

Department of Admissions and Recruiting
Office or Department of Enrollment Management

Objectives

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 FY20. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY21.

Objective 1

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

Objective 2

<p>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>2) The Admissions department will develop a way to track Orientation attendance.</p>
<p>Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>This objective was measured by completion of an effective way to track orientation attendance.</p>
<p>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>To develop a way to track orientation attendance.</p>
<p>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)</p>	<p>Excellent.</p>
<p>Objective 2: Did your department meet this objective?</p>	<p>The department exceeded this objective.</p>
<p>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>Target X is an excellent tool for tracking attendance to events. We will not be making changes. it is wonderful the way it is.</p>

Objective 3

Objective 4

Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	4) The Admissions department will increase recruitment efforts of Non-traditional and transfer students.
Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Development of robust communication plan for non-traditional and transfer students, in partnership with Strategic Partnerships.
Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	The creation and implementation of a complete communication plan for inquires, applicants, admits, and enrolled students (A separate communication plan for each part of the funnel). Each communication plan includes emails, phone calls, text messages, and physical mailing. We also do large adhoc postcard mailing and emails.

Objective 4: At what level did the

Future Plans

<p>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.</p>	<p>1) The Department of Admissions and Recruitment will develop and implement a self guided tour for our Macon and Cochran campuses. 2) The Department of Admissions and Recruitment will develop and implement an online survey for our new student online orientation. 3) The Department of Admissions and Recruitment will develop and implement a new imaging system.</p>
<p>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</p>	<p>This department will continue to be successful.</p>

Open Box for Additional Comments

<p>Open Text Box For Assessment Comments:</p>	<p>We need an assessment tool that does not time out.</p>
<p>If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>This pandemic did impact our outbound call objectives, because we had to repurpose cell phones to accommodate working remotely.</p>

