



**Middle Georgia  
State University**

Title.

Middle Georgia State University Administrative Assessment

*Instructions.* This form is used to collect administrative assessments for each budgeted unit at Middle Georgia State University (academic and nonacademic units). Departments should include a brief mission statement (describing what they do and who they serve), goals the department or unit is working to accomplish (in a 5 year time frame. Your goals and objectives should be reported out individuals, linked to the plan imperatives and strategies, align with the measurable objectives from the previous year , and defined and measurable objectives for the upcoming year. This form should be completed by each budgeted unit no later than the end of July. NOTE: All fields are required, please place NA or O in response field ONLY if the numbered objective is not being utilized, otherwise full responses are required. Provide ALL necessary information requested to the fullest extent possible, such that a peer reviewer is not required to assume any information not provided. Utilize the provided assessment scoring rubric drafting guideline to evaluate your report prior to submission. [https://www.mga.edu/institutional-research/docs/IEB\\_Administrative\\_Score\\_Card.pdf](https://www.mga.edu/institutional-research/docs/IEB_Administrative_Score_Card.pdf)

**\*\*Please SUBMIT the form within 30 minutes of opening this page. If you wait too long to submit you may lose your work\*\*** In the event that you need to edit your submission, you may contact the Faculty Affairs Manager to secure a custom link to edit and resubmit.

Q1. Submitters Email

victoria.fowler1@mga.edu

Q2. Who is the person responsible for this report?

Victoria Fowler

Q3. For which year are you completing this report?

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

Q4. To which division of the University is your unit assigned?

- Office of the President
- Advancement
- Academic Affairs
- Fiscal Affairs
- Enrollment Management
- Student Affairs

Q5. For which department or area are you reporting? (Ex. Financial Aid, Library, OTR, Athletics, etc)

Marketing & Communications

Q6. 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, report the mission statement for your department.

The Office of University Marketing and 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: • 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.

Q7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.

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: 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.

0. 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 FY24. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY25.

8. Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

Assess University Social Media Efforts and Performance – With the addition of LinkedIn, it will be important to assess social media efforts across six accounts on five platforms, investing time and talent into the platforms with the greatest reach and engagement. KPIs will be identified that will compare engagement across platforms.

9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number,

number of participants, jobs completed, measurable time and/or effort, etc)

While all platforms are not exactly the same in their terminology and content delivery set up, the team identified and categorized similar attributes and tracked the number of followers/subscribers (affecting reach) and number of engagements/impressions for each platform on a monthly basis throughout the year. The team also tracked the number of posts made on each platform to measure how our posting activity correlated to number of engagements/impressions.

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

Our target outcome was to identify which platforms had the largest potential reach (total number of followers/subscribers), the largest percentage of audience growth (measured by total follower increase), and the highest level of engagement (based on number of engagements/impressions relative to posting activity). With this information, we were then going to focus our resources into further supporting our largest and most active platforms and determining a strategy to move forward with for the lesser performing platforms.

11. Objective 1: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

In July 2023, we developed baseline data for each platform for followers and subscribers, with the exception of Instagram (baseline data captured December 2023). This numerical data for each platform allowed us to track the increase or decrease on each platform each month, with a goal to retain the existing audiences and achieve an increase in total number of audience members for each platform on a monthly basis. Engagements/impressions are tracked on a month-to-month basis, and we can determine the total number of engagements and compare to prior months to identify an increase or decrease in activity, in addition to comparing the amount of total activity relative to the amount of posts made.

12. Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)

For Facebook, we had an annual increase in audience (reach) of 839 followers. For Instagram, we had an annual increase in audience of 632 followers. (Since 12/2023) For LinkedIn, we had an annual increase in audience of 4,201 followers. For YouTube, we had an annual increase in audience of 186 subscribers. For engagement purposes, we viewed the following performance: For Facebook, we had 239,316 engagements across 819 posts. (Average of 292 engagements per post.) For Instagram, we had 792,142 impressions across 1,847 posts. (Average of 429 impressions per post) For LinkedIn, we had 346,650 impressions across 198 posts. (Average of 1,750 impressions per post) For YouTube, we focus more on monthly engagement instead of annual, as posted videos have more longevity for engagement in relation to the time content is posted. We average around 40,000 - 45,000 impressions per month and generate an average of 6 - 10 videos monthly. X (Twitter) required a subscription to access analytics as of February 2024. Based on historical trends of lower audience and engagement levels for this platform, the office made the strategic decision not to subscribe and to divert resources to more active channels. For Threads (newer platform), analytics are not available to users at this point in time.

