

Q1. 2021 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

School of Arts and Sciences

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

Chinery, Mary

Q4. Email address of person completing this report.

mchinery@georgian.edu

Q5. To which Cabinet Member does this unit report?

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

Q6. This plan is based on the following year type selection:

- Calendar Year (January-December)

- Academic Year (September-August)
- Fiscal Year (July-June)
- Other

Q7. State Goal 1 for your administrative unit.

Develop new academic programs in alignment with university mission and goals.

Q8. State the Outcomes for Goal 1.

- 1.1
Implement the B.A. in Political Science; monitor enrollment growth at a minimum of 10 new students per year..
- 1.2
Support new A & S minors in at least 3 areas, as evidenced by the number of new majors offered each year, as well as minors who are suppressed due to underenrollment.
- 1.3
Support and encourage proposals for new or newly developed graduate programs, as evidenced by the number of new or renewed graduate programs in the stages of proposal, approval and implementation.
- 1.4
- 1.5
- 1.6

Q9. State Goal 2 for your administrative unit.

Re-image and promote the School of Arts and Sciences.

Q10. State the Outcomes for Goal 2.

- 2.1
Articulate a renewed mission/vision for the School of Arts and Sciences with A & S constituents

- 2.2
Work with academic departments and admissions to develop enrollment goals, targeting 3 programs per year that are currently under-enrolled majors/minors.
- 2.3
Work with Office of Marketing for re-branding and positive public relations activities and promotion of the School of Arts and Sciences.
- 2.4
- 2.5
- 2.6

Q11. State Goal 3 for your administrative unit.

Employ additional strategies for high impact practices (HIP) in higher education, especially within faculty and student engagement in curricular areas.

Q12. State the Outcomes for Goal 3.

- 3.1
Monitor course evaluations or other data for the areas of communication and faculty/student interactions with a school wide goal of at least a 1% increase in activities and satisfaction ratings per year.
- 3.2
Establish a student advisory council in the School of Arts and Sciences by 2023.
- 3.3
Develop a comprehensive communication plan in the school with specific gateways for faculty, students and staff and external constituents
- 3.4
Promote and monitor marketing of events targeting faculty/student interest and interaction, especially in the areas of Mercy history and values.
- 3.5
- 3.6

Q13. 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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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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 type="checkbox"/>	<input checked="" type="checkbox"/>
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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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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Georgian Court provides students with the will to translate concern for social justice into action.

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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No direct alignment with Mission.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Q14. 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compass Point 2: Mission Fulfillment through an Exceptional Student Experience.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Compass Point 3: Mission Fulfillment through Revenue Generation and Diversification.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Compass Point 4: Mission Fulfillment through Operational Efficiency and Utilization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No direct alignment with the Strategic Compass.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15. Please select the directive(s) aligned with your goal(s) for Compass Point 1: Mission Fulfillment Through Academic Excellence. (check all that apply)

	Goal 1	Goal 2	Goal 3
1.1 Increase offerings by implementing sustainable new or revised undergraduate programs (at least five), new graduate programs (at least three), and non-degree programs which meet currently unserved student populations or needs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2 Stabilize one year retention of First Year students at 75% or higher. Baseline one year retention of Second Year students and transfer students. Improve four year graduation rates.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1.3 Provide consistent program quality, as measured by student satisfaction, across delivery formats (face-to-face, hybrid, online) and geographical site locations such that all students will have access to equitable services and facilities.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4 Increase average number of high impact practices in which students participate including learning communities, service learning, research with faculty, study abroad, field or internship experience, and capstone experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1.5 Increase percentage of graduating undergraduate students who enter graduate school at GCU, at GCU partner programs, and elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.6 Increase percentage of graduating students who are employed in positions in which their degree is needed within six months.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.7 Maintain and grow academic space in alignment with program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q16. Please select the directive(s) aligned with your goal(s) for Compass Point 2: Mission Fulfillment Through Exceptional Student Experience. (check all that apply)

	Goal 1	Goal 2	Goal 3
2.1 Improve the overall retention of resident students by providing a healthy and engaging residential experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 2.2 Develop an IT infrastructure that includes a "one campus" communications and services structure that is on par with current higher education industry standards.
- 2.3 Enhance the physical space available for student engagement throughout campus.
- 2.4 Develop collaborative campus environment that supports students through engagement with all campus stakeholders.
- 2.5 Integrate marketing and recruitment strategies that highlight instructional strengths to attract the student who will succeed at Georgian Court University
- 2.6 Provide unique student leadership experiences that focus on the philosophy of servant and ethical leadership.
- 2.7 Identify current or develop new GCU Traditions to support and highlight a dynamic unified campus culture (convocation, homecoming, bonfire, etc.).
- 2.8 Provide for an exceptional, safe, and well-rounded student-athlete experience through maintenance of competitive level facilities, leadership programming, academic support & resources consistent with program growth.

