



**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

Kimberly.Leinberger@mga.edu

Q2. Who is the person responsible for this report?

Kimberly Leinberger

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)

First-Year Experience

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 the First-Year Experience (FYE) is to foster personal and academic growth using a holistic approach focused on helping students overcome barriers to success, develop skills to navigate college life, and engage with the campus community. FYE takes a three-fold approach, which includes academic preparation (Knights Academy), character development (Knight's Journey), and campus and community engagement.

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

1. Increase Knights Academy and Knights Journey engagement in online and in-person activities. 2. Incorporate Knights Academy content into LS Math and English courses as well as other courses typically taken within the first year. 3. Develop Knights Academy programming that combines online experiences with face-to-face experiences in the Knights Academy. 4. Implement and execute the Distinguished Knight Experience to recognize students who have successfully completed the Knights Academy/Knight's Journey Quests and demonstrate engagement in at least one campus organization.

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 FY25. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY26.

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

Review, edit, and migrate Knights Academy and Knight's Journey content from D2L into MGA Knight Life.

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)

This objective is measured by the completion of the migration of the content.

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

The target outcome was set at a minimum of 70% completion rate.

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

100% of Knights Academy Quests and Knight's Journey Quests are available in MGA Knight Life (Campus Involve platform).

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)

100%

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?

While the Knights Academy Quests and Knight's Journey Quest were all successfully migrated into MGA Knight Life, there was a low number of participants. 28 students completed a total of 32 Knights Academy Quests and 9 Knights Journey Quests between Fall24 – Spring 2025. Adding this content into Knight Life allowed students from all classifications to participate in this content, which makes determining First-Year student outcomes a bit challenging. While participation in Knights Academy was low in the MGA Knight Life platform, participation in Knight's Academy improved when the content was delivered through Marketing Cloud.

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

Migrate Knights Academy content into Marketing Cloud.

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)

This objective is measured by the completion of the migration of the content.

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

70% Completion

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

Approximately 70% of Knights Academy Quests have been moved to the Salesforce Marketing Cloud 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)

70% completion

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?

To address low participation in MGA Knight Life, Knights Academy content moved into Marketing Cloud, which yielded better results. In Fall 2024, 66 students engaged with 96 topics in the Knights Academy, and in Spring 2025, 196 students engaged in 384 unique Knights Academy through. Through Marketing Cloud, Knights Academy content was delivered via email to first-year students, and they were able to access the content directly from their email. In comparison, emails were sent to students with links to the Knights Academy experiences in MGA Knight Life, but fewer students participated. This lower participation is the result of several factors including students being required to navigate to multiple websites to complete the quests through MGA Knight Life. The Knights Academy quests in Marketing Cloud are a more seamless experience where students can complete the tasks required on the website. Additionally, Marketing Cloud tracks students' progression through each step of each quest, where MGA Knight Life could only record when students completed the experience, but not how far they got to completing. Next year, FYE will work toward enhancing all of the Knights Academy quests in Marketing Cloud to improve the student experience. The Knights Academy experience in MGA Knight Life will remain for now, but FYE may move toward removing that content as it is not as effective.

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

FYE will host three Knights Academy Live in-person sessions each semester.

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 events hosted.

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

3 sessions per semester for a total of 6.

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

3 Sessions were hosted in the Fall 2024 semester, but none in the Spring 2025 semester.

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)

50%

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?

Attendance at Knights Academy Live events were low (fewer than 10 students per event). The events were marketed via email and flyers, and in the future FYE will work with other campus partners to get the word out and seek support from faculty to encourage students to attend these events. FYE will work toward marketing these events earlier to students and work with campus partners to provide speakers.

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 2023/2024 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 2024/2025 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 Director of First-Year Experience was hired in April 2024, and the majority of her time was spent building connections with campus partners, revising and creating content, and building upon the existing First-Year Experience in the Knights Academy. Prior to her arrival, the following goal was identified: Expand and sustain First-Year experience tailored for each campus. By the year 2028, the number of student engagements in FYE Knight Academy Quests will increase 20% year over year, and the Knights Academy Engagement Index (KAEI) will increase 1 point year over year. The KAEI is a comprehensive metric that combines individual quest participation and quest completion. Transition from D2L to MGA Presence was completed as expected. Low engagement in Presence was addressed by adding KA quests to Marketing Cloud Experience Pages. Three Knights Academy quests have been entered into Experience pages, which connects with our goal to create coaching interventions. Year over year we have increased students engaging in the Knights Academy from 215 in 2023-24 to 244 students engaging in the Knights Academy in 2024-25 for a 13.5% increase year over year. Our first-year strategy is to increase the number of students engaging in Knights Academy content in Salesforce.

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, USG Momentum Year

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. The FYE will host a total of 4 in-person Knight's Academy Live and Live-Streamed events per Fall and Spring semester with at least one being held in Cochran each term. 2. FYE will reach 100% migration of Knights Academy content into Marketing Cloud. 3. FYE will launch the Distinguished Knight Experience to encourage students to complete Knights Academy Quests and engage in campus community.

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 FY24 as well as outcomes associated with your appraisal of your schools activities.

43. Did you use any of the following resources to support your data collection, analysis, and planning efforts? Please check all that apply and/or list any others you utilized:

- MGA Dashboards
- USG Dashboards
- MGA Institutional Reports
- USG System-Level Reports
- MGA Internal Surveys
- USG-Administered Surveys
- Academic Program Reviews
- Strategic Planning Documents (MGA and/or USG)
- Enrollment Reports (term-over-term, year-over-year)
- Retention/Graduation/Success Rate Reports
- Budget or Financial Reports
- Assessment Reports of Institutional Effectiveness Documents
- Faculty/Staff Workload Data
- Peer Institution Comparisons or Benchmarking Reports
- External Accreditor Data or Standards
- National or State Data Sets (IPEDS, NCES, Georgia Data System, etc.)
- Custom Data Requests (OIRDS or other offices)
- Other (please specify):

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

