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

margo.woodham@mga.edu

Q2. Who is the person responsible for this report?

Margo Woodham

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)

Admissions

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 Admissions and Recruitment is to support the academic mission of Middle Georgia State University by enhancing and protecting our reputation, creating awareness of our institution, reinforcing our relevance to current and prospective students, recruiting and admitting a diverse population of students who will thrive and succeed in programs that promote leadership, collaboration and community

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

To recruit and admit a diverse population of new and returning students that will assist the overall institution's goal of growth

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.

1. Admissions and Recruitment will increase outbound recruitment phone calls by 10%. (July 1, 2022 to June 30, 2023: 10,084 calls made)

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)

Number of outbound calls recorded in Target X.

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

10% increase in calls

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

July 1,2022 to June 30,2023 10,084 outbound calls made

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)

11,484 outbound calls made

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?

objective was successful. We will maintain same level of call volume.

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. Admissions and Recruitment will increase new international fall enrollment to 75. (fall 2023 new international student enrollment 47 online and face to face after 2nd payment drop)

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)

International new student enrollment based on Target X and banner reports showing international new student registrations.

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

75 new international students

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

Fall 2023 new international student enrollment was 47.

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)

As of 7/23/24, 81 new international students are registered.

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?

Improved workflow resulted in increased new student populations.

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. Admissions and Recruitment will implement Target X workflow, during the 2023-24 academic year. This implementation will include a Graduate Studies workflow and assisting Graduate Studies in utilizing this tool.

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)

Job completion

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

100% completion

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

having a functional workflow

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)

100%

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?

Target X allowed for beneficial workflow. We will monitor the workflow and make any needed adjustments to meet our changing needs.

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/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.

> The assessment results coincide with our daily, weekly, monthly, and annual goals and tracking we do on a regular basis.

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)

> Complete College Georgia

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.

1. Admissions and Recruitment will assist with the implementation of a new imaging system, Xtender. 2. Admissions and Recruitment will expand the international workflow and communication plan to increase new international student enrollment to 95. 3. Admissions and Recruitment will implement a graduate recruitment plan to include virtual and off-site recruitment events, strategic communication plan, and improved recruitment materials. This will assist with the Graduate new student enrollment goal of 186 for Fall 25.

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.

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