



**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

****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

Stephen.Schultheis@mga.edu

Q2. Who is the person responsible for this report?

Stephen Schultheis

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)

Enrollment Management

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 division of enrollment management is responsible for enrollment on all campuses and providing students with resources for a successful semester through the recruitment, onboarding and enrollment process.

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

Increase enrollment on all campuses including face-to-face and online. Establish an onboarding process that supports student transition and retention. Identify new pipelines of students to recruit and enroll. Improve customer service at each stage of the enrollment process. Increase retention rates across the university.

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.

Launch a Strategic Enrollment Management Plan (SEM).

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)

Completed or not completed.

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

Launch a plan.

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

This would have been a new plan. MGA has not had a SEM plan in prior years.

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)

We did not complete this objective.

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?

We did not launch a SEM Plan. The foundation for a plan was worked on through convening a cross-university SEM plan committee, presentations to the Enrollment Task Force, and presentations to the President's Cabinet. We need to complete the data gathering and analysis, information share, strategy development, and goal setting. This goal continues to be one for the FY24 year. We will aim to have the data gathered by the beginning October, with goals and strategies developed by the beginning of November, with a proposed plan to include by the beginning of December.

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

Increase fall to fall headcount enrollment by 2.5% and credit hours 3% with specific (numerical) enrollment goals developed for dual enrollment, undergraduate, and graduate. These goals will be divided out by campus and include housing enrollment targets.

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 measure the final enrollment for fall 2023 at USG census. Headcount will be measured in October, 2023 and credit hours in December, 2023.

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

A 2.5% headcount and 3% credit hour increase for fall 2023 over fall 2022 census numbers.

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

Fall 2022 headcount was 7,689 (DE - 544, US - 6,716, GS - 429) and credit hours were 82,376 (DE - 2874, US - 75,925, GS - 3,577).

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 official results for this result will not be released until mid-fall 2023. At this point, we are 4.98% ahead of day to day enrollment and 3.1% ahead of last years headcount census. Credit hours are 3.04% day to day and 1.5% ahead of census.

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?

Overall, we are on pace to meet and potentially exceed this goal as we near the start of the fall 2023 semester. As of this report we are 4.5% ahead of last year in headcount, 3.9% ahead in credit hours, and 3.1% ahead in housing applications. While this is a divisional goal, the positive results are the result of collaborative efforts across the university. Results below are summarized by student enrollment type. Dual Enrollment – We are projected to grow DE by 17.6%. We have been able to add or grow partnerships with 10 high school partners this year. This work along with the changed admissions criteria has contributed to the highest new DE enrollment for the summer we've experienced and a projected growth of 32% for fall new DE. Undergraduate – Overall, undergraduate enrollment is up 1.2% to date. We are currently at a 1.1% new student enrolled growth and a 13.2% growth in admitted students. Continuing undergraduate is pacing to be ahead of last year by 1%. Some of the strategies are: • Increased and focused recruiting efforts in the ATL Region. We participated in successful "Admit Days", increased the recruiting visits, and partnered with non-profits (College AIM and OneGoal) that led to successful prospective student visits. • Awarded financial aid earlier this year, held financial aid working seminars during orientation, launched a FAFSA campaign, received additional Complete College Georgia Scholarship Funds, utilized a GAP fund, and improved communication to students. • Created a tier system for Strategic Partnerships. This has generated an increase in enrollments from Delta, established a regular on-base presence at the Robins Air Force Base, and increased our employee enrollments from the K-12 sector. • Increased focus on accountability associated with transcript evaluations within the Registrar's Office. This focus has assisted us in processing an increased number of transcripts which has contributed to our current transfer enrollment growth. Graduate – Enrollment is up and has been for multiple semesters. The EM division's goal is to assist with efficiency and effectiveness. We have made some progress (TargetX CRM is being onboarded, establishment of graduate international admissions effort) but still have a few to go (development of a recruitment plan and use of document imaging solution).

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 fall to fall IPEDS cohort retention rates in collaboration with other divisions by 4 percentage points.

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)

Percentage IPEDS fall 2022 students retained from fall 2022 to fall 2023.

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

An increase of 4 percentage points in students retained from fall 2022 to fall 2023.

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

Fall 2021 to 2022 retention was 61.2%.

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)

Official results will be released in October 2023.

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?

The final result of this goal is determined after fall 2023 enrollment closes. An unofficial result shows that we are ahead of last year with the retention rate but not by 4 percentage points. This goal was supported by the creation of an academic support program for fall 2022 new housing freshmen for spring 2023, launching of the Early Alert program earlier in the semester, Federal Work Study support to increase the supplemental instructors, and a push to increase student academic and social engagement.

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

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 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?

NA

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.

The EM division measures the current assessment results against past results to establish new objectives. The lessons learned inform different strategies to reach our newly established goals. The division leadership is involved in the reflection of results as well as decisions to select our new objectives.

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)

Momentum Approach, Complete College Georgia, Know More Borrow Less

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. Launch a Strategic Enrollment Management Plan (SEM). 2. Review current processes for opportunities to implement more effective and efficient methods. 3. Increase fall to fall headcount enrollment 2% and credit hours 2.5% with specific (numerical) enrollment goals developed for dual enrollment, undergraduate, and graduate. These goals will be divided out by campus and include housing enrollment targets.

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).