

OGS learned that the addition of cohorts in graduate programs is an important aspect of growing graduate enrollment, but it cannot be the only method of growing enrollment. Going forward, OGS will continue to advocate for innovative methods to boost graduate enrollment, particularly second session recruitment initiatives.

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

Objective #2 for 2022-2023: Increase the Office of Graduate Studies workforce with the addition of 1 FTE (1 new, permanent full time employee).

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)

OGS ran a comprehensive job search, both internal to the university and advertised to external candidates, for the position of a new, permanent Graduate Enrollment Support Specialist in spring 2023. The search committee consisted of two current OGS members (Dean and Graduate Admissions Coordinator) and an outside committee member (a faculty member/Graduate Program Coordinator.)

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

The objective was to hire a new, permanent Graduate Enrollment Support Specialist in OGS, building the office from two full-time employees at the start 2022-2023 to three full-time employees (Dean, Graduate Admissions Coordinator, new Graduate Enrollment Specialist) at the end of 2022-2023.

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

Based on continued graduate enrollment growth, including the addition of new graduate programs at MGA, additional staff in the Office of Graduate Studies is essential. Overall, graduate enrollment grew by 10.5% from fall 2021 (388 total students at USG Census) to fall 2022 (429 total students at USG Census) at MGA. Further, 2022-2023 saw the addition of a new graduate program at the university, the Master of Business in Professional Leadership (MBPL), launched in spring 2023, as well as the addition of new cohorts in the DSIT and MAT programs, as outlined in Objective 1 of this report.

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.

- The department did not meet this objective.
- The department met this objective.
- The department exceeded this objective.

The department did not meet this objective.

Adding an additional staff member to the Office of Graduate Students and increasing the number of events organized and attended by OGS staff has directly enabled strong growth in graduate education at MGA. Continued, strategic addition of academic programs at the graduate level has also enabled graduate enrollment growth. From fall 2021 to fall 2022, total graduate enrollment increased by 10.5% and is on track to increase more than that number in fall 2023. Creating pipelines, like stackable graduate certificates ("stackable" into a larger master's degree) is advisable, but, again, we must always add these programs strategically and monitor them for growth. Thus, in the future, OGS will continue to monitor the newest graduate programs at MGA

[OGS Events 2021-2022 and 2022-2023.pdf](#)

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