

Admissions, Recruitment, and Orientation

Office or Department of Enrollment Management

Administrative Unit Assessment Report Information

Year Reporting: FY21 (July 2020-June 2021)

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Department Mission and Goals

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, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

6. What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.	The mission of Admissions/Recruitment is to support the academic mission of Middle Georgia State University by enhancing and protecting our reputation, creating awareness of our institution, reinforcing our relevance to current and prospective students, recruiting and admitting a diverse population of students who will thrive and succeed in programs that promote leadership, collaboration and community development.
7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	To recruit and admit a diverse population of new and returning students that will assist the overall institution's goal of growth.

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 FY21. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY22.

Objective 1

8. Objective 1: What was this department's first

Objective 2

Objective 3

20. Objective 3: What was this department's thi 3) The Department of Admissions and
objective for this fiscal year? Objectives should be Recruitment will develop and implement a new
specific, measurable, and achievable within one imaging system.
year.

changes will you make based on this effort next year?	
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Future Plans

<p>32. 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 an online orientation guide for online students, similar to the orientation guide for face to face orientations.</p> <p>2. The Department of Admissions and Recruitment will increase the conversion rate of applicant to admit to 62% for 2022 academic year.</p> <p>3. The Department of Admissions and Recruitment will provide training in residency for at least 75% of the Admissions and Recruitment staff.</p> <p>4. The Department of Admissions and Recruitment will redesign our Macon campus face to face tours to accommodate our relocation to the Peyton Anderson Enrollment Center. The measure of success will be based on guest satisfaction.</p>
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Open Box for Assessment Comments

<p>33. Based on this assessment, please share thoughts on the current status and future direction of this department or area. Use this space to summarize overall use of assessment results for continuous improvement and open text box for assessment comments:</p>	<p>Regardless of the challenges this department has faced in the past 12 months, we remain successful and will continue to be in the future.</p>
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MGA's Strategic Plan

34. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan