Administrative Unit Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that "The institution <u>identifies</u> expected outcomes, <u>assesses</u> the extent to which it achieves these outcomes, and <u>provides evidence of seeking improvement</u> based on analysis of the results".

Be sure to SAVE your progress as you work!

Administrative Unit
Graduate and Online Studies

Submission Year
2022-2023

Assessment Coordinator Name
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Unit Goal

Goal

Goal 1

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
Effectively Market Graduate and Online Undergraduate Programs

Pillar of Success Supported
Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Achieve cost-per-click levels for digital advertising that are at or below the national average published

annually by EducationDynamics.

Timeframe for this Outcome
Academic Year 2021-2022

Performance Target for "Met"
Average cost per click of $10.20 or less for digital ads.

Performance Target for "Partially Met"
Average cost per click of $10.20-$12.00 for digital ads.

Performance Target for "Not Met"
Average cost per click of $12.00 or more for digital ads.

Assessment Measure Used	**Frequency of Assessment**
Ad performance data provided by Google, Meta, and other digital advertising partners	annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Cost per click of digital advertising for CGOS programs during the 2021-2022 was $1.27.	3

Comments/Narrative
Cost per click of digital advertising for CGOS vastly outperformed national averages. At this time, we do not know if this is a result of the newness of our programs or the newness of our digital advertising efforts. The effect of either factor would indicate that this result is artificially low. These results could also be the result of our extremely careful targeting efforts. If the results are genuine and continue, we will work to achieve greater efficiency (even lower cost-per-click) rather than benchmarking against national averages.

Resources Needed to Meet/Sustain Results
Continued funding for digital advertising at or exceeding the levels of funding provided during 2021-22.

Explanation of How Resources Will Be Used

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome

Achieve a sustainable advertising cost per student acquisition

Timeframe for this Outcome
2021-2022

Performance Target for "Met"
Achieve an advertising cost per student acquisition of $1,000 or less.

Performance Target for "Partially Met"
Achieve an advertising cost per student acquisition of $1,500 or less.

Performance Target for "Not Met"
Achieve an advertising cost per student acquisition of over $1,500

Assessment Measure Used	**Frequency of Assessment**
Total advertising costs divided by the number of new students enrolled (excluding non-degree students and revenue-neutral students enrolled in special cohorts)	annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Advertising cost per student acquisition for 2021-2022 was $1,618.	1

Comments/Narrative
Because this is our first year tracking this metric, the goal of $1,500 of advertising spend per student acquisition may have been overly ambitious. Even though our results was higher than expected, we have still outperformed the cost of the OPM model of enrollment growth that is being used by some of our competitors. We will continue to drive down cost per acquisition through increasingly precise advertising targeting as we move forward and learn more about our audience.

Resources Needed to Meet/Sustain Results
continued funding for digital advertising

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments
We outperformed our goals on a cost-per-click basis but still spent more than we expected on student acquisition. All advertising efforts for CGOS programs is relatively new, and additional years of careful ad spending will enable us to better understand what our average per-click results should be and help us drive down per-acquisition costs.

Changes Made/Proposed Related to Goal
We are continuing to refine our digital advertising targeting.

Upload Files (if needed)

Goal 2

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an

administrative unit. They support the Institution's Mission/Goals.

Unit Goal
Maintain efficient and effective application and enrollment systems for CGOS students.

Pillar of Success Supported
Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Attract students that meet admissions standards for CGOS programs

Timeframe for this Outcome
2021-2022

Performance Target for "Met"
Admit 80% of US-based students who apply

Performance Target for "Partially Met"
Admit 70-80% of US-based students who apply

Performance Target for "Not Met"
Admit less than 70% of students who apply

Assessment Measure Used	**Frequency of Assessment**
Analysis of enrollment funnel data	annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Lander University admitted 89% of students who applied to CGOS programs	3

Comments/Narrative
We are effectively identifying students who are qualified to enter our programs and are effectively processing their applications.

