

Office of the President

Division of the University: Office of the President

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

Department and Assessment Report Information Prepared on: 7/27/2022 3:49:01 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.

<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>To lead the University and support its mission by maintaining positive relationships within and among its five campuses and with all stakeholder communities, engaging in effective executive communications, and improving compliance.</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>The Office of the President will lead implementation of the strategic plan by:</p> <ul style="list-style-type: none">• deploying the President strategically to grow enrollment with purpose;• driving a culture of accountability and supporting all divisions in efforts to own student success; and• engaging in intentional outreach

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

<p>8. Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>The Office of the President will engage in intentional monthly, quarterly, or annual outreach to colleagues across divisions to support institutional priorities.</p> <ul style="list-style-type: none"> a. Attendance at all key USG meetings; b. Approval of new graduate degrees; c. Presentation of Annual Report at State of the University Address; d. Meet with key stakeholders during ten-month academic year
<p>9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>Evidence from President's and Cabinet's calendar; letters of program approval by USG/SACSCOC; press release announcing the annual report; data that show number of views for State of the University.</p>
<p>10. Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>Attend 8 meetings of the BOR; approve two graduate degrees; deliver Annual Report at State of the University Address; hold at least 20 stakeholder meetings; measure at least 812 views (2021 baseline) of State of the University address.</p>
<p>11. Objective 1: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>It is important for the President and members of Cabinet to attend BOR meetings, so attending all full meetings is essential. Since it takes effort from the President and the Provost to lay the foundation for graduate degree approval and since enrollment with a purpose is part of the Strategic Plan, we were ambitious in setting two new graduate degrees as a goal. Delivering the State of the University address to a broad audience is an expected event each early winter and tracking the number of viewers is a good gauge of how many constituents are engaged in the audience. Although counting the number of</p>

	<p>outreach meetings Cabinet members have had presents basic data, (without, for example, a granular survey issued to each group), it does demonstrate how often we are reaching out to groups beyond the University.</p>
<p>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)</p>	<p>The President and, often, members of Cabinet attended all 8 full meetings of the BOR (MET 100%); approved Master of Business in Professional Leadership (PARTIALLY MET 50%); delivered State of the University address (Partially met with 71% number of views (575) as compared to 2021 (812 views); exceeded goal of 20 meetings by members of cabinet and the OoP by meeting 244 times with key stakeholders, external and governmental as evidence by Cabinet Outreach Survey. 100%)</p>
<p>13. Objective 1: Did your department meet this objective?</p>	<p>The department met 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>At each meeting of the Board of Regents, the President and other members of Cabinet engaged with members of the University System of Georgia staff and with members of the Board of Regents for highly effective interactions that helped raise the profile of MGA. Our strong relationships allowed us to add an additional master's degree in Business, which was approved with little difficulty. WHAT WE WILL DO TO IMPROVE: Based on the drop of audience engagement and number of viewers for the Annual Report and State of the University Address, the President, Cabinet, and marketing with work on a communication plan that develops more of an event around delivering this report, which may include asking individual units to build meetings around the event.</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>University Council engaging university's compliance commission and reviewing policy changes flowing from USG policy review.</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 policies drafted and placed in the University Policy Manual.</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>At least 5 new policies in the University Policy Manual will be updated in AY22. (100%)</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>As part of a focused need to update the University Policy Manual after the departure of the previous University Counsel, the new University Counsel, members of Cabinet, and the SACSCOC Liaison identified the need to review and update substantial sections of the Policy Manual. Although this review is always ongoing, we substantially reviewed seven (7) critical sections.</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>Our goal was to revise and review at least 5 new policies in the University Policy Manual will be updated in AY22. We reviewed, revised, and updated seven (7):</p> <ul style="list-style-type: none"> • MGA Policy 1.2.3 Substantive Change • MGA Policy 4.1.4.1 Residency Eligibility & Requirements • MGA Policy 4.1.4.4 Alternative Housing Options • MGA Policy 4.1.6.15 Grievances and Complaints • MGA Policy 4.1.1.36 Veterans Certification Office & Recruitment • MGA Policy 10.6 Privacy • MGA Policy 11.2.2 Appropriate Use Policy <p>We exceeded this goal by revising two more sections than expected, addressing as well a need to update our SACSCOC Substantive Change Policy but others as necessary to remain in compliance with the USG. We</p>

	additionally addressed our need to improve DoD compliance to our MOU.
20. Objective 2: Did your department meet this objective?	The department exceeded this objective.
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?	The OoP learned that setting Policy Manual revision as an annual goal keeps us on course to identify and track policies that need updates to keep MGA in compliance with USG, state, Federal, and regional accreditation (SACSCOC) guidelines. Cabinet will determine in summer 2022 which sections need to be addressed in AY23.

