

**Q1. 2023 Unit Assessment Plan**

**Complete the GCU Unit Assessment Plan with three goals aligned with GCU's Mission and Strategic Compass. See the template within the University Assessment Plan on the GCU Assessment webpage. You can repeat your previous assessment plan if it is still valid.**

**Unit Assessment Plans are due February 28.**

**Q2. Name of Administrative Unit**

Office of Professional Studies & Business Development

**Q3. Name of the person completing this report. (Last, First)**

Karamichael, Kenneth

**Q4. Email address of person completing this report.**

kkaramichael@georgian.edu

**Q5. Date plan submitted**

2/13/23

**Q6. To which Cabinet Member does this unit report?**

- President
- Provost
- Executive Director for Mission Integration
- Vice President Finance and Administration
- Vice President Institutional Advancement
- Vice President for Enrollment & Retention
- Other, (please specify

**Q7. This plan is based on the following year type selection:**

- Calendar Year (January-December)
- Academic Year (September-August)
- Fiscal Year (July-June)
- Other

**Q8. State Goal 1 for your administrative unit.**

Define marketing and outreach processes for the Center for Professional Studies.

**Q9. State the Outcomes for Goal 1.**

- 1.1
- 1.2
- 1.3
- 1.4
- 1.5
- 1.6

**Q10. What metrics will be used to measure results of Goal 1? Align with above outcomes.**

- 1.1
- 1.2
- 1.3
- 1.4

- 1.5
- 1.6

**Q11. What will be the benchmark for successfully meeting Goal 1? Align with the above metrics.**

- 1.1 Completed document
- 1.2 Completed document
- 1.3 Completed document
- 1.4
- 1.5
- 1.6

**Q12. State Goal 2 for your administrative unit.**

Develop a variety of non-credit and certificate programs that meet the needs of individuals looking to learn new skills, continue professional development training and customized training for businesses and non-profit agencies.

**Q13. State the Outcomes for Goal 2.**

- 2.1 Develop programs, customized training, and certificate options specifically for local communities, businesses, non-profits
- 2.2
- 2.3
- 2.4
- 2.5
- 2.6

**Q14. What metrics will be used to measure results of Goal 2? Align with the above outcomes.**

- 2.1 Number of programs provided to fulfill the local need.

- 2.2
- 2.3
- 2.4
- 2.5
- 2.6

**Q15. What will be the benchmark for successfully meeting Goal 2? Align with above metrics.**

- 2.1 Increase in offerings, year-over-year.
- 2.2
- 2.3
- 2.4
- 2.5
- 2.6

**Q16. State Goal 3 for your administrative unit.**

Establish a baseline for annual enrollment and revenue goals.

**Q17. State the Outcomes for Goal 3.**

- 3.1 Establish a baseline for annual revenue goal with incremental increases for future years.
- 3.2
- 3.3
- 3.4
- 3.5
- 3.6

**Q18. What metrics will be used to measure results of Goal 3? Align with the above outcomes.**

- 3.1 Program gross revenue data
- 3.2
- 3.3
- 3.4
- 3.5
- 3.6

**Q19. What will be the benchmarks for successfully meeting Goal 3? Align with above metrics.**

- 3.1 Baseline established for projecting future gross revenues
- 3.2
- 3.3
- 3.4
- 3.5
- 3.6

**Q20. Give the Mission alignment for unit assessment goals. Check all that apply.**

	Goal 1	Goal 2	Goal 3
Georgian Court University, founded by the Sisters of Mercy of New Jersey in 1908 and sponsored by the Sisters of Mercy of the Americas since January 2007, provides a comprehensive liberal arts education in the Roman Catholic tradition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The university has a special concern for women and is a dynamic community committed to the core values of justice, respect, integrity, service, and compassion, locally and globally.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgian Court provides its students with a curriculum broad enough to be truly liberal, yet specialized enough to support further study and future careers.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Georgian Court provides students with an environment for the entire university community to grow through shared educational, cultural, social, and spiritual experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgian Court provides students with the will to translate concern for social justice into action.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No direct alignment with Mission.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q21. Give the alignment with the GCU Strategic Compass Point (s) for your unit assessment goals. Check all that apply.**

