Office of University Marketing and Communications

Office or Department of Enrollment Management

Administrative Unit Assessment

Year Reporting: FY21 (July 2020 – June 2021)

Department and Assessment Report Information

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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 Office of University Marketing and Communications supports the academic mission of Middle Georgia State University by enhancing and protecting our reputation, creating awareness of our institution, reinforcing our relevance to key stakeholders. To do this, we: • Steward and increase the value of the MGA brand through a consistent visual identity system • Engage with our internal stakeholders in order to highlight the overall achievements of the University community, including students, faculty, staff • Develop strategic communications, marketing plans, campaigns and content that support the University's highest priorities and adapt to address market challenges • Share the University story with key audiences by using owned, earned, paid and social media platforms • Continue to learn new tools, best practices, and more about our communities.

7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	University Marketing and Communications will provide essential support across our team to plan, coordinate, deploy, measure and report our efforts in support of the following goals, ensuring the greatest degree of collaboration, quality and effectiveness: GOAL 1: PROVIDE EXCELLENCE AND BEST

	PRACTICE IN MARKETING AND COMMUNICATIONS GOAL 2: INCREASE THE AWARENESS AND VALUE OF THE UNIVERSITY BRAND GOAL 3: POSITIVELY INFLUENCE PERCEPTION OF MIDDLE GEORGIA STATE UNIVERSITY AMONG KEY AUDIENCES Within these goals are multiple measurable priorities that may evolve as needed to support the institution's strategic priorities.

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 office will continue to promote MGA Direct, the online campus as measured by the webpage traffic. Would like to see general stability in monthly travel rates with a 5% increase in overall traffic compared to 2019-2020.
9. Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Google Analytics – User traffic
10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	5% increase in traffic to the main webpage
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)	The Office of University Marketing and Communications far exceeded the goal of 5%. In FY 21 online.mga.edu experienced a 131.2% increase in annual traffic compared to FY 20.
12. Objective 1: Did your department meet this objective?	The department exceeded 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?	Our focus on marketing the online campus was successful. It is assumed that COVID enhanced interest in online education.

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.	The Office of University Marketing and Communications will increase readership of the University's weekly internal newsletter, InsideMGA, by 7% as measured by the number of views.
15. Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of visits to articles on inside.mga.edu
16. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	7% increase in the number of visits to articles on inside.mga.edu
17. Objective 2: At what level did the department/area achieve on this objective? (This	The articles read actually decreased by 30% for FY21 compared to FY20

should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	
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?	COVID impacted readership as there were fewer items to report on due to few events. The Office is moving to a new, more visual platform in August 2021.

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 Office will roll out the knowledgebase portion to the texting platform.
21. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Was the knowledgebase created and implemented
22. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Created – yes or no? Implemented – yes or no?
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)	While the office prepared a knowledgebase of nearly 2000 questions, we hit a technology roadblock with the texting platform our office was using. That platform only accommodated a preset number of questions – 186 questions.
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?	While our platform was not as robust as we initially thought, we were able to share that knowledgebase with the Office of Financial Aid as it stood up its chatbot – leveraging resources across the institution.

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.	The office will continue to increase the number of videos produced this fiscal year by 5% as measured by the number of videos produced the previous year.
27. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of videos created and promoted on University YouTube account. May also include videos produced for other offices to place on their channels (HR, Orientation, Auxilliary)
28. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	5% increase in number of videos produced and promoted

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)	The office exceeded our objective by 30%. 10 produced between 7/1/2019 and 6/30/2020 13 produced between 7/1/2020 and 6/30/2021
30. Objective 4: Did your department meet this objective?	The department exceeded 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?	Videos are popular channels of communication and were particularly useful in return to campus and COVID protocols. We should continue to strategically use videos.

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. The Office of University Marketing and Communications (MarComm) will better promote the office's services and products internally. This is important so that academic and other areas are encouraged to avail themselves to our services. This will be measured by updates/posts on InsideMGA and the resumption of an annual report to our faculty and staff. 2. Collaborate with HR to improve onboarding as it relates to representing the University brand with new employees. This will be measured by a product being created. 3. Enhance internal communication – launch the new InsideMGA internal news platform and encourage more internal areas to both read and submit content. Success will be measured by number of posts and visits. 4. Promote the spirit marks of the brand, the next phase of branding awareness, to help grow spirit through connection with Athletics/mascot. Measured by projects with Athletics and the Foundation that focus on this area.

Open Box for Assessment Comments

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:	The Office has been realigned to the Office of the President for the upcoming reporting year. It was previously in Enrollment Management. This will allow the office to better align itself to university-level strategic priorities.
37. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	For the second year, COVID continues to significantly impact our office. We are frequently consulting on and producing COVID-related communication to all internal stakeholders. We expect this COVID-related efforts will extend through the remainder of this year.

MGA's Strategic Plan

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)	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, Build Shared Culture 5. Attract talent and enhance employee development and recognition
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)	Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistance, Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc Operational Processes, Customer Service Changes: Communication, Services, etc

Other

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)	All that are aligned with university priorities.
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.	N/A