

Strategic Partnerships

Division of the University: Enrollment Management

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

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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

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7. What are the goals for this department?
These should be the "big things" the department/area intends to accomplish within 5 years.

There are two goals: (1) to cultivate engagement with the corporate, business, and non-profit community and (2) to increase enrollment for certificate and degree programs offered at Middle Georgia State University.

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.

Increase the total number of corporate, business, and non-profit entities engaging

	<p>approach to how we engage with the remaining entities. Departmental resources will be allocated based on the anticipated ROI with objectives directly linked to enrollment and/or retention goals for each tier.</p>
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Objective 2

15. 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 certificate and degree programs offered at MGA. This data shall be assessed from Fall to Fall.

16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)

Each entity is assigned a Site Code then listed on the MGA application for admission. Students self-select the appropriate entity, d which is then tracked in Banner.

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.	This department will increase marketing efforts aimed at connecting with the university body and stakeholders worldwide via social media.
23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of social media posts
24. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7%	

Objective 4

29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	NA
30. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	NA
31. Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	NA
32. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.) 33. Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e., 82%, 6%, 345 attendees, 75% engagement)	NA

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.

FY23 Objective 1: Tier I Partners

Tier I Partners have proved to yield a positive ROI. These partners will be offered the following: on-site recruitment, paper applications for admission, a waiver of the MGA application fee, a robust communication plan from Inquiry through Enrollment to include video chats, text messaging, emails, paper mailings, phone

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	<p>Chambers) in response to a request. Presentations of MGA certificate and degree options may be in-person or virtual, materials will be provided based on needs and objectives. Minimum follow up is expected. The Tier III objective is to support the continued branding of MGA across the University and in the community with 10-15 events per year. This goal will be assessed from implementation in September 2022 to assessment in June 2023.</p> <p>FY23 Objective: Communications The Strategic Communications Unit will undertake the objective of posting and increasing engagement on social media in addition to executing other internal and external communications. A separate assessment of that unit, to include this objective, will be completed in FY23.</p>
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Open Box for Assessment Comments

<p>37. In this field, please document the overall use of assessment results for continuous improvement of this department area (consider the past, present, and future and specifically address these in your narrative).</p>	<p>This department is performing well but staffed with two staff members. As Delta Air Lines continues to request more support from MGA, it will be imperative that we work strategically using the past and current assessment data to support this global entity while also supporting the demands of the other external partners and the university demands to meet future goals. The assessment results has led us to revising operational and budgetary processes going forward.</p>
<p>38. Optional Open Text Box for Assessment Comments:</p>	<p>In FY22 the divisional leadership changed three times (departed VPPEM, interim VPPEM, and a new VPPEM). In light of these changes, new objectives were not undertaken. After conferring with the new VPPEM it was agreed that the department will implement revised objectives, more aligned with the resources available, in September 2022 for assessment in FY23.</p>
<p>42. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>COVID-19 is still preventing the SP team from recruiting on-site with potential Partners and hence the number of new prospects,</p>

	students, and site partners has continued to be impacted to some degree.
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