

Marketing & Communications

Division of the University: Enrollment Management

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

Department and Assessment Report Information Prepared on: 8/22/2022 5:48:02 PM

Prepared by: cheryl.carty@mga.edu

Email address of person responsible for this report: Cheryl Carty cheryl.carty@mga.edu

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.

	<p>Communications supports the academic mission of Middle Georgia State University by enhancing and protecting our reputation, creating awareness of our institution, reinforcing our relevance to key stakeholders. To do this, we:</p> <ul style="list-style-type: none">• Steward and increase the value of the MGA brand through a consistent visual identity system• Engage with our internal stakeholders in order to highlight the overall achievements of the University community, including students, faculty, staff• Develop strategic communications, marketing plans, campaigns and content that support the University's highest priorities and adapt to address market challenges• Share the University story with key audiences by using owned, earned, paid and social media platforms• Continue to learn new tools, best practices, and more about our communities.
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<p>7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</p>	<p>University Marketing and Communications will provide essential support across our team to plan, coordinate, deploy, measure and report our efforts in support of the following goals, ensuring the greatest degree of collaboration, quality and effectiveness:</p>
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GOAL 1: PROVIDE EXCELLENCE AND BEST PRACTICE IN MARKETING AND COMMUNICATIONS

GOAL 2: INCREASE THE AWARENESS AND VALUE OF THE UNIVERSITY BRAND

GOAL 3: POSITIVELY INFLUENCE PERCEPTION OF MIDDLE GEORGIA STATE UNIVERSITY AMONG KEY AUDIENCES

Within these goals are multiple measurable priorities that may evolve as needed to support the institution's strategic priorities.

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 FY22. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY23.

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.

Objective 2

<p>15. 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>Collaborate with HR to improve onboarding as it relates to representing the University brand with new employees. This will be measured by a product being created.</p>
<p>16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>It would have been measured by products created - mainly videos but also handouts.</p>
<p>17. Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>Products created</p>
<p>18. Objective 2: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>No products have been created previously.</p>
<p>19. 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>Our department did not achieve this objective.</p>
<p>20. Objective 2: Did your department meet this objective?</p>	<p>The department did not meet this objective.</p>
<p>21. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>Due to departure of staff member responsible for creating videos, we have been without a staff member to do this for several months. We are scheduled to speak to the large incoming group of employees in August 2022 regarding branding.</p>

Objective 3

<p>22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>Enhance internal communication – launch the new InsideMGA internal news platform and encourage more internal areas to both read and submit content. Success will be measured by number of posts and visits.</p>
<p>23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>NOT 12 0d-0.000-6o:outiveOocao2.9 (s)1 ()</p>

Objective 4

<p>40. Please indicate which of the following actions you have taken because of the 2021/2022 Assessment Cycle (Note: These actions are documented in reports, memos, emails, meeting minutes, or other directives within the reporting area) (Check all the apply)</p>	<p>Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community, Customer Service Changes: Communication, Services, etc.</p>
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Other

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

