

# Admissions, Recruitment, and Orientation

Division of the University: Enrollment Management

Administrative Unit Assessment Year Reporting: FY22 (July 2021 – June 2022)

Department and Assessment Report Information Prepared on: 8/24/2022 11:21:45 AM

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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 and 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.



## Objective 2

### Objective 3

22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	The Department of Admissions and Recruitment will provide training in residency for at least 75% of the Admissions and Recruitment staff
23. Objective 3: Detail how your department measured this objective? (Survem	

## Objective 4

## Future Plans

36. 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. Admissions and Recruitment will increase the average attendance number at orientations by 5%. July 1, 2021 to June 30, 2022: 26 orientations, 1161 attendees, average 45 per orientation

2. Admissions and Recruitment will increase on site visits in Clayton County and DeKalb County. Recruitment Year 2021-22 visits were: 7 Clayton County and 7 DeKalb County.

3. Admissions and Recruitment will increase outbound recruitment phone calls by 2%. July 1, 2021 to June 30, 2022: 8,592 calls. 5%

	Improve, Expand, Refine, Enhance, Discontinue, etc Operational Processes, Customer Service Changes: Communication, Services, etc
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Other

<p>41. 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.)</p> <p>43. Mindset Update (Academic Deans</p>	<p>Complete College Georgia</p>
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