13. Objective 1: Did your department meet this objective?

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

14. Objective 1: 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?

For Threads, since this is a newer platform, we are investing a lower level of resources into posting content and will assess future strategy for increasing the effort in this platform if analytics are made available that determine reach and engagement could be fruitful for the department as it relates to other platforms. Based on the data we analyzed the department will be putting increased resources for content generation on our LinkedIn and Instagram channels moving forward, as the level of reach and users have been strong as it relates to the level of posting activity over the past year. Less effort will be put into X, as user activity is lower on that platform, and we will maintain the same level of effort on our Facebook and YouTube platforms into the coming year.

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

Hire a new Web Content Manager who will develop a network of comms liaisons throughout the university to be trained. The goal for their first year will be to identify and train 7 key liaisons at least once.

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)

The department measured this objective based on whether or not a Web Content Manager was hired and onboarded and the total number of key liaisons (content managers) that were identified and trained.

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

The target outcome for this objective was to hire 1 new Web Content Manager and identify and train at least 7 key liaisons (content managers).

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

The target performance level would be to hire and onboard a new, full-time position and to identify and conduct at least one training session with each key liaison (content manager).

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 fully achieved the hiring and onboarding of a new Web Content Manager in January 2024. While 2 new key liaisons (content managers) were identified and trained since her arrival, other University initiatives took priority for her workload during her first months at MGA.

20. Objective 2: Did your department meet this objective?

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

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?

With more than 140 existing key liaisons (content managers) across campus and immediate priorities for content modification and updates to MGA's website, we are going to modify this goal for the upcoming year. Rather than focusing on individual training session, group training sessions will be conducted on web content topics for all content managers to attend. Over time and once the highest-level priorities are fulfilled, more individualized training sessions with content managers will occur.

22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

Continue to develop templates for possible scenarios within the crisis comm plan. Ten new templates for non-disasters should be added into the plan.

23. Objective 3: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

The department measured the objective by determining total number of templates added into the Crisis Comms plan over the course of the past year.

24. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)

The addition of at least 10 new templates into the plan.

25. Objective 3: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

The performance level was determined by setting a goal for new templates added into the system as it compared to the total number of templates added in the prior year.

26. Objective 3: 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 exceeded this objective, with two new MGA-developed templates being added (sexual assault) and more than 30 new or updated templates reviewed and added in 2024 by a contribution from our RAVE Alert partner.

27. Objective 3: Did your department meet this objective?

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

28. Objective 3: 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?

While crisis comms templates are helpful, we have found that the most effective templates are ones that are utilized for reoccurring or common emergencies (weather, power or system outage). While additional templates can be added, due to the nature of specific emergencies, those templates would either have to be heavily modified or not utilized dependent on the topic and particular details of any given situation. Moving forward, we will focus less on the number of templates utilized but identifying a list of aspirational (larger) schools we can easily refer to in times of crisis to see how they handled their crisis communications efforts successfully and model our efforts after theirs.

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 specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)

NA

31. Objective 4: What was your target outcome for this objective? (1.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)

NA

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

34. Objective 4: Did your department meet this objective?

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

- The department exceeded this objective.

