

Office of the Dean of Arts & Letters

Division of the University: Academic Affairs

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

Department and Assessment Report Information Prepared on: 7/31/2022 1:45:36 PM

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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 mission of the School of Arts & Letters is to provide broad access to arts and humanities education that promotes creativity, elevates culture, encourages the pursuit of happiness, and prepares intellectually agile citizens to serve our communities and the creative economy of Georgia
7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	(A) Grow Enrollment with Purpose (B) Increase Student Success and Engagement (C) Foster Efficient Progression of Students and Timely Graduations

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.	Build SoAL Departmental Program and Graduate Program Enrollment.
9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Fall to Fall (2020-2021) and Spring to Spring (2021-2022) enrollment data for (a) SoAL (b) SoAL's Departments and (c) Graduate Enrollment [Measured on Census Date – Dual Enrollment Students Excluded]
10. Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Fall to Fall Enrollment Growth of 1% in SOAL and each of its departments; 2 % enrollment growth in graduate programming; Spring to Spring Enrollment Growth of 1% in SoAL and Each of its departments 1% enrollment growth in each of its departments; 1% enrollment growth in graduate programming.
11. Objective 1: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	Past performance data.
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)	SoAL had an 10.1% fall to fall enrollment loss (801 to 720) The Department of English had a 11.8% fall to fall enrollment gain (161 to 180 students) The Department of History had a 6.1% fall to fall enrollment gain (99 to 105 students) The Department of MCA had a fall to fall enrollment loss of 20.1% (543 to 434 students) Graduate programming had a 6% fall to fall enrollment gain (51 to 63 students) SoAL had a 9.9% spring to spring enrollment loss (708 to 736 students)

	<p>The Department of English had a 3.6% spring to spring enrollment loss (165 to 159 students)</p> <p>The Department of History had a 5.7% spring to spring enrollment gain (88 to 93 students)</p> <p>The Department of MCA had a 15.2% spring to spring enrollment loss (455 to 386 students)</p> <p>Graduate programming had a 1.9% spring to spring enrollment gain (54 to 55 students)</p>
<p>13. Objective 1: Did your department meet this objective?</p>	<p>The department did not meet this objective.</p>
<p>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?</p>	<p>Planned Efforts in the last cycle focused on increasing enrollment through roll out of a new MA in Public Relations, creation of fully online Pathways in Media & Communication, and build out of K12 connections in media & communication and art. The MA in PR rolled out with an initial cohort of 7 students in spring. Recruitment efforts for the art degree were successful, With enrollment in the AA and BA in Art up 23% in fall and 24% in spring. Enrollment in the BA in Media & Communication continues to decline and roll out of on online track did not happen. Additional former cycle efforts included strengthening retention of education track students in English and history by assigning a coordinator/advisor to this group. These efforts were successful.</p> <p>In the coming year, we will continue to build enrollment by emphasizing professional pathways in the majors – having recruitment activities based on academic tracks in programs. In particular, we will work to build our industry track in Music and our public relations track in Media and Communication. We will deliver online offerings in the Media & Communication degree. We will also work hard to advertise and build the MA in Public Relations while rolling out our new certificate in Strategic Business Communication.</p>

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>Ensure student academic success across SOAL classes by discipline (Aligns with Goal B)</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>Fall and spring success rates in classes by discipline.</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>75% of classes in discipline will have 75% success rates fall 2021 and spring 2022 in individual class disciplines' class discipline.</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>Past performance.</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>The following disciplines achieved the mark in one or both semesters: ARTS (F 77 S 79); COMM (F 83 S 78); CRWR (F84 S92); FREN (F75 S72); HIST (F75 S73); MCOM (F 79 S 86); MUSA (F 93 S 91); MUSC (F 84 S 81) NMAC (F 84 S 90); PFWR (F 91 S 86); SPAN (F 65 S 76); THEA (F83 S93)</p> <p>The following disciplines DID NOT achieve the 75% rate in either semester ENGL (F 72 S71); HUMN (F 60 S66); IDS (F 70 S 70)</p> <p>12/15 disciplines or 80% of disciplines achieved the goal.</p>
<p>20. Objective 2: Did your department meet this objective?</p>	<p>The department exceeded 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>During the previous cycle, we continued to discuss success rates with faculty with an emphasis on serving the “murky middle.” We schedule LS more intentionally so as not to overload overwhelmed faculty and thus promote success. We had a series of professional development opportunities around teaching, which led to improvements. This year, each department will focus on one high DWF discipline with an emphasis on fostering success. In LS English, we will</p>

