



**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](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

Tabitha.Chapman@mga.edu

Q2. Who is the person responsible for this report?

Tabitha Chapman

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)

Strategic Partnerships

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 SP is to foster partnerships that will increase enrollment, strengthen communities, and support students from application to graduation.

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

There are two goals: (1) to cultivate engagement with the corporate, business, and non-profit community and (2) to increase enrollment for certificate and degree programs offered at Middle Georgia State 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 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.

To utilize the Strategic Partnerships tiered structure to identify and secure at least one new Tier I partner by the end of FY25.

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)

We measured this objective by identifying a new Tier I partner and making sure they received the full set of benefits that come with that designation. These benefits include a dedicated Strategic Partnerships representative, an application fee waiver code, co-branded marketing materials, a customized landing page, on-site recruitment and communication, and a concierge phone line for priority service. Tier I status is internally assigned based on the partner's strategic value and potential impact on institutional enrollment goals.

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

To secure one new Tier I partner, with internal confirmation and active engagement established by June 30, 2025.

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

This target was based on the department's newly developed tiered partnership structure, which emphasizes deeper engagement and alignment with organizations that offer the greatest potential return on investment. The selection and activation of a new Tier I partner represented a critical step in implementing this model and setting a precedent for high-impact partnerships moving forward.

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?

In Fall 2024, the department successfully identified Robins Air Force Base as a Tier I partner. While Tier I status is an internal designation, the partnership includes a strategic set of benefits and priorities that reflect the institution's investment in sustaining a mutually beneficial relationship. This includes custom communications, on-site support, and access to dedicated services that are not extended to lower-tier partners. Through this process, the department confirmed the effectiveness of the new tiered model and the value of clearly defining partnership priorities. Moving forward, the goal will be to expand the number of Tier I and Tier II partners and build stronger communication tools to promote these partnerships both internally and externally.

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 deepen the partnership with Delta Air Lines, an established Tier I partner, by expanding outreach to new departments, geographic locations, and company-wide events in order to grow awareness and enrollment among Delta employees.

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 measured this objective by tracking the number of Delta-related recruitment events attended and monitoring year-over-year changes in student inquiries and enrollment. A key milestone included attending VELVET—Delta's internal employee engagement series focused on connecting frontline employees with leadership, sharing company strategy, and promoting professional development. Being invited as an external partner to this typically internal event signaled significant growth in our relationship. Geographic expansion also occurred, with Strategic Partnerships attending events across Florida, Utah, California, Michigan, Atlanta, and Minnesota.

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

• Attend at least 5 new Delta-related events or locations not previously reached • Increase employee inquiries related to education programs by 10% compared to the previous fiscal year • Strengthen Tier I engagement by accessing high-level internal communications and events

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

These targets were based on prior-year activities, where outreach was primarily concentrated in only two Delta hubs. With increased staff capacity and growing internal relationships, FY25 goals aimed to reflect the higher expectations and opportunities afforded by Delta's Tier I status.

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)

• 26 events attended • 325% increase in inquiries (from 102 to 434) • 8.5% increase in enrolled students (from 47 to 51)

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?

This year demonstrated the impact of sustained engagement with a Tier I partner. Participation in VELVET and expansion into new Delta locations allowed Strategic Partnerships to reach new employee audiences and solidify our institutional presence. The significant increase in inquiries reflects growing awareness and interest, even before the traditional peak enrollment period. Looking ahead, we plan to formalize a recruitment calendar tailored to Delta, strengthen internal coordination with their department leads, and implement tools to better track inquiry-to-enrollment conversion. We also hope to replicate this model of deep engagement with additional Tier I and Tier II partners.

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

To increase awareness of Strategic Partnerships (SP) initiatives among internal and external stakeholders through social media engagement, with the goal of strengthening brand visibility, supporting partnership development, and contributing to enrollment pipeline awareness.

