



**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 Faculty Affairs Manager 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 our 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. Societal Impact We are committed to making an impact on the world in which live and will proactively explore opportunities to champion the concept that a rich tapestry of experiences and viewpoints enhances our collective strength, as well as our duty to effect positive change within our community. 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 FY24. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY25.

8. Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

Increase Quality in Online and Hybrid Course Delivery Obtain Quality Matters certification for courses in the SOBHA graduate programs: MSM and MBPL over the next 2 years.

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)

of courses that receive QM certification over the next two years. Achieve QM program certification at the graduate level for both MSM and MB-PL.

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

To have 3 courses QM certified in our graduate programs over the next two years. To have 3 courses pass an internal review for QM certification in Year 1.

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

Achieving this over the period of two years will move us toward ultimately meeting QM program certification. In addition, this will send a message that our students are receiving the best possible education experience.

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)

3 courses: MGMT 5900, MKTG 5700, and MGMT 5610 have been designed for QM certification. One of these courses is currently in the review phase with QM and all have passed an internal review.

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?

Continue to work towards meeting this goal over next year. Plus target new courses for certification.

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

To fill faculty lines in key areas to ensure quality degree program delivery.

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)

Hire a Tenure Track SA faculty member to begin work in 2024-2025 in the following areas: Accounting, Marketing, and Supply Chain Management

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

3 Faculty hired

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

We require full time faculty in this area to achieve AACSB accreditation.

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 successfully hired a new faculty member in Management, and Marketing. We did not hire an Accounting Faculty member.

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 search for a faculty member in Accounting for next year. In addition, we strive to replace Stan Ketchell who is retiring.

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 the number of faculty publications in practice-based publications.

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)

Support faculty to produce practice based publications. We measured the number of practice based publications currently produced over the past 5 years (17 Peer Reviewed Articles and 14 conference presentations) and set a goal to increase this by 5% a year over the next 5 years.

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

All faculty are expected to research and produce practice based publications.

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

This is an accreditation requirement by AACSB.

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 increased the number of practice based outlets by 4% to (18 Peer Reviewed Articles and 17 conference presentations). In addition, we have identified 5 projects that the faculty are currently working on that will portend increases over the next several years.

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 work to improve our ability to connect with companies in our service area to include student projects and research. In addition, we will identify local areas businesses in Macon, Cochran, and Warner Robins that can become a data source for original research and host an annual symposium for faculty and local business to discuss potential research collaborations.

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

Emphasize the use of business cases that highlight businesses that are making an impact on society

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)

Increase the number of cases/examples that include ethical leadership and impact society in a variety of ways. We analyzed the number of cases and examples for ethical leadership in key courses in the Jr./Sr. core courses and set a target to increase the number of specific cases in three courses: Macro Economics (sophomore level), Principles of Management (Junior level) and Principles of Marketing (Junior level). We were able to identify a total of 2 specific cases in each course and set the goal to 3 each in course.

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

We were able to identify a total of 2 specific cases in each course and set the goal to 3 each in course.

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

This was set within the assurance of learning committee and is ongoing goal related to AACSB accreditation.

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)

We increased the number of cases to 4 each in course.

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 will continue to monitor this goal area and refine our Societal Impact strategic planning.

36. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (https://www.mga.edu/about/strategic-plan/docs/Strategic_Plan_2023-2028.pdf) by checking all associated and relevant Strategies from the list below. (Check all the apply)

- Champion Student Success 1. Demonstrate standards of excellence in all academic programs
- Champion Student Success 2. Grow student engagement at all degree levels
- Champion Student Success 3. Expand enrollment and graduation
- Lead Innovation and Economic Opportunity 4. Ensure high-demand programs for workforce and career alignment
- Lead Innovation and Economic Opportunity 5. Use Center for Middle Georgia Studies to drive University outreach
- Lead Innovation and Economic Opportunity 6. Coordinate faculty scholarship and grant awards to build University reputation
- Build Culture and Identity 7. Plan, resource, and promote campus roles and identities
- Build Culture and Identity 8. Pursue great-place/college -to-work designation
- Build Culture and Identity 9. Promote culture of wellness throughout the MGA community
- Build Culture and Identity 10. Compete and win at the NCAA Division II level
- Sustain Fiscal Resilience and Brand Value 11. Apply data-driven accountability to all operations
- Sustain Fiscal Resilience and Brand Value 12. Maintain access, affordability and value for all students
- Sustain Fiscal Resilience and Brand Value 13. Grow and diversity streams of revenue

37. Please indicate which of the following actions you took as a result of the 2022/2023 Assessment Cycle (**prior 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 Assistance
- 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 indicate which of the following actions you will take as a result of the 2023/2024 Assessment Cycle (**current cycle**) (Note: These actions must be 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 Assistance
- 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

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

In the past, the assessment of student learning objectives within the School of Business was often fragmented and inconsistent. We typically relied on the use of ETS field examination results , which provided limited insight into actual learning outcomes and student development. Assessments were rarely conducted at the course level, with little coordination or standardization across departments or programs and lacked a cohesive framework for continuous improvement. Today, our assurance of learning processes has evolved into a systematic, data-driven practice that is integral to the continuous improvement of our graduate and undergraduate programs. We have strive to include a variety of direct and indirect measures to evaluate student learning outcomes. Direct Measures: These include standardized field tests, analysis of capstone projects, portfolios, and performance assessments that provide concrete evidence of student learning for all 5 learning objectives. Indirect Measures: We are starting to incorporate and use other measures such as surveys, focus groups, and reflective essays that offer insights into students' perceptions of their learning experiences and achievements. Our AOL process is now incorporated into our strategic planning efforts related to Curriculum Development, Faculty Development, and Resource Allocation. For example, our Assessment results are used to refine and enhance curriculum design, ensuring alignment with desired learning outcomes and industry standards. This drives Professional development programs for faculty as they are informed by assessment data, targeting areas where teaching practices can be improved to better support student learning. For example, we found that our online students are less likely to grasp key concepts in Accounting and Economics which have driven our planning for faculty development and curriculum design. Looking to the future, the assurance of learning processes will continue to evolve, leveraging advancements in technology and data analytics to enhance the assessment and continuous improvement cycle. The focus will be on creating more dynamic, real-time assessment systems that provide immediate feedback and actionable insights.

40. 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

41. 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.

In addition to continuing to work toward the previous objectives, we also work toward the following: Increase the number of Student Research Projects presented to external groups especially in those areas centered around the betterment of society by 5%. Increase the number of Student Research Projects presented to external groups especially in Innovation and Creativity by 5 %. Create a programmed career experience for students at MGA School of Business. This will result in a higher level of satisfaction with career outcomes from students who participate in our annual surveys. To become a partner for continued career development over the life of our alumni. We will conduct a data collection effort to understand where our alumni are employed and what are their career needs for the future. This will help us to drive our degree and continuing education offerings.

42. 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.

Mindset Update Part of the Mindset and Momentum Strategy for the USG was to help students make purposeful choices in regards to career planning. Specifically, to maintain Momentum, the students should be given: Early connection to careers Embedding Career connections in the curriculum Enhancing Experiential Learning As one might see, these strategies are embedded into our overall goals and objectives.

43. 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 2023-2028 Revised.pdf](#)

761.7KB

application/pdf