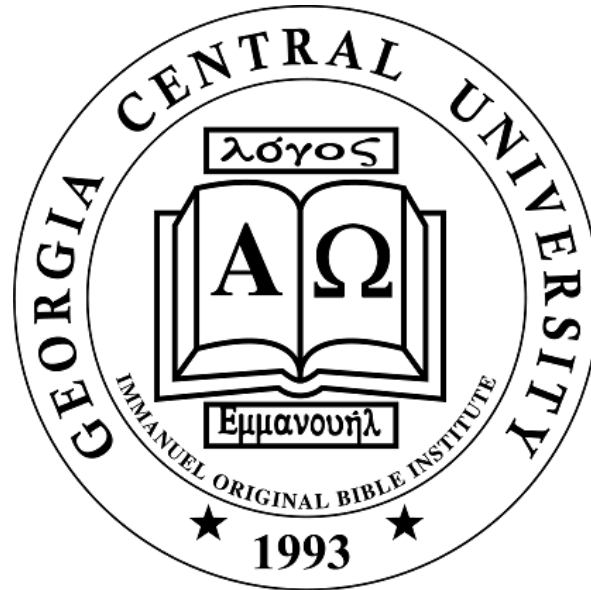


GEORGIA CENTRAL UNIVERSITY



INSTITUTIONAL ASSESSMENT REPORT 2023

OFFICE OF INSTITUTIONAL EFFECTIVENESS

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EXECUTIVE SUMMARY

Most recently, GCU gathered overall assessment as an ongoing process to determine the effectiveness of the institution's program and support units. It provides a systematic approach to providing evidence of continuous improvement. The purpose of assessment in GCU is as follows.

- Be an ongoing process that is a formative means of assessing each unit's strategic vision.
- Involve systematically gathering, analyzing, and interpreting data to determine how well performance matches expectations.
- Use the resulting information to understand and improve programs and support units.

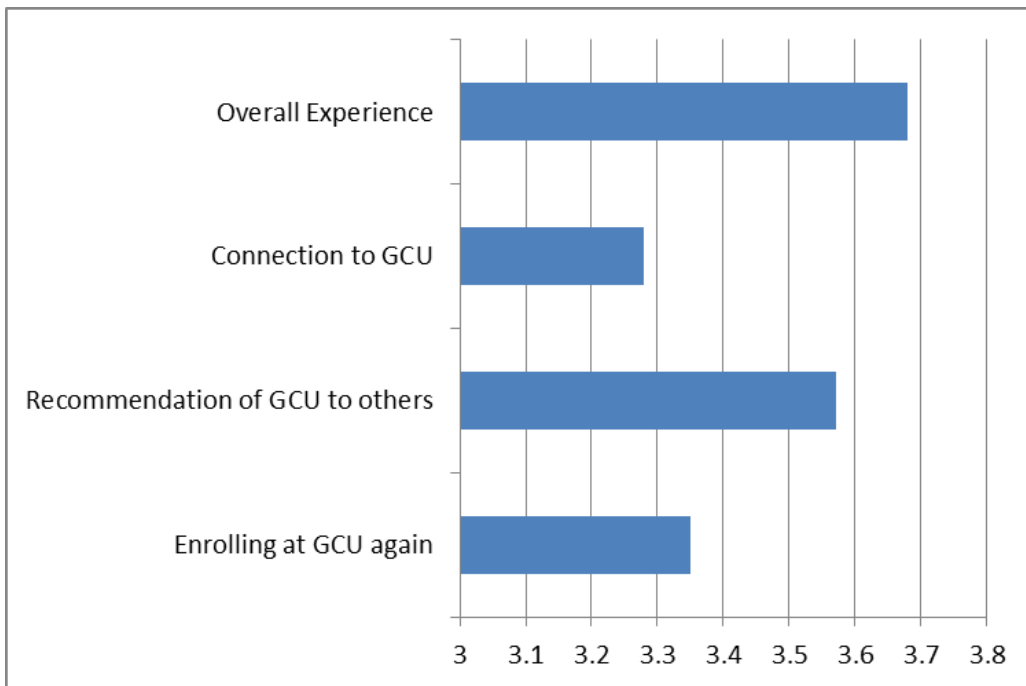
We engage in assessment activities for four main reasons:

- Improve programs and support units through assessment results that identify areas for change.
- Support decision-making processes, planning, reviews, and accountability.
- Demonstrate that a program or support unit is accomplishing what it claims: that students are learning what the program intended that they know or are receiving the service the support unit is expected to provide.
- Inform students, faculty, staff, and other stakeholders of the state of student learning, a program, a support service, and their impact.

