increased in comparing the AY's. The ETS reported mean for AY 2019/2020 was 149.3. The ETS reported mean for A 2020/2021 was 149.4, an increase of 0.1. With the national mean for both years at 151.6, this represents an improvement from 2.3 points below the national mean to 2.2 points below the national mean and within the three-point goal. The raw scored mean for AY 2019/2020 was 147.41 while AY 2020-2021 was 147.10, a negligible change of 0.15%. There was no downturn in measures for marketing or management topics.</p>
<p>24. Objective 3: Did your department meet this objective?</p>	<p>Yes</p>
<p>25. Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>Students will continue to further review the business learning objectives from the different operative elements of the ETS Major Field Test. The School of Business has a study guide in D2L accessible to students in the different fields of business, some of which are not fully developed as a quality study guide. We need to review and improve this study guide and reference for the business students, with particular emphasis on low performing or diminished performing assessment indicators, seeking to improve</p>

	student scores in areas of marketing and management rather than just maintain year-on-year results.
--	-----------------------------------------------------------------------------------------------------

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.	Hire new Assistant Professor of Marketing to replace retiring Marketing Assistant Professor
27. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Success in the interviewing, selection, and candidate acceptance of a Doctorial level Assistant Marketing Professor
28. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Hiring of the best candidate available for this Doctorial level Assistant Marketing Professor opening
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)	Interviewed a number of qualified candidates, and made an offer that was accepted by our number one candidate
30. Objective 4: Did your department meet this objective?	Yes
31. Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Hiring is a major undertaking and it was imperative that we were able to satisfy our requirement to upgrade our Assistant Professor in Marketing to the Doctorate level. The search committee was diligent in pursuing a candidate with experience in the different disciplines of Marketing Management who will enhance our BSBA program.

Future Plans

<p>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.</p>	<p>Objective 1: Improve student retention across concentrations in the Management and Marketing Department by 5% as measured by enrollment comparisons between semesters Objective 2: Offer additional electives for the concentrations in the Management and Marketing Department Objective 3: Hire a doctorate faculty to support the new Supply Chain and Logistics Management concentration Objective 4: Continue to offer additional face-to-face and hybrid classes for all concentrations in the Management and Marketing Department for a more balanced mix of online, hybrid, and face-to-face offerings</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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 Department Chair of this Department in the School of Business, I am excited about the outlook of the department for the coming years. The department is comprised of faculty and staff committed to the students and mission of the department. They are eager to grow the academic portfolio and meet the needs of the greater community. The faculty are self-motivated and highly engaged. The current status of enrollment within the Management and Marketing Department continues to grow. This department will continue to work on the future plan objectives to support the prospective expansion of enrollment, course offerings, and mix of academic delivery. Additionally, with the addition of the Supply Chain and Logistics Management concentration, we will look to expand our faculty both full and part time to support this discipline.</p>
<p>37. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	

MGA's Strategic Plan

<p>34. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf) by checking all associated and relevant Imperatives / Strategies from the list below. (Check all the apply)</p>	<ul style="list-style-type: none">• Grow Enrollment with Purpose 1. Expand and enrich the face to face student experience• Grow Enrollment with Purpose 2. Expand and enrich online instruction into new markets• Own Student Success 3. Develop academic pipelines and expand degrees• Build Shared Culture 5. Attract talent and enhance employee development and recognition
<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>	<ul style="list-style-type: none">• Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community• Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistance• Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc Operational Processes• Request for Additional Financial or Human Resources• Customer Service Changes: Communication, Services, etc• Making Improvements to Teaching Approach, Course Design, Curriculum, Scheduling, other

	<ul style="list-style-type: none"> Evaluating and/or Revising the Reporting Lines Internal Assessment Processes
--	--------------------------------------------------------------------------------------------------------------------------------

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>