



**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

cheryl.carty@mga.edu

Q2. Who is the person responsible for this report?

Cheryl Carty

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)

University Marketing and Communications

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 Office of University Marketing and Communications supports the academic mission of Middle Georgia State University by enhancing and protecting our reputation, creating awareness of our institution, reinforcing our relevance to key stakeholders. To do this, we: • Steward and increase the value of the MGA brand through a consistent visual identity system • Engage with our internal stakeholders in order to highlight the overall achievements of the University community, including students, faculty, staff • Develop strategic communications, marketing plans, campaigns and content that support the University's highest priorities and adapt to address market challenges • Share the University story with key audiences by using owned, earned, paid and social media platforms • Continue to learn new tools, best practices, and more about our communities.

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

University Marketing and Communications will provide essential support across our team to plan, coordinate, deploy, measure and report our efforts in support of the following goals, ensuring the greatest degree of collaboration, quality and effectiveness: GOAL 1: PROVIDE EXCELLENCE AND BEST PRACTICE IN MARKETING AND COMMUNICATIONS GOAL 2: INCREASE THE AWARENESS AND VALUE OF THE UNIVERSITY BRAND GOAL 3: POSITIVELY INFLUENCE PERCEPTION OF MIDDLE GEORGIA STATE UNIVERSITY AMONG KEY AUDIENCES Within these goals are multiple measurable priorities that may evolve as needed to support the institution's strategic priorities.

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.

The Office of University Marketing and Communications (MarComm) will better promote the office's services and products internally, especially branding and adoption of Guardian app for public safety. This is a continuation of last year's goal.

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)

1) Number of visits to services pages of mga.edu/marketing-communications, 2) number of Total Users that have downloaded the RAVE Guardian app

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

Increase in both objectives to show increased awareness and usage

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

The office has not tracked these metrics specifically in the past and is considering these as an ongoing department metric for Communications area of the office.

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)

1) For University Marketing and Communications (MarComm) services, the following reflects visits to the service pages on MarComms webpages for FY22 vs FY23: Request Service page - 27.9% increase Main MarComm page - 11.4% increase Brand page - 11.3% increase Academic program promotion - 5.4% increase News and Media Services - 7.9% increase Photography Services - 7% increase Website Services - 5.3% decrease 2) For the download/total users metric of the RAVE Guardian app, the reporting analytics within the RAVE platform are not accurately tracking total users. There is a ticket into tech support to have this corrected. New users for FY23 are down, but that number does not include all users, and therefore is not a good indication of past efforts.

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?

1) Web services requests are down, which is expected as the office has shifted the Digital Content Strategist position to focus on video. The office is hiring a new position of Web Content Manager, which will aid the university in ensuring better web content management. 2) Due to changes that went into place this year, mobile carriers no longer allow text messages that are not indeed emergency or urgent. The Guardian app allows for operational notifications, so its adoption, which is opt-in, should continue to be tracked. The baseline should be this year's total users as a % of employees and on-campus students.

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

Continue to push InsideMGA as an internal news hub. Add useful content and track visits to site on Google Analytics (rather than just posts), increasing visits by 5%.

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)

Track the number of posts and the number of visits.

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

Target was to see 5% increase in number of visits.

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

Both metrics of posts and visits should have increased due to greater focus on promotion and use of the internal news platform.

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 office increased InsideMGA visits by 24%. InsideMGA YTD: July 1, 2021-June 30, 2022 Total posts: 455 Total visits: 49,005 InsideMGA YTD: July 1, 2022-June 30, 2023 Total posts: 572 (+117, +26%) Total visits: 60,533 (+11,528, +24%)

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?

The focus on the internal news platform is reflected in the 26% increase in posts, which had a corresponding 24% increase in visits. The office learned that content matters, and the staff member worked diligently to pull in information - even when there was no initial contact to include it on the platform. The staff member reached out to faculty and staff to let them know the event or news would be included. This is increasing awareness as well.

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

Support and promote the strategic planning process for the new strategic plan. This will support transparency in the process in the coming year. Goals is eight posts on InsideMGA in the coming year with a eye towards launching the new plan in August 2023.

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 posts on InsideMGA was originally intended to measure this goal.

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

Original goal was 8 posts on InsideMGA

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

In retrospect, this one metric was an insufficient indicator of promotion of the strategic planning process. It did not take into consideration the communication coming from the Strategic Planning Committee, the President, the Provost, and social media.

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)

The office made only three posts on InsideMGA as the other channels of communication - particularly the Strategic Planning Committee and President did a sufficient amount of communication, and their communication was more targeted.

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 initial metric did not take into consideration all of the channels of communication available to promote the strategic planning process.

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

No fourth objective

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)

No fourth objective

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

No fourth objective

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

No fourth objective

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)

No fourth objective

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?

No fourth objective

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 results of this assessment will be discussed with the office managers first. After discussion, it will be shared with the entire staff. We will encourage discussion on these results as indicators of the office's efforts. Some of these results may now be incorporated into regular reporting.

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)

n/a

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) Assess University Social Media Efforts and Performance– With the addition of LinkedIn, it will be important to assess social media efforts across six accounts on five platforms, investing time and talent into the platforms with the greatest reach and engagement. KPIs will be identified that will compare engagement across platforms. 2) Hire a new Web Content Manager who will develop a network of comms liaisons throughout the university to be trained. The goal for their first year will be to identify and train 7 key liaisons at least once. 3) Continue to develop templates for possible scenarios within the crisis comm plan. Ten new templates for non-disasters should be added into the plan.

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).