STATE UNIVERSITY OF WEST GEORGIA
OPERATIONAL PLAN
FISCAL YEAR 2005

STATEMENT OF ASSESSMENT RESULTS
UNIVERSITY UNIT: GRADUATE SCHOOL

STATEMENT OF ASSESSMENT RESULTS

1. To what degree did your unit/department achieve its stated goals for Fiscal year 2003?

2. What goals and stated objectives remain to be achieved?

3. How did your department use assessment results to improve its effectiveness? See Narrative

Please see BREAD AND BUTTER goals for FY 2004.

Goal 1: The Graduate School remains active in recruitment activities (please see attached list in Appendix A). The College of Education's Georgia Responds programs had the greatest impact on overall Graduate School enrollment. Graduate programs such as History and Applied Computer Science are having some success as well. Graduate enrollment increased during fall and spring semesters relative to the same school term the previous year. However, summer enrollment declined. The Graduate School is continually refining its recruitment activities. This past fall the Graduate School did FOCUS GROUPS for students in Middle Grades and Early Childhood Education. The purpose was to gain information to better understand why we had declined in those areas. The Graduate School also focused our radio ad campaigns on counties in which we get the most students. However, ads were also run ads on NPR in an attempt to gain students for program areas such as the M.S. in Applied Computer Science which may have more statewide appeal.

Goal 2: The Graduate School ran ads on NPR. Any statewide campaign about graduate education will require more funds from Public relations and a coordinated marketing program for which discussions about marketing the entire university have already begun.

Goal 3: The Dean of the Graduate School served as advisor for two of the largest AA groups on campus (the United Voices and Zion Campus Ministries). He has worked both on campus and in the community to increase sensitivity to issues affecting minorities. He met with Dr. Jorge Gaytan last summer about the recruitment of Hispanic students who would eventually come.

Goal 4: The Graduate School Office wrote 2,700 alumni in late May/June to tell them of the current state of the Graduate School and its programs. This was also a recruitment activity.