

## Department of Management & Marketing

Division of the University: Academic Affairs

Administrative Unit Assessment Year Reporting: FY22 (July 2021 – June 2022)

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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>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>Goal 1: 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 Goal 2: Add new concentration of Entrepreneurship in the Management and Marketing Department Goal 3: 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. Goal 4: Hire new Lecturer of Management to replace Dr. William Carty who was promoted to 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 FY22. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY23.**

### 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 specifically 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? (i.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: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	AY 2020/2021's total face-to-face and hybrid sessions of 41 AY 2020/2021's total face-to-face and hybrid student enrollment of 451
12. 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 2021/2022's total face-to-face and hybrid sessions were 30 vs AY 2020/2021's total face-to-face and hybrid sessions of 41 for a decrease of 36.7%. In addition, AY 2021/2022's total face-to-face and hybrid student enrollment was 394 vs AY 2020/2021's total face-to-face and hybrid student enrollment of 451 for a decrease of 14.4%. Although the face-to-face percentages of total classes and students continued to decrease, comparing AY 2021/2022 .vs AY 2020/2021, the past AY's total class offerings (Face-to-

	face and online) increased by 38 classes (+25.2%) and the total students increased by 603 students (+17.4%) so the total class offerings and student enrollments are positive
13. Objective 1: Did your department meet this objective?	The department did not meet this objective.
14. Objective 1: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	There continues to be a significant 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. Growth is tied to online class offerings. However, the number of face to face offerings will be evaluated to maximize the number of students in the classroom.

## Objective 2

<p>15. Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>Add new concentration of Entrepreneurship in the Management and Marketing Department</p>
<p>16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>If the new concentration was added or not.</p>
<p>17. Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>A new concentration.</p>
<p>18. Objective 2: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>This is mere performance metric of completion of the task or not.</p>
<p>19. 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)</p>	<p>Success in receiving School of Business approval to increasing our concentrations in the Management and Marketing Department, and completing the necessary New Course forms and a Program Modification process for Academic Affairs approval.</p>
<p>20. Objective 2: Did your department meet this objective?</p>	<p>The department met this objective.</p>
<p>21. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>This was a learning experience for all involved, and with the assistance of the Entrepreneurship Concentration Committee, and the registrar's office, this process was completed in a timely fashion.</p>

### Objective 3

<p>22. 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>23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>The AY 2021/2022 national mean is 150.3.</p>
<p>24. 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 average of 'means' and ETS report for ETS Major Field Test Score Assessment Reports from AY 2020/2021 to AY 2021/2022. The AY 2021/2022 national mean is 150.3. Our target was to be within 3 points of the national mean or 147.3 to 153.3</p>
<p>25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>We were attempting to achieve an improvement over the national average. Which would show an increase in student learning.</p>
<p>26. 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)</p>	<p>Using the ETS Report Instrument, the relative weighted average of 'means' for ETS Major Field Test Scores closed the gap for institutional versus national mean. The ETS reported mean for AY 2021/2022 was 148.8 with the national mean at 150.3. The ETS reported mean for AY 2020/2021 was 149.4, with a national mean of 151.6. With the national mean for AY 2021/2022 at 150.3, mean score was 1.5 below the national mean. This represents an improvement from 2.2 points below the national mean in 2020/2021 and within the three-point goal. Comparison of mean and national mean from AY 2020/2011 to AY 2021/2022 cannot be effectively accomplished as the testing instrument was changed in Fall 2021 with notable changes in both the mean and national mean, although the difference of the mean off the national mean remains a valid measure of performance.</p>
<p>27. Objective 2: Did your department meet this objective?</p>	<p>The department met this objective.</p>
<p>28. Objective 2: Improvement Plans and Evidence of changes based on an analysis of</p>	<p>Students will continue to further review the business learning objectives from the different</p>

<p>the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>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 student scores in areas of marketing and management rather than just maintain year-on-year results.</p>
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## Objective 4

<p>29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>Hire new Lecturer of Management to replace Dr. William Carty who was promoted to Assistant Professor</p>
<p>30. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>Success in the interviewing, selection, and candidate acceptance of a qualified applicant.</p>
<p>31. Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>Hiring of a new lecturer in Management.</p>
<p>32. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>We needed coverage of courses in Leadership and Supply Chain management in order to provide a quality program.</p>
<p>33. 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)</p>	<p>Hired one candidate</p>
<p>34. Objective 4: Did your department meet this objective?</p>	<p>The department met this objective.</p>
<p>35. Objective 4: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>Hiring is a major undertaking and it was imperative that we were able to satisfy our requirement to replace our Lecturer of Management at the Doctorate level. The search committee was diligent in pursuing a candidate with experience in the different disciplines of Management and Leadership who will enhance our BSBA program.</p>

**Future Plans**

<p>36. 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>
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**Open Box for Assessment Comments**

<p>37. In this field, please document the overall use of assessment results for continuous improvement of this department area (consider the past, present, and future and specifically address these in your narrative).</p>	<p>The use of past performance data has been somewhat spotty and not used to its full extent. We will become much more intentional and purposeful in our curriculum management processes in the future.</p>
<p>38. Optional Open Text Box for Assessment Comments:</p>	
<p>42. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>It has not.</p>

**MGA’s Strategic Plan**

<p>39. 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>Grow Enrollment with Purpose 1. Expand and enrich the face to face student experience, Own Student Success 3. Develop academic pipelines and expand degrees, Build Shared Culture 5. Attract talent and enhance employee</p>
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	development and recognition
40. Please indicate which of the following actions you have taken because of the 2021/2022 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, Request for Additional Financial or Human Resources, Customer Service Changes: Communication, Services, etc., Evaluating and/or Revising the Reporting Lines Internal Assessment Processes

**Other**

41. 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.)	USG High Impact practices
43. Mindset Update (Academic Deans ONLY)	N/A