

Strategic Partnerships

Division of the University: Enrollment Management

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 Office of Strategic Partnerships is to share the certificates and degrees with corporate, business, and nonprofit entities in a more strategic way. Through these efforts this office will increase enrollment and retention of adult learners in the online programs.</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>There are two goals: (1) to cultivate engagement with the corporate, business, and non-profit community and (2) to increase enrollment for certificate and degree programs offered at Middle Georgia State University.</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 the total number of corporate, business, and non-profit entities engaging with Middle Georgia State University by 5%.
9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Comparing the number of entities engaging with the department in FY21 to those in FY22
10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	5% increase (2 additional entities)
11. Objective 1: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	100%
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)	The department met this objective.
13. Objective 1: Did your department meet this objective?	The department met 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?	This objective was created to support the 2018-2023 Strategic Plan of Building Shared Culture by cultivating engagement with stakeholder communities (Imperative #3, Strategy #7). The FY22 outcomes taught us the reduction in staff, combined with the process of continuously adding entities, posed an unforeseen strain on the department's ability to deliver concierge customer service to all entities. An assessment of the operations and total entities served was conducted resulting in the elimination of eight undeveloped collaborations. For FY23 the department will implement a 3-tiered

	<p>approach to how we engage with the remaining entities. Departmental resources will be allocated based on the anticipated ROI with objectives directly linked to enrollment and/or retention goals for each tier.</p>
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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>To increase the number of applicants for certificate and degree programs offered at MGA. This data shall be assessed from Fall to Fall.</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>Each entity is assigned a Site Code then listed on the MGA application for admission. Students self-select the appropriate entity, which is then tracked in Banner.</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 (56 Applicants)</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>The department did not meet this objective.</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>30% reduction in applicants</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>This objective was created to support the 2018-2023 Strategic Plan of Growing Enrollment with Purpose by reaching students who may not be able to engage in academic programs that require face-to-face instruction (Imperative #1, Strategy #2). The FY22 outcomes taught us the workplace environment had been, and remains, changed by COVID. The process of establishing a relationship and hosting recruitments was limited more than the year prior. Additionally, the department realized the recruitment of applicants requires continuous onsite engagement and concierge support (i.e. guidance obtaining documents, reminder calls/texts/emails). For FY23 we will assess the how targeted engagement with Tier I and Tier II entities influences enrollment.</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.	This department will increase marketing efforts aimed at connecting with the university body and stakeholders worldwide via social media.
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 social media posts
24. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	24 posts via Instagram and/or Facebook
25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	100% (95 posts were made)
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)	This objective was achieved 100%.
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 from working toward this objective? What changes will you make based on this effort next year?	The objective of posting on social media can be met; however, it is time intensive and does not equate to an increased connection to the university body or stakeholders as desired. For FY23 this objective will be removed from the Office of Strategic Partnerships and designated as a responsibility of the Strategic Communications Unit (SCU), formerly the University Call Center. The SCU will be supervised by the AVPEM. Its staff will undertake the objective of posting and increasing engagement on social media in addition to executing other internal and external communications.

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

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>FY23 Objective 1: Tier I Partners Tier I Partners have proved to yield a positive ROI. These partners will be offered the following: on-site recruitment, paper applications for admission, a waiver of the MGA application fee, a robust communication plan from Inquiry through Enrollment to include video chats, text messaging, emails, paper mailings, phone calls, and a concierge phone line. A commitment is given to provide follow up to inquiries within 48 hours, explore a customized online landing page for employees, share data tracking/personalized reports, and provide support throughout the student lifecycle. The Tier I objective is to increase the number of new and continuing students by 5%. Currently, only Delta Air Lines has designation in this category with 30+ recruitments confirmed for FY23. Data will be collected from implementation in September 2022 to assessment in June 2023.</p> <p>FY23 Objective 2: Tier II Partners Tier II Partners have the potential to yield a positive ROI; however departmental resources do not allow the robust services extended to Tier I Partners. With current budgetary resources, these entities will be offered on-site presentations of MGA's certificate and degree options then encouraged to complete an application for admission or an Inquiry Contact Card electronically. The application fee waiver will be considered based upon the terms of agreement and estimated ROI. An automated communication plan, and digital customer support, will be provided by the Office of Admissions. The Tier II objective is to increase the number of new students in this tier by 5%. Data will be collected from implementation in September 2022 to assessment in June 2023.</p> <p>FY23 Objective 3: Tier III Partners Tier III Partners reflect the special presentations extended to groups (i.e.</p>
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	<p>Chambers) in response to a request. Presentations of MGA certificate and degree options may be in-person or virtual, materials will be provided based on needs and objectives. Minimum follow up is expected. The Tier III objective is to support the continued branding of MGA across the University and in the community with 10-15 events per year. This goal will be assessed from implementation in September 2022 to assessment in June 2023.</p> <p>FY23 Objective: Communications</p> <p>The Strategic Communications Unit will undertake the objective of posting and increasing engagement on social media in addition to executing other internal and external communications. A separate assessment of that unit, to include this objective, will be completed in FY23.</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>This department is performing well but staffed with two staff members. As Delta Air Lines continues to request more support from MGA, it will be imperative that we work strategically using the past and current assessment data to support this global entity while also supporting the demands of the other external partners and the university demands to meet future goals. The assessment results has led us to revising operational and budgetary processes going forward.</p>
<p>38. Optional Open Text Box for Assessment Comments:</p>	<p>In FY22 the divisional leadership changed three times (departed VPPEM, interim VPPEM, and a new VPPEM). In light of these changes, new objectives were not undertaken. After conferring with the new VPPEM it was agreed that the department will implement revised objectives, more aligned with the resources available, in September 2022 for assessment in FY23.</p>
<p>42. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>COVID-19 is still preventing the SP team from recruiting on-site with potential Partners and hence the number of new prospects,</p>

	students, and site partners has continued to be impacted to some degree.
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MGA's Strategic Plan

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)	Grow Enrollment with Purpose 2. Expand and enrich online instruction into new markets
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

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
43. Mindset Update (Academic Deans ONLY)	

