



**Middle Georgia  
State University**

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](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

marc.miller@mga.edu

Q2. Who is the person responsible for this report?

Marc Miller

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 Business

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 MGA School of Business and Health Administration is dedicated to excellence, innovation, and continuous improvement in teaching, scholarship, and service, and offers undergraduate and graduate business and health programs, as well as an engaging student experience, designed to prepare diverse students to become career-ready, successful, lifelong learners and leaders who will have a positive societal impact in the local, regional, and global community.

Q7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.

Program and Course Delivery We will develop and deploy innovative programs and delivery methods that allow our students to become successful players in the career marketplace and to meet the demands of ever-changing student needs. Student Experience We will provide an exceptional and engaging student experience that allows our students to understand the value of a comprehensive business school education. Intellectual Contributions to the Practice of Business and Health Administration We will produce intellectual contributions in a wide range of outlets that are focused on practice and teaching of the subjects in which we provide degree programs. Diversity and Societal Impact We are committed to the higher ideals of diversity and will actively look for ways to promote the idea that diversity makes us stronger and that we have an obligation to positively impact the society in which we live. Alumni and External Partnerships We will engage with our alumni and communities to ensure we are meeting our stakeholders' needs

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.

1. The School of Business will increase the quality of courses in the graduate programs by adopting the Quality Matters standards.

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)

Our goal is to have 2 courses reviewed by QM by the end of 22/23.

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

Two courses in review by QM.

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

This was a targeted goal for specific courses in the MSM program.

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)

Did not achieve. However we have made progress and these courses are now under review and we will exceed this goal for 2023-2024

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?

This was an aggressive goal and while we did not achieve, we are making significant progress toward long term aspirations.

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

2. The School of Business will increase our engagement with students through School of Business sponsored extramural activities.

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)

We will increase the number of students who participate in School of Business clubs by 10% over the last year.

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

10% increase

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

This was the first time we measured this goal and thus it was a guess.

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)

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 is a moving target. The number of students who participated in the only active organization (Accounting) did increase. This will increase next year as we have added two new student organizations.

22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

3. The School of Business is committed to engaging our stakeholders with original research and publications from our students and faculty.

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)

We will increase the five-year average of scholarly activity as measured by peer reviewed publications by 5%.

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

5% growth

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

Accreditation expectation

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)

7%

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 will continue to place emphasis on this goal and track it through our AACSB accreditation efforts.

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

4. 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.

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)

Accepted Eligibility Application submitted.

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

Dichotomous measure of application completed and submitted. Further, we wanted it to be accepted by AACSB.

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

Accreditation Expectation

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)

Our Eligibility Application was submitted and accepted.

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 exceeded this objective and are now in candidacy phase.

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](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.



There are three main committees that perform Program and Curricular Review: The Undergraduate AOL Committee, Undergraduate Curriculum Committee, and Graduate Council. Our current mission is primarily undergraduate hence, the Graduate Council subsumes both AOL and Curriculum functions. These committees comprise the structures which conduct program reviews to assess the effectiveness and relevance of our curriculum. Based on the findings, the school updates and enhances its programs to ensure they align with emerging trends, industry demands, and the changing needs of students. The school promotes an agile curriculum that adapts to market demands and prepares students for current and future challenges. In the case of the undergraduate review, the relationship between the two committees is that the AOL Committee assesses the PLO's through an intentional and rigorous assessment of learning outcomes. This information is passed to the Undergraduate Curriculum Committee who deliberates the findings and recommendations and ultimately makes recommendations for changes and improvements to the curriculum. The UG Curriculum Committee will also examine feedback from community and industry stakeholders, conducts benchmarking exercises with peer institutions, and evaluates the efficacy of the program and course learning outcomes. At the graduate level, the review is similar however it all takes place under the auspices of one committee: the Graduate Council. The program review starts with an assessment of Program Level Outcomes (PLO). The PLO's for our BSBA are: Ethical and Legal Orientation Can the student identify and deliberate an ethical dilemma? Quantitative Reasoning and Problem Solving Can the student employ empirical approaches to problem solving? Communication Can the student exhibit professional written and verbal communication skills? Technology Can the student apply technology to specific problems? Business Content or Health Services Content Can the student demonstrate an understanding of the field in their concentration of study? The PLO's for our graduate programs are: Ethical and Social Responsibility Considerations Can the student identify, deliberate, and provide a solution to an ethical and social responsibility issue? Critical Thinking Can the student demonstrate critical thinking skills and multi-disciplinary problem solving skills? Communication Can the student exhibit professional written and verbal communication skills? Technology Is the student able to analyze data using technology to solve business problems? Competency Areas in Management (MSM) or Leadership (MBPL) Can the student demonstrate subject area knowledge of their degree program? Program and Curriculum Review is an ongoing process. The results of these reviews are used for both internal process and content changes as well as compliance efforts for SACS CoC reviews of degree programs. Thus, we also rely on input and feedback from governance within the university and the Office of Institutional Effectiveness and Research within the provost's office. Institutional accreditation serves as a validation of the school's adherence to rigorous academic standards and continuous improvement practices. We are committed to overall quality and high impact outcomes of our programs.

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)

AACSB

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.

Please see detailed Strategic Plan attached.

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.

Please see the comprehensive strategic plan for the School of Business and Health Administration.

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

[School of Business Strategic Plan Final \(2\).docx](#)

226.9KB

application/vnd.openxmlformats-officedocument.wordprocessingml.document