Title.

Middle Georgia State University Administrative Assessment

Instructions. This form is used to collect administrative assessments for each budgeted unit at Middle Georgia State University (academic and nonacademic units). Departments should include a brief mission statement (describing what they do and who they serve), goals the department or unit is working to accomplish (in a 5 year time frame. Your goals and objectives should be reported out individuals, linked to the plan imperatives and strategies, align with the measurable objectives from the previous year , and defined and measurable objectives for the upcoming year. This form should be completed by each budgeted unit no later than the end of July. NOTE: All fields are required, please place NA or O in response field ONLY if the numbered objective is not being utilized, otherwise full responses are required. Provide ALL necessary information requested to the fullest extent possible, such that a peer reviewer is not required to assume any information not provided. Utilize the provided assessment scoring rubric drafting guideline to evaluate your report prior to submission. https://www.mga.edu/institutional-research/docs/IEB_Administrative_Score_Card.pdf

 Please SUBMIT the form within 30 minutes of opening this page. If you wait too long to submit you may lose your work In the event that you need to edit your submission, you may contact the Director of Institutional Effectiveness to secure a custom link to edit and resubmit.

Q1. Submitters Email

sheree.keith@mga.edu

Q2. Who is the person responsible for this report?

Sheree Keith

Q3. For which year are you completing this report?

◉ FY 23 (July 2022-June 2023)

◯ FY 24 (July 2023-June 2024)

◯ FY 25 (July 2024-June 2025)

Q4. To which division of the University is your unit assigned?

◯ Office of the President

○ Advancement

◉ Academic Affairs

○ Fiscal Affairs

○ Enrollment Management

○ Student Affairs

Q5. For which department or area are you reporting? (Ex. Financial Aid, Library, OTR, Athletics, etc)

> Dept of Media, Culture, and the Arts

Q6. 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, report the mission statement for your department.

> To build on a solid foundation in the liberal arts to guide students toward their academic goals and prepare them for a global, culturally diverse society.

Q7. 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 (C) Foster Efficient Progression to Timely Graduation

0. 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 FY23. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY24.

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 Enrollment in MCA Bachelor's Programs and the GFA certificate classes [Aligns with Goal A]

9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

> Fall enrollment in each Baccalaureate Program and the GFA certificate

10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

MCA will experience at least 1% growth in at least 3/4 (75%) of our baccalaureate programs analyzed (Interdisciplinary Studies, New Media & Communication, Contemporary Musicianship, and Art and Applied Design) AND in the GFA certificate. 1% enrollment growth in MCA overall.

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)

Enrollment Growth: GFA certificate: 0% NMAC: -23% COMU: -26% IDS: -40% BAAD: 35%

13. Objective 1: Did your department meet this objective?

- ⦿ The department did not meet this objective.
- ◯ The department met 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?

Enrollment in our face to face classes diminished in the fall of 2022, especially on the Cochran campus. The IDS degree has been catch-all for undecided students. Having them transfer over to their desired major decreases the number of IDS majors we have, but increases those students' chances of success when they enroll in the program they are actually interested in. We had some gains in the enrollment in spring of 2023, gaining more students in the BA in Music than we had enrolled in the fall of 2021. We have been succeeding in increasing retention from semester to semester, COMU and NMAC had the highest levels of retention from fall to spring, but we need to continue to work on recruitment efforts for our degrees. We will do recruitment events, both physical and virtual, each semester for each program. We will participate in the Student Success festival held in the fall. We will continue to have culture building events for all majors in our department to encourage retention of current students. We also are also offering a track within the BA in Media and Communication available online. We believe this will offer a balance between face to face and virtual that will benefit all students and will increase enrollment.

15. Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

Improve student academic success across MCA classes by discipline (Aligns with Goal B]

16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

DWF rates in all MCA disciplines (defined by 4 letter class designation) as well as overall in MCA.

17. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

DWF rate of < 25% in 6/8 (75%) of MCA disciplines (ART, COMM, FREN, HUMN, MCOM, MUSC, NMAC, SPAN)

18. Objective 2: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

past performance data

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)

We achieved DWF rates of Success DWF Class 78.16 21.84 ARTS 80.24 19.76 COMM 75.31 24.69 FREN 93.75 6.25 GFA 61.03 38.97 HUMN 81.64 28.36 IDS 93.18 6.82 MCOM 95.03 4.97 MUSA 86.49 13.51 MUSC 86.65 13.35 NMAC 64.83 35.17 SPAN 85.42 14.58 THEA HUMN (38.97%), IDS (28.36%), and SPAN (35.17%) did not meet the goal.

20. Objective 2: Did your department meet this objective?

● The department did not meet this objective.

○ The department met 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?

> We will continue to focus on early intervention strategies for the language courses. We see students being less successful in the online options, but those fill to capacity for all courses offered. We need to do better with online learning and success rates, we will work on this goal for the 2023-2024 academic year. For Spanish specifically we are working with the library to get adequate tutoring for online students. We also have a student learning initiative at the program level that encourages success in SPAN 2001. In HUMN courses we are working on increasing success in the perspectives courses specifically which makes up the bulk of HUMN enrollment. The adjustment of Area B with an emphasis on freshman year experiences will hopefully also provide tools for success in these courses.

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 MCA student retention in baccalaureate programs [Aligns with Goals B & C]

23. Objective 3: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

> Fall to Fall retention

24. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

> Revised Measure (with addition of new program BAAD): Increase Fall to Fall retention by 1% in 3/4 (75%) of baccalaureate programs (NMAC, IDS, COMU, BAAD).