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)

We measured this objective by tracking social media metrics from March 17, 2025 (following the hire of a new team member), through June 30, 2025. Data was collected from Instagram and LinkedIn and included: • Follower count • Average engagement per post • Number of Strategic Partnerships-related posts per month • Number of partner organization tags • External shares or mentions • Post reach/impressions

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

• 10% increase in follower count • 5% increase in average engagement per post • 15 Strategic Partnerships-related posts per month • 10% increase in tags or shares from external partners

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

These targets were based on where we started before March 2025, which showed low or inconsistent social media activity related to Strategic Partnerships. Once a new team member came on board to focus on digital engagement, we set realistic and meaningful goals for growth over the last quarter of the year, knowing we finally had the time and support to be more consistent and intentional.

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)

• Instagram follower count increased by 533% (from 136 to 189) • LinkedIn follower count increased by 354% • Average engagement per post increased by 100% on both platforms • 20 Strategic Partnerships-related posts per month were published on both Instagram and LinkedIn • Partner organization tags increased by 0% on Instagram and 15% on LinkedIn

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 department exceeded all target outcomes for social media growth and engagement—even within a very short period of time. This reinforced how much impact focused attention can have. We learned that having even one dedicated team member made a noticeable difference in visibility and outreach. Based on these results, we believe the potential for continued growth over a full year is significant. For FY26, we plan to: Expand storytelling efforts using videos and testimonials and increase collaboration with academic units and marketing. These changes will help us build on this year's momentum and create more consistent, engaging content that strengthens both internal and external awareness of Strategic Partnerships.

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](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 Department of Strategic Partnerships was formally established in Fall 2019. For the first few years, partnerships were managed as they came in. We focused on responding to opportunities and supporting whoever needed us, with Delta Air Lines always remaining a top priority. Around 2023, new leadership prompted a shift toward a more intentional and structured approach. This included the development of a tiered partnership model and a stronger emphasis on setting measurable goals. Since then, assessment has become a regular part of our operations. We track outcomes such as event participation, student inquiries, and enrollment using a mix of spreadsheets, institutional reports, and TargetX, a Salesforce-based tool. This year, we also began using TargetX for tracking partner and event activity more consistently. We provide weekly enrollment updates to campus leadership and share monthly reports with Delta, which helps keep everyone aligned and informed. Our team includes a director, a coordinator, and an administrative support representative. Together, we use assessment data to guide decisions, allocate time and resources, and evaluate our impact. One example from this year was our expansion of outreach to Delta employees. Based on inquiry data and internal feedback, we prioritized participation in 26 Delta events across multiple states and were invited to attend Delta's internal VELVET series. We also expanded our communication efforts through social media, which helped increase visibility among both current partners and potential ones. These combined efforts contributed to a 325% increase in inquiries and an 8.5% rise in enrollment from Delta employees. We anticipate even more growth as the fall semester progresses. Looking ahead, our main focus is maintaining the momentum we've built. We're not planning to introduce new tools at this time, but we do want to improve how we use what we already have. Our next step is to strengthen tracking from inquiry to enrollment so we can better understand what's working and where to focus. We also see potential growth in our work with school districts and will use assessment results to help decide when and how to expand those efforts. Assessment has become an essential part of our strategy. It's no longer just an end-of-year requirement. It's how we prioritize, make decisions, and demonstrate our value to both our partners and the institution.

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.

1. The Department of Strategic Partnerships will identify a third Tier I partner by June 30, 2026. 2. The Department of Strategic Partnerships will increase student enrollment originating from Tier I and Tier II partners by 5% over FY26, as measured by enrollment tracking reports. 3. The Department of Strategic Partnerships will increase engagement with external stakeholders by 10% as measured by growth in social media interactions, partner tags, and shared posts. 4. The Department of Strategic Partnerships will increase participation in partner-related recruitment activities (events, site visits, presentations) by 7% over the previous fiscal year, supported by the addition of a dedicated recruitment coordinator.

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.

N/A

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).

