Strategic Partnerships

Office or Department of Enrollment Management
Administrative Unit Assessment
Year Reporting: FY 20 (July 2019-July 2020)

Department and Assessment Report Information

Prepared on: 8/5/2020 5:31:25 PM

person responsible for this report?	Melinda Robinson-Moffett, melinda.moffett@mga.edu

Departmental Mission and Goals
The mission and goals of the department should be consistent over a 5 year period, although some

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.

Increase the total number of Partners collaborating with the MGA Office of Strate7 ( )10 (at)-3 (e)-3 (7 (3.

Cross-training will be employed so that staff can take vacation or handle unforseen absences without causing an interruption to the job function. Additionally,

Objective 2

Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	To increase the number of applicants for online certificate and degree programs offered at MGA. This data shall be assessed from fall to fall.
Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	The total number of applicants for online learners is tracked by the Office of Strategic Partnerships using Target X, a customer relationship management tool purchased by the MGA Office of Admissions. The information stored by Target X is entered manually by various staff members (i.e. Strategic Partnerships, Admissions, academic advisors) and digitally as a result of electronic Contact Cards strategically marketed by the Office of Marketing and Communications. This data generated by Target X is pulled and compiled bi-monthly as job function of the Coordinator and Executive Director of Strategic Partnerships. The resulting report is then reviewed and shared with the VP of Enrollment Management and later forwarded by the VP to the President and Cabinet. The total number of applicants for online learners for each Strategic Partner is highlighted in this 7-8 page report. To date one year of data has been generated.
Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	As this department is new, the baseline for this objective is being established. The total number of applications obtained through the Office of SP is 1425. The goal is to increase this number by 5% for next fiscal year.
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)	100%
Objective 2: Did your department meet this objective?	The department met this objective.
Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Developing "codes" for tracking each Partner in Target X is not a quick process. Codes may take

Additionally, there is no guarantee that an applicant was encouraged by a member of the SP team to apply. That lead may have been generated by Admissions or any one else but once the Partner code is selected on the application, that application is counted in SP to which the SP team then begins providing a series of systemic phone, text, and email communications to that applicant. We have learned to use language indicative of the fact that the SP team services every online student (i.e. provides assistance with the application, acceptance, enrollment, and registration process) regardless of who (SP or Admissions) generates

Objective 3

Future Plans

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 SP department will improve internal operations by conducting cross

Based on this assessment, please share your thoughts on the current status and future direction of this department or area.	This department is performing well. Enrollment growth for Fall 2020 is up 12.6% and accounts for 3.88% of total Fall enrollment. Now that the department's staff and operating procedures have been established this department can continue to meet/exceed the goals.

Open Box for Additional Comments

Open Text Box For Assessment Comments:	
If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	COVID-19 prevented the SP team from recruiting on-site with potential Partners. Additionally, current Partners were much less inclined to promote MGA Direct to their employees.