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.	Secure state capital requests and implement government relations and campus coordination plans.
23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Compare state appropriation from FY22, FY21, and FY23 for measurable improvement.
24. Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	MGA will achieve maintain overall budget allocation from the State of Georgia (100% of \$36,905,041 FY20 as baseline)
25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	State Allocation FY 2020 \$36,905,041 (total ending) State Allocation FY 2021 \$36,844,586 (total ending) State Allocation FY 2022 \$45,191,857 (total currently) State Allocation FY2023 \$50,534,148 (total original)
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)	The efforts of the President, the Chief of Staff, the VP Fiscal, and the Provost resulted in a detailed narrative to the USG, which highlighted the need for MGA to be funded at the state university sector as a Level V institution. For FY22 (total currently) to FY23 (total original), we gained \$5,342,291 in support. MGA was additionally provided with a \$17 per credit hour increase, the result again of a long-time effort to persuade the USG to fund MGA at levels other state universities are provided.
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 most important lesson from these achievements is that we have been successful as the President has directed a comprehensive plan to work with members of the BOR, members of the USG, and state legislators to make a case for the university, persisting in these efforts as a comprehensive argument for adequate funding levels. As a follow-up to this increased funding, we will use the metrics we provided to the USG to track how we have

	applied the increased funding to effect student success.
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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>Demonstrate the value of Middle Georgia State University by engaging the region and its residents in order to raise the profile of the University and its leaders.</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>All OoP staff* serve on local, regional, state and national boards in some capacity. Additionally, OoP has prioritized local, regional, and statewide events to leverage the outreach and promote MGA, our brand, and commitment to serving students. *Staff does not include Cabinet members for this purpose</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>At least 80% of Office of the President staff members will serve on a board as identified above in #30.</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>In AY21 we targeted 80% of the OoP as a goal for board service as a method of projecting the brand and strategic initiatives of MGA. Given that two of the eight members of the office serve as administrative personnel and would not be expected to provide board service, the percentage will be derived from the President, the Chief of Staff, the Special Assistant to the President, the Chief Marketing Officer, the Internal Auditor, and the University Counsel for six total.</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>Of the six relevant personnel, four members of the office served on boards for 67%.</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>Although the OoP did not meet this objective, two of the key personnel were new to the office and did not have the opportunity to serve or be placed on boards. 100% of the remaining did serve, with the President and the Chief of Staff serving on several boards, and the Internal Auditor and the Chief Marketing Officer serving on one or two each, respectively. The OoP staff may recommend that board service be dropped as an annual goal.</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>Goal 1: The OoP will increase the number of engagements with the State of the University presentation by 5% more than the number of views in 2021 (812 views).</p> <p>Goal 2: The OoP will engage at least 75 key stakeholders in the development of the next Strategic Plan.</p> <p>Goal 3: The OoP will track the metrics it provided to the BOR/USG on student success and an increased budget appropriate for a Level V state university, and demonstrate that we have met at least 90% of our goals.</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>From our AY22 goals, we set an ambitious growth of 6.2% of enrollment from fall 2021 to fall 2022; although we have not met that goal, we hired a new VP for Enrollment Management who has taken over the Enrollment Task Force and is also helping to develop a Graduate Enrollment Task Force. Enrollment is the critical need of MGA and drives numerous conversations each week. A second goal was the engagement of at least 100 constituents regarding a new mission statement; although our focus was less on the mission statement itself, the President's Cabinet did engage with the wording and ideas of a new mission statement in August 2021 at its Cabinet Retreat and later, in spring 2022, engaged with each VP and his or her unit leads to review the previous Strategic Plan. This review included about 75 individuals, as well as another 20 who were members of the Level Change committee and who reviewed the wording and concept of a new mission statement. SACSCOC itself identified our current mission statement as appropriate in its report on our level change. At the August 2022 Cabinet Retreat, the President will lead a discussion on the results of the spring discussion to develop focus topics for the AY23 build-out of the new</p>
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	<p>strategic plan. A third goal was to host the SACSCOC onsite committee and to successfully pass that review with no recommendations; we were 100% successful in addressing all of the standards for Level Change, a project that engaged dozens of experts across the university community, which resulted in 0 recommendations. A final annual goal was the revision of 5 policies in the Policy Manual, which we exceeded in our ongoing goal of remaining compliant with state, USG, SACSCOC, and relevant Federal policies. Evidence demonstrates that under the leadership of the SACSCOC IAL/Special Assistant to the President, the President Office provided critical leadership and staff support for two of the largest data-driven projects in university history, our Level Change Prospectus and our Fifth-Year Interim Report.</p>
<p>38. Optional Open Text Box for Assessment Comments:</p>	<p>After the completion of the new Strategic Plan, it is recommended that the OoP review its overall assessment process and any metrics it may want to use between now and the SACACOC 10-Year Report.</p>
<p>42. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>n/a</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, Grow Enrollment with Purpose 2. Expand and enrich online instruction into new markets, Own Student Success 3. Develop academic pipelines and expand degrees, Build Shared Culture 6. Sustain financial health through resourceful fiscal</p>
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	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)	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, 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; BoR; and SACSCOC.
43. Mindset Update (Academic Deans ONLY)	n/a