	fully implement a new combined 99/1101 platform and syllabus to reduce student confusion and increase success.
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Objective 3

22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Build co-curricular programming to support student engagement. (Aligns with Goal B)
23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of Activities by Type
24. Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Grow programming to provide 50 or more events. Have at least one event of cultural Prominence to attract regional attendance.
25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	Past performance data.
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>We held 92 different co-curricular events during fall 2021 and spring 2022 in the following categories:</p> <ul style="list-style-type: none"> Art exhibitions and demonstrations: 12 Lectures, Discussions, and Panels: 14 Film viewings and discussion: 9 Theater: 4 Student Success Workshops: 7 Music Recitals, Performances, and Events: 25 Conferences: 2 Poetry Readings: 2 Book club Events: 6 Themed Social Events: 3 Program Advising and Recruiting Events: 10 <p>Cultural programming included internationally acclaimed Jazz Performer Wycliffe Gordon, and professional actor Tim Fitz-Gerald who has performed in various productions of the Broadway musical Wicked.</p> <p>We delivered at 188% of desired goal.</p>
27. Objective 2: Did your department meet this objective?	The department exceeded this objective.
28. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn	In the past cycle we imbedded cultural engagement requirements in ENGL 1102 (spring semester) and tried to partner with

<p>from working toward this objective? What changes will you make based on this effort next year?</p>	<p>Student Affairs by utilizing Presence software to track attendance at events. Unfortunately, the technology is not functioning, and the beta test was not very successful.</p> <p>In the coming year, we will try to better track engagement data – not simply counting attendance but qualitatively assessing engagement. We will again put engagement requirements in ENGL 1102.</p>
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Objective 4

29. 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
30. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	N/A
31. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	N/A
32. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	N/A
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)	N/A
34. Objective 4: Did your department meet this objective?	The department met this objective.
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?	N/A

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>1. Fall to Fall Enrollment Growth of 1% in SOAL and each of its departments; 2 % enrollment growth in graduate programming; Spring to Spring Enrollment Growth of 1% in SoAL and Each of its departments 1% enrollment growth in each of its departments; 1% enrollment growth in graduate programming. 2. 75% of classes in discipline will have 75% success rates fall 2021 and spring 2022 in individual class disciplines' class discipline. 3. Success rates in ENGL will increase. 4. SoAL will deliver at least 55 engagement activities and establish a baseline of attendance.</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>SoAL relies heavily on assessment data to chart progress and to address areas where improvement is needed. Specifically, past enrollment and success data has allowed us to identify gaps in performance and to identify specific areas that need attention to drive improvement 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>Recruitment and Enrollment in the arts -- particularly in Music and Film (media and communication) are still feeling the impact of Covid.</p>

MGA's Strategic Plan

<p>39. 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>Grow Enrollment with Purpose 1. Expand and enrich the face to face student experience, Own Student Success 3. Develop academic pipelines and expand degrees, Own Student Success 4. Expand</p>
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	student engagement and experiential learning
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)	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, Making Improvements to Teaching Approach, Course Design, Curriculum, Scheduling, other

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 Practice Initiative, LEAP, USG Momentum Year, Low-Cost No-Cost Books
43. Mindset Update (Academic Deans ONLY)	We added engagement requirements in ENGL 1102 to enhance student connection to the School/University. Mindset principles have been embedded in ENGL learning support curriculum.