

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 identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

Be sure to **SAVE** your progress as you work!

Administrative Unit
Graduate and Online Studies

Submission Year
2023-2024

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 2022-2023

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

Ad performance data provided by Google, Meta, and other digital advertising partners

Frequency of Assessment

annually

Data Collected for this Timeframe (Results)

Cost per click of digital advertising for CGOS programs during the 2022-23 was \$.93

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

3

Comments/Narrative

Cost per click of digital advertising for CGOS vastly outperformed national averages. After another year of digital advertising in support of graduate and online undergraduate programs, it appears that our success is the result of our targeting expertise. Results steadily improved throughout this period of measurement, further indicating that the results are the result of our continued refinement and adjustment. We will continue to build upon this strength. The digital advertising marketplace is a very dynamic environment, and we should not be surprised if changes in the marketplace push our costs per click back up to national averages. Therefore, it is reasonable to leave our performance targets where they are instead of revising them all down based on our prior performance.

Resources Needed to Meet/Sustain Results

Continued funding for digital advertising at or exceeding the levels of funding provided during 2022-23.

Explanation of How Resources Will Be Used

Outcome 2

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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).

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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

Total advertising costs divided by the number of new students enrolled (excluding non-degree students and revenue-neutral students enrolled in special cohorts)

Frequency of Assessment

annually

Data Collected for this Timeframe (Results)

Advertising cost per student acquisition for 2022-2023 was \$735.

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

3

Comments/Narrative

In the 2022-23 academic year, we reduced the price per student acquisition from \$1,618 to \$735, a 52% reduction. This is the result of continued improvements in our advertising targeting as well as improvements in non-advertising-related recruitment. We must always have recruitment avenues that are not advertising dependent, and we have been very successful cultivating these avenues (such as corporate, nonprofit, and technical college partnerships) during the 2022-23 academic year.

Resources Needed to Meet/Sustain Results

continued funding for digital advertising

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments

We have spent less on digital advertising for graduate and online students in the 2022-23 academic year but recruited more students. Our advertising efforts have been more effective and efficient, and our non-advertising-based recruitment efforts have been productive.

Changes Made/Proposed Related to Goal

We are continuing to refine our digital advertising targeting and continue to develop the non-advertising recruitment strategies that have worked in 2022-23.

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

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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

2022-2023

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

Analysis of enrollment funnel data

Frequency of Assessment

annually

Data Collected for this Timeframe (Results)

Lander University admitted 89.6% of students who applied to CGOS programs

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

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

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

Enroll students who are admitted into CGOS programs

Timeframe for this Outcome

2022-2023

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

analysis of enrollment funnel data

Frequency of Assessment

annually

Data Collected for this Timeframe (Results)

We enrolled 76% of admitted students

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

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 2022-23. 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. This is a process of continuous improvement.

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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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

2022-23

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

2022-2023

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

The CGOS participated in a wine walk and a beer crawl in Uptown Greenwood that were publicized to graduate students as opportunities to connect with each other and faculty members outside the classroom. Moderate participation was recorded for both events.

The CGOS also hosted receptions after our hooding ceremonies before graduation in the Fall and Spring terms, which were very well received.

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 additional extracurricular events for graduate students and continuing to work toward developing community among these students with a Facebook group and a collaborative MS Teams group for graduate assistants.

Upload Files (if needed)