

## Office of the Dean of Business

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 School of Business is to provide high quality undergraduate and graduate business programs targeted primarily to meet needs of our workforce in both Central Georgia and outlying areas. 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. Increase enrollment in Accounting Goal 2. Increase SOBUS presence through community engagement by participating in outreach opportunities and hosting discipline specific events. (DECCA, VITA, Rotary, Chamber, Conf. etc.) Goal 3. Increase number of student internships measured by enrollment across the SOBUS Goal 4. Increase retention of MSM students</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.	Increase enrollment in Accounting
9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of Enrolled Accounting Students
10. Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	10% growth
11. Objective 1: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	Past number of students: 57
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)	24.6% Growth From 57 to 71
13. Objective 1: Did your department meet this objective?	The department exceeded 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?	The SOBUS is looking at making changes to the accounting curriculum to better serve the needs of its students. Hopefully, enrollment will continue to rise.

## 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>Increase SOBUS presence through community engagement by participating in outreach opportunities and hosting discipline-specific events. (Decca, VITA, Rotary, Chamber, Conference etc.)</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>Number of participants</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>5% increase from 20/21</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 attendance and participation</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>AY 19/20 – Decca was canceled AY 21/22 – Decca had 125 students (17% decrease from AY18/19 (150 students) VITA decreased from 5 to 4 students (20% decrease)</p>
<p>20. Objective 2: Did your department meet this objective?</p>	<p>The department did not meet 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>Unfortunately, COVID-19 affected face-to-face participation. We expect the participation rate to improve with students returning to campus. SOBUS has created initiatives to encourage student and faculty engagement opportunities.</p>

### 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.	Increase the number of student internships measured by enrollment across the SOBUS
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 students
24. Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	10% increase
25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	AY 20/21..... 16
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)	Increased by 63% AY 20/21..... 16 AY 21/22..... 26
27. Objective 2: Did your department meet this objective?	The department met this objective.
28. 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?	Professors promoted internships in their classes outlining benefits both personally and professionally.

## 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>Increase retention of MSM students</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>New Student Enrollment</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>5% Increase from 20/21</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>AY20/21.....62</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>21% Decrease AY20/21.....62 AY21/22.....49</p>
<p>34. Objective 4: Did your department meet this objective?</p>	<p>The department did not meet 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>Due to COVID-19 MSM enrolment increased. As workers returned to the workforce, the number of new students declined by 21%</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>	<ol style="list-style-type: none"><li>1. The School of Business will increase the quality of courses in the graduate programs by adopting the Quality Matters standards. Our goal is to have 2 courses reviewed by QM by the end of 22/23.</li><li>2. The School of Business will increase our engagement with students through School of Business sponsored extramural activities. We will increase the number of students who participate in School of Business clubs by 10% over the last year.</li><li>3. The School of Business is committed to engaging our stakeholders with original research and publications from our students and faculty. We will increase the five-year average of scholarly activity as measured by peer reviewed publications by 5%.</li><li>4. The School of Business is committed to working with our alumni and to provide content and education past their graduation date. The School of Business will provide 2 alumni "update" seminars over the course of the next 2 years.</li><li>5. The School of Business will prepare for external accreditation. By the end of 2022-2023, the school will make formal application to AACSB for accreditation of its business school programs.</li></ol>
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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 past use of assessment results has been spotty and therefore inconclusive. The overall use of purposeful and intentional use of assessment will improve. The School of Business has created two new internal governance structures: the Curriculum Committee and the Assurance of Learning committee. The curriculum committee manages its curriculum through assessment and other systematic review processes to ensure currency, relevancy, and competency. The AOL committee evaluates assessment</p>
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	results and suggests changes to the curriculum to the Curriculum Committee.
38. Optional Open Text Box for Assessment Comments:	
42. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	

**MGA’s Strategic Plan**

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)	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, Own Student Success 4. Expand student engagement and experiential learning, Build Shared Culture 6. Sustain financial health through resourceful fiscal management, Build Shared Culture 7. Cultivate engagement with its local communities
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)	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, Evaluating and/or

	Revising the Reporting Lines Internal Assessment Processes
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**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 Momentum Year, USG HIP Initiative
43. Mindset Update (Academic Deans ONLY)	SOBUS has not completed its mindset plan for AY21/22 therefore there were no results.