35. Objective 4: 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?

NA

36. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan ([https://www.mga.edu/about/strategic-plan/docs/Strategic\\_Plan\\_2023-2028.pdf](https://www.mga.edu/about/strategic-plan/docs/Strategic_Plan_2023-2028.pdf)) by checking all associated and relevant Strategies from the list below. (Check all the apply)

- Champion Student Success 1. Demonstrate standards of excellence in all academic programs
- Champion Student Success 2. Grow student engagement at all degree levels
- Champion Student Success 3. Expand enrollment and graduation
- Lead Innovation and Economic Opportunity 4. Ensure high-demand programs for workforce and career alignment
- Lead Innovation and Economic Opportunity 5. Use Center for Middle Georgia Studies to drive University outreach
- Lead Innovation and Economic Opportunity 6. Coordinate faculty scholarship and grant awards to build University reputation
- Build Culture and Identity 7. Plan, resource, and promote campus roles and identities
- Build Culture and Identity 8. Pursue great-place/college -to-work designation
- Build Culture and Identity 9. Promote culture of wellness throughout the MGA community
- Build Culture and Identity 10. Compete and win at the NCAA Division II level
- Sustain Fiscal Resilience and Brand Value 11. Apply data-driven accountability to all operations
- Sustain Fiscal Resilience and Brand Value 12. Maintain access, affordability and value for all students
- Sustain Fiscal Resilience and Brand Value 13. Grow and diversity streams of revenue

37. Please indicate which of the following actions you took as a result of the 2022/2023 Assessment Cycle (**prior cycle**) (Note: These actions are documented in reports, memos, emails, meeting minutes, or other directives within the reporting area)(Check all the apply)

- Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community
- Disseminating/Discussing Assessment Results/Feedback to Appropriate External Stakeholders
- Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistance
- Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc Operational Processes
- Request for Additional Financial or Human Resources
- Customer Service Changes: Communication, Services, etc
- Making Improvements to Teaching Approach, Course Design, Curriculum, Scheduling, other
- Evaluating and/or Revising the Reporting Lines Internal Assessment Processes

Other

38. Please indicate which of the following actions you will take as a result of the 2023/2024 Assessment Cycle (**current cycle**) (Note: These actions must be documented in reports, memos, emails, meeting minutes, or other directives within the reporting area)(Check all the apply)

- Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community
- Disseminating/Discussing Assessment Results/Feedback to Appropriate External Stakeholders
- Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistance
- Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc Operational Processes
- Request for Additional Financial or Human Resources
- Customer Service Changes: Communication, Services, etc
- Making Improvements to Teaching Approach, Course Design, Curriculum, Scheduling, other
- Evaluating and/or Revising the Reporting Lines Internal Assessment Processes
- Other

39. Please provide a **comprehensive narrative** outlining how assessment results are utilized for continuous improvement in this field. Your narrative **should be of sufficient length and detail** to address the past, present, and future aspects of assessment, with specific emphasis on how these results inform decision-making and drive improvement efforts.

Due to department leadership changes and changing priorities for the University, we are doing a comprehensive assessment of the metrics that we are reporting for the upcoming fiscal year. The past data collected will be helpful as we redefine our social media strategy as an office, providing us with historical insights to be able to see shifts in audience behaviors and help us to determine where to invest future efforts and resources. As it relates to web content, with our new position we are in the process of determining workload priorities and how to best serve our campus and empower Content Managers. With this in mind, resources in that area are not well suited to currently provide individual training sessions, so we are adjusting to a training by group approach for the immediate future. We hope that through these efforts, the number of Content Manager outreach inquiries for assistance can be decreased as the level of confidence rises in their own content generation and update abilities. We will also be looking to continuously improve our crisis communications efforts via additional training, review of case studies, and the identification of similar scenarios to refer to in order to drive tabletop training exercises and to utilize if our own crisis situations arise.

40. 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)

NA

41. 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) Host a minimum of 2 training sessions for web Content Managers on topics that could include content optimization or Cascade (CMS) utilization and features. 2) Commission or produce at least 200 new brand-compliant images (photography) for campus utilization for printed and digital advertising materials 3) Conduct student research on InsideMGA emails and utilize the data from the research to redesign content and potentially update email outreach strategy with an intention to increase open and read rates.

42. Optional Mindset Update (Academic Deans ONLY) Please provide an update on the implementation of your school based mindset plan/strategy. Include any adjustments to metrics for the FY23 as well as outcomes associated with your appraisal of your schools activities.

NA

43. Optional: The following upload portal is available to supplement your report with supportive documentation should you wish to provide any (instruments, data, etc).