

- FY 23 (July 2022-June 2023)
- FY 24 (July 2023-June 2024)
- FY 25 (July 2024-June 2025)

Advancement



We continued to sustain growth in English enrollment, with continued growth in the English BA (the second year of over 20% growth). All concentrations with the exception of generalist in the English BA showed growth (and the decrease in generalist concentrations may be due to the promotion of other career-ready concentrations). Graduate growth decreased, for the first time in the history of the program, although enrollment in the Graduate Certificate increased. We will aggressively promote all English programs and concentrations, with special emphasis in recruiting for the Graduate programs. We will use strategies such as outreach based on a list purchased from GRE, information sessions, and mailings. We will also investigate new marketing strategies which may have greater yield than those we used in past years (LinkedIn advertising and GPB advertising).

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

The Department of English will lower D/W/F rates in English Department courses (ENGL, PFWR, and CRWR) by 1%.

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

DWF rates in 1000-4000-level English (ENGL) classes, Creative Writing (CRWR) and Professional Writing (PFWR classes)

**17. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)**

Lower DWF rates by 1%

**18. Objective 2: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)**

Past performance data

**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)**





The department did not meet this objective.





In the last assessment cycle (2022), English exceeded on all objectives except for Retention. The initiative for this current year (2023) was to improve