25. Objective 3: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

In the fall of 2021 we had a 75% retention rate amongst continuing students. In the fall of 2022 we had 88% retention rate amongst continuing students. ¾ of the BA degrees in the dept met the !% growth for retention. The one that still needs attention is NMAC which only retained 72% of its students.

26. Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)

In the fall of 2021 we had a 75% retention rate amongst continuing students. In the fall of 2022 we had 88% retention rate amongst continuing students. ¾ of the BA degrees in the dept met the !% growth for retention. The one that still needs attention is NMAC which only retained 72% of its students.

27. Objective 3: Did your department meet this objective?

- ● The department did not meet this objective.
- ○ The department met this objective.
- ○ The department exceeded this objective.

28. Objective 3: 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?

We were able to get really good data on continuing students and it's clear that we lost a whole to of dual enrollment majors in the IDS degree, but we have kept the students enrolled in the BA in IDS as a student who intends to graduate with the degree.

29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

Ensure efficient progression to support graduation (Aligns with Goal C)

30. Objective 4: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

Credit Hours to Graduation in each baccalaureate program and in the department as a whole.

31. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

Credit hours at graduation not to exceed 135.

32. Objective 4: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

past performance data

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)

Applied Art and Design (BA) 127.50 Contemporary Musicianship (BA) 137.70 Interdisciplinary Studies (BA) 142.86 Media & Communication (BA) 130.60

34. Objective 4: Did your department meet this objective?

- ◉ The department did not meet this objective.
- ○ The department met this objective.
- ○ The department exceeded 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?

We are improving the speed at which students can graduate. Which has a direct effect on our enrollment numbers. We want to get the students graduated as soon as we possibly can in all of our areas. We are over just a bit for the BA in Music and over some for the BA in IDS. The BA in Applied Art and Design and the BA in Media and Communication met this goal. The department average is 134 hours at graduation, so as a department we met this goal. We will continue to make sure students graduate in a timely fashion, especially making sure that transfer students are able to use their credits where appropriate instead of making them take more classes. We have specifically edited the IDS degree so that Area F Courses can encompass every 1000 or 2000 level course, not just those from the core. We also are working on streamlining transfer student credits from institutions across the state to make it easier for their courses to fit into our music curriculum so we do not waste transferred credits.

36. 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 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 5. Attract talent and enhance employee development and recognition

☐ Build Shared Culture 6. Sustain financial health through resourceful fiscal management

☐ Build Shared Culture 7. Cultivate engagement with its local communities

37. Please indicate which of the following actions you have taken as a result 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

☐ Disseminating/Discussing Assessment Results/Feedback to Appropriate External Stakeholders

☐ Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistanceion 3

☐ Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc Operational Processes

☐ Request for Additional Financial or Human Resources

☐ Customer Service Changes: Communication, Services, etc

☑ Making Improvements to Teaching Approach, Course Design, Curriculum, Scheduling, other

☐ Evaluating and/or Revising the Reporting Lines Internal Assessment Processes

☐ Other [_____]

38. Please provide a comprehensive narrative outlining how assessment results are utilized for continuous improvement in this field. Your narrative should address the past, present, and future aspects of assessment, with specific emphasis on how these results inform decision-making and drive improvement efforts.

Past year: What needed work? While we had three objectives we could have focused on from last year, and we made strides towards remedying all of the objectives we did not meet, we put a lot of effort into Objective number 3 Increase MCA student retention in baccalaureate programs [Aligns with Goals B & C]. Retaining our students is something the department can have a lot of impact on as it's not at the whim of enrollment trends. What initiative was proposed: We made plans in all the degrees and at the school level to have enrollment events, sometimes involving food, but often providing interactive activities to attract students. Each major in our department hosted at least one event on all campuses offered. Did it work: Revised Measure (with addition of new program BAAD): Increase Fall to Fall retention by 1% in 3/4 (75%) of baccalaureate programs (NMAC, IDS, COMU, BAAD). In the fall of 2021 we had a 75% retention rate amongst continuing students. In the fall of 2022 we had 88% retention rate amongst continuing students. ¾ of the BA degrees in the dept met the desired % growth for retention. The one that still needs attention is NMAC which only retained 72% of its students. Current year: What needs work? Fall enrollment in each Baccalaureate Program and the GFA certificate- Objective 1 What initiative is proposed? We have been working on two parts of of the enrollment puzzle. One is making it so that our programs are offered in more than format. We are going to be offering all of the core Media and Communication courses online so that we can take advantage of students who want to enroll in that format. We are also making the IDS degree more fluid for currently enrolled students who might come to us with many credits already as well as appealing to traditional freshman students who want a creative degree with our new iMeta track. As well, we added a production track to the music degree that will appeal to students who might not play a musical instrument but have an interest in music and the music industry.

39. 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)

40. 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.

1. Build Enrollment in MCA Bachelor's Programs and the GFA certificate classes by 1% 2. Improve student academic success across MCA classes by discipline by decreasing DWF rates in all MCA disciplines to less than 25%. 3. Increase Fall to Fall retention by 1% in 3/4 (75%) of baccalaureate programs (NMAC, IDS, COMU, BAAD). 4. Ensure efficient progression to graduation by decreasing graduation hours to less than 135 for all disciplines.

41. Optional Mindset Update (Academic Deans ONLY) Please provide an update on the implementation of your school based mindset plan/strategy. Include any adjustments to metrics for the FY23 as well as outcomes associated with your appraisal of your schools activities.

42. Optional: The following upload portal is available to supplement your report with supportive documentation should you wish to provide any (instruments, data, etc).