	Goal 1	Goal 2	Goal 3
Compass Point 1: Mission Fulfillment through Academic Excellence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compass Point 2: Mission Fulfillment through an Exceptional Student Experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compass Point 3: Mission Fulfillment through Revenue Generation and Diversification.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Compass Point 4: Mission Fulfillment through Operational Efficiency and Utilization.

No direct alignment with the Strategic Compass.

Q22. Please select the directive(s) aligned with your goal(s) for Compass Point 1: Mission Fulfillment Through Academic Excellence. (check all that apply)

*This question was not displayed to the respondent.*

Q23. Please select the directive(s) aligned with your goal(s) for Compass Point 2: Mission Fulfillment Through Exceptional Student Experience. (check all that apply)

*This question was not displayed to the respondent.*

Q24. Please select the directive(s) aligned with your goal(s) for Compass Point 3: Mission Fulfillment Through Revenue Generation and Diversification. (check all that apply)

	Goal 1	Goal 2	Goal 3
3.1 Increase enrollment to meet current capacity and develop a comprehensive plan for our main campus in demographic and programs which highlight the main campus as the flagship model for the Georgian Court Mission.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 Identify new locations, sites, and delivery modalities where the Mission and the revenue opportunities are abundant.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.3 Identify and partner with high schools, community colleges, other colleges and universities, community programs, and business/employers to meet their student needs as an educational partner.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.4 Create multiple-channel financial aid strategy to connect early packaging with admissions yield strategy. Utilize packaging strategy to create an optimal class and net tuition revenue.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5 Implement a branded Georgian Court experience for all students regardless of site or location to build on the sense of connectedness to the University, cultivating continuous involvement as future alumni & donors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.6 Seek additional revenue in to the forms of increased alumni giving, increased athletic giving, increased foundation and corporate partnerships.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.7 Engage stakeholders of the institution including, board members, administration, faculty and staff, and alumni the fundraising efforts to build on the Georgian Court Brand and build connections to new funding sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.8 Build capacity and launch a capital campaign.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q25. Please select the directive(s) aligned with your goal(s) for Compass Point 4: Mission Fulfillment Through the Operational Efficiency and Resource Utilization. (check all that apply)

*This question was not displayed to the respondent.*

Q26. With which MSCHE (Middle States Commission on Higher Education) Standard are your unit assessment goals aligned. Try to limit your response to the primary area of alignment.

	Goal 1	Goal 2	Goal 3
Standard I. Mission and Goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard II. Ethics and Integrity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard III. Design and Delivery of the Student Learning Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Standard IV. Support of the Student Experience

Standard V. Educational Effectiveness Assessment

Standard VI. Planning, Resources, and Institutional Improvement

Standard VII. Governance, Leadership, and Administration

I am not sure which Standard to choose

Applies to all Standard

**Q27. Name the person(s) responsible for Goal 1.**

Ken Karamichael

**Q28.**

**Name the person(s) responsible for Goal 2.**

Ken Karamichael

**Q29.**

**Name the person(s) responsible for Goal 3.**

Ken Karamichael

**Q30.**

**In which year will Goal 1 be assessed?**

**Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.**

Year 1

Year 2

Year 3

**Q31.**

**In which year will Goal 2 be assessed?**

**Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.**

Year 1

Year 2

Year 3

**Q32.**

**In which year will Goal 3 be assessed?**

**Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.**

- Year 1
- Year 2
- Year 3

Q33. Are there any additional comments you would like to add to this report?

**Location Data**

**Location:** [\(40.4992, -74.4996\)](#)

**Source:** GeoIP Estimation

