

6. What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.

The division of enrollment management (EM) is responsible for enrollment on all campuses and providing students with resources for a successful semester through the recruitment, on-

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 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 Strategic Partnerships each year. This data shall be assessed from summer to summer.
9. Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	A "Strategic Partner" or "Partner" shall be defined as one corporation, business, government, or non-profit entity actively collaborating with the MGA Office of Strategic Partnerships (SP) for the purpose of encouraging their employees to take classes, complete a certificate or degree via MGA Direct.
10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	The SP team will provide personalized information to the employees, contractors, and

	maintain but no new partners were established equating to 0% achievement on this goal of increasing the number of Partners by 10%.
12. Objective 1: Did your department meet this objective?	The department did not meet this objective.
13. Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	The SP team did an outstanding job of maintaining partnerships but due to the sudden loss of two (s)-1.3(i)n5me mbjrs bag tfrs (s.6 (o)-6.6 (f tn0 Tc 0 Tw

Objective 2

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

	<p>applications are missed by the current methods used to assess leads generated by the SP team. 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 an academic department, 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 to educate our colleagues using language indicative of the fact that the SP team services every MGA Direct student assigned to the office (i.e. provides assistance with the application, acceptance, enrollment, and registration process) regardless of who generates the lead. Additionally, this office is now capturing the number of documents processed in SP before forwarding those documents to another office (i.e. Registrar, Admissions) for additional handling.</p>
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Objective 3

20. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	This department will increase internal marketing efforts so as to do a better job of sharing accomplishments, goals, and objectives with internal customers (members of the MGA faculty and staff) and community stakeholders.
21. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Announcements and other relevant information shall be shared via social media (e.g. Facebook and/or Instagram) bi-monthly.

Objective 4

26. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	NA
27. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	NA
28. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	NA
29. Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees,	

Open Box for Assessment Comments

<p>33. Based on this assessment, please share your 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>This department is performing well and is now fully staffed. Enrollment growth for Fall 2020 was up 12.6% and accounts for 3.88% of total Fall enrollment. Enrollment of new students for Fall 2021 is expected to be down. Now that the department's staff and operating procedures have been established this department can focus on meeting/exceeding enrollment goals for new and returning students with a special emphasizes on owning 2nd session enrollment.</p>
<p>37. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>This office is tasked to recruit applicants for the online campus. This effort became nearly impossible with the shut down of many businesses and upon their reopening, the inability to recruit in person at those locations. The office maintained and actually increased the number of students retained, but endured a drastic decline in new students.</p>

MGA's Strategic Plan

34. Based on your goals and