



**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

Jennifer.brannon@mga.edu

Q2. Who is the person responsible for this report?

Jennifer Brannon

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)

Vice President for Student Affairs

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.

In the Division of Student Affairs, our mission is to enhance the educational experience through engaging co-curricular opportunities and services that support the personal development and professional preparation of students.

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

1. Promote diverse opportunities for involvement and development. 2. Develop collaborative partnerships on and off campus. 3. Provide opportunities for developing leadership skills. 4. Promote opportunities for civic engagement and service.

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.

Student Affairs Division will increase student engagement in health/wellness opportunities by 10% (FY24 Unique Attendees = 929; FY24 Total Attendees = 1941; FY24 Attended Events = 66)

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 pulling the data from the MGA Knight Life's (Presence) analytics dashboard. These numbers are based on events that are tagged as Health/Wellness and attendance was documented.

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 Unique Attendees (n=93), in Total Attendees (n=194), and in Attended Events (n=7)

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

Priority #9 in the MGA Strategic Plan focuses on promoting a culture of wellness. We want to increase the wellness programming to add to this institutional priority. We believe a 10% increase would be a modest and achievable objective each year.

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)

In FY25, there were 1,456 Unique (unduplicated) Attendees engaging in Health /Wellness tagged experiences, which was a 57% increase; there were 4,670 Total Attendees engaging in Health /Wellness tagged experiences, which was a 141% increase; and there were 112 Attended Events tagged as Health/Wellness, which was a 70% increase.

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?

We had tremendous growth in overall engagement this past year so we may have underestimated the modest growth even though I'm not confident this level of growth is sustainable year to year. Institutionally, we learned a lot about the 8 Dimensions of Wellness this year, and I believe that lead to an increased use of the health/wellness tag, which in turn lead to these numbers. Next year, we will focus on programming within the 8 dimensions more specifically.

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

Student Affairs Division will increase institutional engagement by 10% (FY24 Unique Attendees = 3,475; FY24 Total Attendees = 23,552; FY24 Attended Events = 618).

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 pulling the data from the MGA Knight Life's (Presence) analytics dashboard. These numbers are based on all events that attendance was documented for the fiscal year.

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

10% increase in Unique Attendees (n=348), in Total Attendees (n=2355), and in Attended Events (n=62)

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

Priority #2 in the MGA Strategic Plan focuses on growing student engagement. We want to continually increase the co-curricular programming to enhance the college experience through engagement. We saw great growth in engagement in FY24, and we believed a yearly 10% increase would be a modest, achievable, and sustainable objective.

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)

In FY25. There were 4,156 Unique (unduplicated) Attendees, which was a 20% increase; there were 35,332 Total Attendees, which was a 50% increase; and there were 949 Attended Events, which was a 54% increase.

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 had tremendous growth in overall engagement this past year so we may have underestimated the modest growth even though I'm not confident this level of growth is sustainable year to year. We had an increase in student activity fee money, and we had more academic departments participate in FY25. I believe both contributed to the increase in these numbers as we were able to provide more and better programming for the students. Next year, we will continue to grow and track engagement opportunities for students.

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

Student Affairs will increase housing occupancy each fall and spring semester (Fall23 = 1334; Spring 24 = 1180).

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 measure this objective by pulling data from StarRez (housing software) and documenting occupancy on the USG Housing Occupancy report we are required to send to the USG a few weeks after Fall and Spring semester begins.

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

Our target is positive increase in occupancy in both fall and spring semester.

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

Past performance data, projections, and Priority #7 in the MGA Strategic Plan all contribute to our target. We struggle with applying a specific number to this target as there are outside efforts that affect our outcomes (i.e number of new students outside of our exemption areas enrolling). A positive increase toward proforma or full occupancy is our goal to make up for the extreme deficit experienced by the pandemic.

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)

For FY25, we had a 10% increase in Fall occupancy with 1478 students. We had a 12% increase in Spring occupancy with 1320 students.

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 have implemented many of the recommendations from the Oracle housing consultants and have new leadership that is transforming the department operations. The increase in occupancy reflects the increased engagement and service in the residence halls and at the institution and the increase of the freshman class in fall 2024 that were required to live on campus. We learned that there are students who skirt the housing requirement with no penalty. A process will be created and implemented for Fall 2025 to capture these students for occupancy. We will continue to provide meaningful engagement to enhance their experience. We need to exceed proforma next year.

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

Student Affairs will increase Student Affairs/Academic Affairs collaborations on at least 5 collaborative projects.

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)

We measured this objective by pulling the data from the MGA Knight Life's (Presence) analytics dashboard. These numbers are based on events that we student affairs/academic affairs joint programs.

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

Student Affairs and Academic Affairs will collaborate on at least 5 programs/efforts.

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

Priority #2 in the MGA Strategic Plan focuses on growing student engagement and increasing jointly coordinated programs. We want to increase the co-curricular engagement programming with Academic Affairs departments. We saw growth in academic affairs engagement in FY24, and we believed at least 5 collaborative programs would be a good start to achieve this 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)

Departments within Student Affairs had 14 events in collaboration with Academic Affairs departments and schools. 8 events with the Roundtable Mentoring Program connecting with residential students; 2 events for Hispanic Heritage Celebration with academic classes (Prados - Cochran & Crump - Dublin); Constitution Day with the Library & a class (Adams-Square - Cochran); Comfort of Recovery Quilt with the Library (Cochran & Macon); Study Abroad Day with International Education (Cochran & Macon); and Knight at the Oscars with SOAL (Macon).

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 had great collaborations with Academic Affairs that will continue to be a focus. These collaborations built relationships between colleagues and used shared resources. What was most exciting was to see was the increase in academic affair engagement overall compared to FY24. There was a 73% increase in Attended Events (FY25 - 133 v. FY24 - 77); 82% increase in Total Attendees (FY25 - 2725 v. FY24 - 1501); and 64% increase in Unique Attendees (FY25 - 1539 v. FY24 - 936)

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 Division of Student Affairs will continue to use assessment data to grow and expand in engagement, development, and opportunities for our students, our faculty and staff, and even those in our communities. Our assessment practices use MGA Knight Life to access engagement attendance and StarRez for housing occupancy information. We will continue to use these data sources as well as other softwares as we add retention data to our assessments in the coming year to be able to analyze outcomes much more accurately and make more data driven discussions. The impact of engagement will be investigated through the lens of retention going forward. Wellness & Wellbeing will also be at the forefront of all we do as we continue to focus on the success, engagement, and retention of our students.

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)

USG Mental Health Initiative and USG Wellbeing

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.

Student Affairs will: 1. Increase student community service participation by 5% as measured in MGA Knight Life. 2. Grow institutional engagement by 10% as measure in MGA Knight Life. 3. Increase Student Affairs/Academic Affairs collaborations with at least 1 program for each of the 8 Dimensions of Wellness as measure in MGA Knight Life. 4. Quantify Fall to Fall retention for each of the 9 Student Affairs units to develop a baseline for future assessment.

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).