Resources Needed to Meet/Sustain Results

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Enroll students who are admitted into CGOS programs

Timeframe for this Outcome
2021-2022

Performance Target for "Met"
Enroll 60% or more of admitted students

Performance Target for "Partially Met"
Enroll 50%-60% of admitted students

Performance Target for "Not Met"
Enroll less than 50% of admitted students

Assessment Measure Used	**Frequency of Assessment**
analysis of enrollment funnel data	annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
We enrolled 82% of admitted students	3

Comments/Narrative
We have been very effective at enrolling admitted students. We have achieved this level of success by establishing clear processes and clear lines of communication between the admissions and registrar's offices and the academic departments who provide input on admissions decisions, especially for graduate students.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments
The admission and enrollment of CGOS students has been a major success during 2021-22. Despite success to date, we must continue to improve messaging to accepted students and the processes we use to enroll them. To this end, we are currently improving all the standard communications flows we use with individuals who express interest in our programs as well as the information flows we use to support students through the admission and enrollment process.

Changes Made/Proposed Related to Goal
We are currently improving all the standard communications flows we use with individuals who express interest in our programs as well as the information flows we use to support students through the admission and enrollment process.

Upload Files (if needed)

Goal 3

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
Support CGOS students

Pillar of Success Supported
Robust Student Experience

Outcomes

Outcome 1

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Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Provide a robust system of support to students who are starting CGOS programs

Timeframe for this Outcome
2021-2022

Performance Target for "Met"
Provide at least three orientation experiences for incoming students during the academic year (Fall,

Spring, and Summer).

Performance Target for "Partially Met"
Provide less than three orientation experiences for incoming students during the academic year.

Performance Target for "Not Met"
Provide no orientation experiences for incoming students during the academic year.

Assessment Measure Used Number of orientation sessions offered	**Frequency of Assessment** annually
Data Collected for this Timeframe (Results) We provided 6 orientation sessions: 2 in the Fall term, 2 in the Spring term, and 2 in the Summer term	**Score (Met=3, Partially Met=2, Not Met=1)** 3

Comments/Narrative
We provided orientation sessions to students starting in each of our 8-week terms during the Fall and Spring semesters as well as orientations at the beginning of each of our 2 Summer terms. These orientation sessions are designed for busy, working adults. They are short, and they are recorded and shared with students who are unavailable to attend live.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Outcome 2

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Provide opportunities for students to develop relationships with faculty and other students outside the classroom.

Timeframe for this Outcome
2021-2022

Performance Target for "Met"
Host two extracurricular events per semester

Performance Target for "Partially Met"
Host fewer than two extracurricular events per semester

Performance Target for "Not Met"
Host no extracurricular events per semester

Assessment Measure Used
identification of extracurricular activities

Frequency of Assessment
annually

Data Collected for this Timeframe (Results)
CGOS hosted one event in the Fall semester and
one event in the Spring semester.

Score (Met=3, Partially Met=2, Not Met=1)
2

Comments/Narrative
CGOS hosted a social at Good Times Brewing in November 2021 and a cook out at the Jeff May
Complex in April. Both events were attended by less than a dozen students. It is difficult to identify the
types of events students would like to attend and when such events should be held. CGOS students are
disbursed throughout SC and beyond, so local events are only a partial solution. We have also created
a Facebook group for graduate students and encourage our students to use it as a networking tool.
Moving forward, we hope to host hooding and pinning ceremonies for our students, which will given
them an opportunity to gather as a group for graduation. We have also partnered with the Greenwood
Chamber of Commerce to provide a student membership fee for the Connect Young Professionals
program. This program has been publicized to our graduate students.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments
We are meeting the basic needs of our students, but we can do much more to support them and provide
a more robust student experience. Our graduate students care more about career development than any
other subject, and we need to develop more robust offerings for them that focus on this subject. This will
require the involvement of our Career Services office and Student Services as a whole.

Changes Made/Proposed Related to Goal
We are developing graduation-related ceremonies that will help build a sense of community among
CGOS students and looking for additional ways we can provide them with extracurricular enrichment
opportunities.

Upload Files (if needed)