

Vice President of Institutional Advancement

Office or Department of Strategic Plan and Cabinet

Administrative Unit Assessment Report Information

Year Reporting: FY21 (July 2020 – June 2021)

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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.

<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>Middle Georgia State University Foundation, Inc. is a non-profit corporation committed to stewardship, integrity, excellence, philanthropy, education, and advocacy on behalf of Middle Georgia State University. The Foundation supports Middle Georgia State's mission by raising, investing, and distribution private dollars to help fund scholarships, classroom and campus enhancements, faculty programs, staff initiatives, capital needs, and collaborative community projects. The alumni association is a vital component in the furtherance of the MGA Foundation mission. The alumni association exists to maintain a close relationship with MGA alumni to maximize their experience as a member of the MGA family.</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>Increase alumni financial support to MGA; increase alumni participation at MGA alumni events; maintain a strong alumni association board; support the foundation in its mission and purpose.</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.	Increase alumni financial support by 10%.
9. Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Percentage and number of alumni donors.
10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	10% increase
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)	29% increase
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?	Alumni giving can be increased but more support and alumni staff would need to be brought in to reach future targeted goals. We will need to focus on alumni research, cultivation, engagement and expanding our donor base.

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.	Increase Alumni participation and MGA events
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 Participants
16. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	5% increase in participants
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)	4% increase in participants
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?	We did increase, however we were still under covid-19 restrictions and behind the target in strategic plan for alumni participation. We hope the state will continue to remain open and more events can be held in person.

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.	Maintain a functioning and effective alumni board.
21. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Participation and attendance.
22. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	90% participation
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)	100% participation
24. Objective 3: Did your department meet this objective?	The department exceeded 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?	Make more meetings available for virtual attendance, increase communication avenues and create new programs for alumni board work.

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.	Support the MGA Foundation with its mission and goals.
27. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Giving, participation, and involvement.
28. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Provide the foundation board of trustees with two new alumni board of trustee members and assist the foundation with all fundraising goals.
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)	100% outcome with goals and recruitment.
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?	With strategic planning to focus on alumni engagement and cultivation, the MGA Foundation will continue to meet its goals and financial responsibilities along with cultivating our future alumni.

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.	<ol style="list-style-type: none"> 1.) The Department of Alumni Affairs will increase alumni giving by 5%. 2.)The Department of Alumni Affairs will increase alumni participation by 2%. 3.)The Department of alumni affairs will increase alumni communications with new data and more unique platforms that will allow us to grow our network.
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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>The number of staff within the alumni office will need to increase to meet new goals and strategic plans for 2023. Without the proper staffing to increase all engagement, cultivation, research and communications, we will not be successful in our goals.</p>
<p>37. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>Yes, the covid-19 pandemic is still affecting our program in significant ways. Alumni are not attending in person events as they did in the past, graduation and other events have been limited on attendees, and in person visits with alumni was recently opened.</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>	<p>Build Shared Culture 6. Sustain financial health through resourceful fiscal management, 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>Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc. Operational Processes, Request for Additional Financial or Human Resources</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>NA</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>NA</p>