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Q17. 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)

- 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.
- 3.2 Identify new locations, sites, and delivery modalities where the Mission and the revenue opportunities are abundant.
- 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.
- 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.
- 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.
- 3.6 Seek additional revenue in to the forms of increased alumni giving, increased athletic giving, increased foundation and corporate partnerships.
- 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.
- 3.8 Build capacity and launch a capital campaign.

Goal 1 Goal 2 Goal 3

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Q18. 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.

Q19. 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.

- Standard I. Mission and Goals
- Standard II. Ethics and Integrity
- Standard III. Design and Delivery of the Student Learning Experience
- Standard IV. Support of the Student Experience

Goal 1 Goal 2 Goal 3

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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



Q20. What metrics will be used to measure results of Goal 1?

Metrics: Complete implementation of the BA in Political Science by AY 2022-2023. Monitor recruitment processes and enrollment for 6 semesters. Have program enroll at least 10 new and transfer students per year by AY 2025-2026. Review current minors for enrollment over the past 4 years. Decide if any minors need to be discontinued due to under-enrollment (3 new students or less per year). Analyze admissions data for areas of future student interests. Work with departments to develop minors in at least 5 new discipline areas. Analyze admissions data for expressed interest in graduate programs. Work with departments and/or schools to develop viable program suggestions. Support the process for developing new programs. Establish at least one new and one allied graduate programs before AY 2024.

Q21. What metrics will be used to measure results of Goal 2?

At one department meeting in the spring 2021 semester, set aside some time to develop the vision for the school of arts and sciences. Appoint a task force to work on this articulation for presentation at the fall 2021 semester meeting. Use a multi-media approach to visualize the articulation. Set up monthly meetings with Admissions to review and articulate admissions goals for the school. Review program data from the last 5 years to determine areas of priority. Determine at least five focus areas for intense admissions marketing for each of the next three years. Track applications, admissions, and enrollment within these target areas for the next three years.

Q22. What metrics will be used to measure results of Goal 3?

Metrics for Goal 3. The School of Arts and Sciences will sponsor one lecture or event per year that targets the vision of the school. The School of Arts and Sciences will establish a student council with membership reflecting the diversity of programs offered by the school. The school will establish a monthly schedule of targeted communications to reach faculty, students, and staff with school-specific information and news events. The Dean's Office will take direct responsibility for this communication. A task force will be established among the faculty and staff of the SOAS to promote Mercy History and Values. A key component of this group will be to contribute to Mercy Critical Concerns programing.

Q23. What will be the benchmark for successfully meeting Goal 1?

Complete implementation of the BA in Political Science by AY 2022-2023: All courses have updated syllabi, assessment plans are operational, staffing is stabilized. Monitor recruitment processes and enrollment for 6 semesters. Have program enroll at least 10 new and transfer students per year by AY 2025-2026, with an annual retention rate of current students to be at 80% or higher. Review current minors for enrollment over the past 4 years. Decide if any minors need to be discontinued due to under-enrollment (3 new students or less per year). Analyze admissions data for areas of future student interests. Work with departments to develop minors in at least 5 new discipline areas. Analyze admissions data for expressed interest in graduate programs. Work with departments and/or schools to develop viable program suggestions. Support the process for developing new programs. Establish at least one new and one allied graduate programs before AY 2024.

Q24. What will be the benchmark for successfully meeting Goal 2?

Arts and Sciences Mission and Vision articulation completed by end of calendar year 2021. Visual design and web inclusion completed by the end of spring semester 2022. Each of the programs designated for admissions focus will increase enrollment of new students by at least 10% per year. The School will do a personal outreach to any applicant in the designated programs during the fall semester of emphasized recruitment.

Q25. What will be the benchmark for successfully meeting Goal 3?

Benchmarks for Goal 3. Documentation of at least one lecture or school event sponsored by the SOAS per year, with a description, advertisement, event goals, and participation by faculty, students, and staff of the SOAS, as well as attendance university-wide. The student advisory council will be established by Fall 2023, and a record of meetings will be available. The SOAS will be named as contributors to the Mercy Critical Concerns program. Special attention to artifacts of GCU's history will be displayed throughout the classroom areas populated by the school. A record of such displays will show new contributions for the next three years.

Q26. Name the person(s) responsible for Goal 1.

Mary Chinery

**Q27.
Name the person(s) responsible for Goal 2.**

Mary Chinery

**Q28.
Name the person(s) responsible for Goal 3.**

Mary Chinery

**Q29.
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

**Q30.
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

Q31.

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

Q32. Are there any additional comments you would like to add to this report?

Location Data

Location: [\(40.088104248047, -74.119499206543\)](#)

Source: GeoIP Estimation

