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

mary.wearn@mga.edu

Q2. Who is the person responsible for this report?

Mary Wearn

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)

School of Arts & Letters

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.

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.

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 and Engagement (C) Foster Efficient Progression of Students and and Timely Graduations

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 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, etc)

Fall to Fall (2021-2022) and Spring to Spring (2022-2023) 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? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

Fall to Fall Enrollment Growth of 2% 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.

11. Objective 1: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

Aspiration goals based on growth before COVID epidemic.

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 0.2% fall to fall enrollment gain (718 to 719) The Department of English had an 11.1% fall to fall enrollment gain (180 to 200 students) The Department of History had 17.9% fall to fall enrollment loss (106 to 87 students) The Department of MCA had a fall to fall enrollment loss of .5% (434 to 432 students) Graduate programming had a 7.9% fall to fall enrollment loss (63 to 58 students) SoAL had a 7.7% spring to spring enrollment gain (638 to 687 students) The Department of English had a 20.7% spring to spring enrollment gain (159 to 192 students) The Department of History had a 13.9% spring to spring enrollment loss (93 to 80 students) The Department of MCA had a spring to spring enrollment gain of 7.5% (386 to 415 students) Graduate programming had a 43.5% spring to spring enrollment gain (62 to 89 students)

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?

In the past year, we aimed to build enrollment by emphasizing professional pathways in the majors – having recruitment activities based on academic tracks in programs. In particular, we aimed to build via professional tracks in Music and Media & Communication. We also delivered more online offerings in the Media & Communication degree. We will also work to advertise and build the MA in Public Relations while rolling out our new certificate in Strategic Business Communication. Efforts in our undergrad programs (Music and Media & Communication) were NOT successful, and problems in tracking students by banner coding were identified. Efforts in our graduate programs was successful. Spring to spring enrollment in the MA in Public Relations and the Certificate in Strategic Communication was up 340%. In 2023-2024, we will focus on enrollment in these targeted programs, which are in decline: HISTORY [Renewed emphasis on gateway courses as a source of recruiting; outreach to high schools via online or face-to-face co-curricular programming, including our Reel People Arts Festival, which will highlight Documentary Film and bring attention to History's Documentary Film Track. We will also consider adding a work-ready track in Public Administration [in collaboration with political science]). Continued retention efforts through intrusive advising. MEDIA & COMMUNICATION (Advertising push for fully online Public Relations option; Recruitment for film track via Reel People Arts Festival - with K12 film competition. Continued retention efforts through intrusive advising. MUSIC: Recruiting through music production studio tours/events for K12 and interested MGA students. Recruiting through annual Georgi Music Educators Association conference. Continued retention efforts through intrusive advising.

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

Ensure student academic success across SOAL 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)

Fall and spring success rates in classes, by discipline.

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

75% of classes in discipline will have 75% success rates fall 2022 and spring 2023 in individual class disciplines' class discipline.

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

Aspirational goals were set based on past performance.

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)

The following disciplines achieved the mark: COMM (F 80.29 S 80.75); CRWR (F 82.43 S 85.71); GFA (F 87.5 S 100.0); IDS (F 84.62 S 80.00); MCOM (F 93.02 S 93.33); MUSA (F 92.5 S 97.56); MUSC (F 84.57 S 88.26); NMAC (F 82.68 S 90.63); PFWR (F 77.5 S 85.42); THEA (F 83.33 S 87.5) The following disciplines DID NOT achieve the 75% rate both semesters: ARTS (F 74.3 S 81.76); ENGL (F 70.06 S 68.43); FREN (F 69.23 S 81.4); HIST (F 73.99 S 72.79); HUMN (F 59.62 S 62.44); SPAN (F 65.77 S 62.56) 10/16 or 62.5% of disciplines achieved the goal. The department did not meet this objective.

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?

This past year, the initiative was for each department to focus on one high DWF discipline with an emphasis on fostering success. This did not happen in MCA or History In LS English, a new combined 99/1101 platform and syllabus was implemented to reduce student confusion and increase success. Unfortunately, with many last minute hires and contingent instructors, LS success had its first downturn since 2019 when SoAL was formed. in 2023-2024, each department will have a focused effort on key courses to increase success rates: ENGL: ENGL 0999/ ENGL 1101/ENGL 1102 (Target: 2% increase in success rates) HIST: HIST 2111/HIST 2112 (Target: 2% increase in success rates) MCA: SPAN 1001 and 1002 (Target: 2% increase in success rates)

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

Number of Activities by Type

24. Objective 3: What was your target outcome for this objective? (1.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 3: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

Aspirational goals based on past performance.

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)

We held 124 different co-curricular events in the following categories: Art exhibitions and demonstrations: 4 Lectures, Discussions, and Panels: 7 Film viewings and discussion: 6 Theater: 5 Student Success Workshops: 5 Music Recitals, Performances, and Events: 25 Conference Events: 8 Student Showcases/Performances: 2 Book club Events: 9 Themed Social Events: 24 Advising and Information Sessions: 15 Diversity/Culture Events: 11 Wellness Events: 3 Our cultural programming included the Reclaiming the Native South Arts Festival, made possible by support from the Georgia Humanities Council and the Georgia Council for the Arts, as well as collaboration with the Ocmulgee Mounds Association. The scheduled Joy Harjo event (which would have attracted a regional audience) was postponed till fall due to health concerns of the artist.

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?

In the past year, we attempted to better track engagement data – not simply counting attendance but qualitatively assessing engagement. This was partially successfully, particularly in the area of the Regaining the Native South Arts Festival, which some 1500 people attended. Of guests polled, 100% responded "yes" to the question, "Did this event give you new understanding or knowledge of the native South and how indigenous people remain connected to their ancestral homelands?" Surveys overall indicated positive responses to all events. A sample comment from the surveys notes that "Hearing the pain and joy from the voice of Native Americans was very powerful and more is needed." In 2023 - 2024, we hope to again have no less then 50 co-curricular events and to expand programming on the Cochran, Dublin, and WRC campuses (2% increase on each campus). In 2023 - 2024, we will provide satisfaction surveys for all Peacock Gallery, Arts Festival, and Interdisciplinary Undergrad Conference Events with a goal of at least 85% of respondents being appropriately satisfied with events. Initiatives include: Work to bring in grant funding for co-curricular programming

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

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 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?

N/A

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.

SoAL reviews data to identifies areas of weakness.

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)

These initiatives impact SoAL goals and assessment practices: Complete College Georgia USG Momentum Year

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. SoAL will grow fall to fall enrolment by 1.5% and soring to spring enrollment by 1% as measured by census enrollment data. 2. SoAL will improve success rates by 1% in LS English, ENGL 1101, ENGL 1102, HIST 2111 and HIST 2112,, SPAN 1001, and SPAN 1002 3. SoAL will deliver at least 50 cultural engagement and to expand programming on the Cochran, Dublin, and WRC campuses (2% increase on each campus). In 2023 - 2024, we will provide satisfaction surveys for all Peacock Gallery, Arts Festival, and Interdisciplinary Undergrad Conference Events with a goal of at least 85% of respondents being appropriately satisfied with events.

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.

Learning Support English include mindset journals.

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