GCU uses the assessment results to determine changes and improve programs and support services. These changes could be made to the curriculum content, staffing, facilities, and others. In the continuous improvement cycle, the planned changes are implemented, monitored, and then assessed in the next assessment cycle to determine whether they have had the desired effect.

While most surveys are conducted annually, each school and support unit must conduct a comprehensive review once every three years. The Office of Institutional Effectiveness coordinates the process, assists with gathering relevant and necessary institutional data, and publishes the results.

- This Assessment Report describes institutional performance data and survey results.

Figure 1: Alumni Survey Outcomes

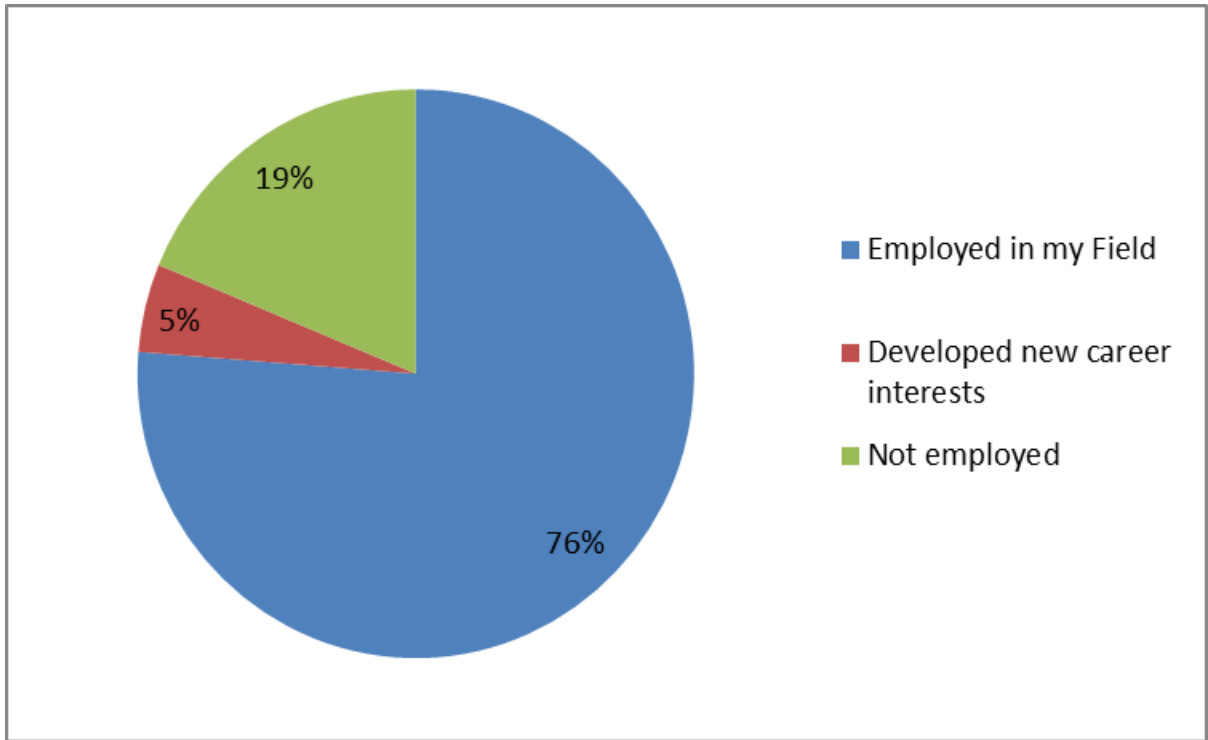
When asked whether they would enroll at GCU again if they could start over, the positive answer received a score of 3.35. The positive response to recommending GCU to others received a score of 3.57. As for the alums' satisfaction with the time they spent at GCU, the chart indicates that they are generally satisfied. Their satisfaction with their connection with GCU received a score of 3.28, and their overall educational experience at GCU received a score of 3.68. While these scores are not bad, they indicate some work needs to be done. Some emphasis will need to be placed mainly on the Alumni's connection with GCU and the Alumni's willingness to enroll at GCU again if they could start over.

In addition, alums were also asked whether they were satisfied with their careers, academic situation, and relationship development with GCU faculty. 88% of the respondents had a positive answer to the first question and 75% to the second one.

Employment

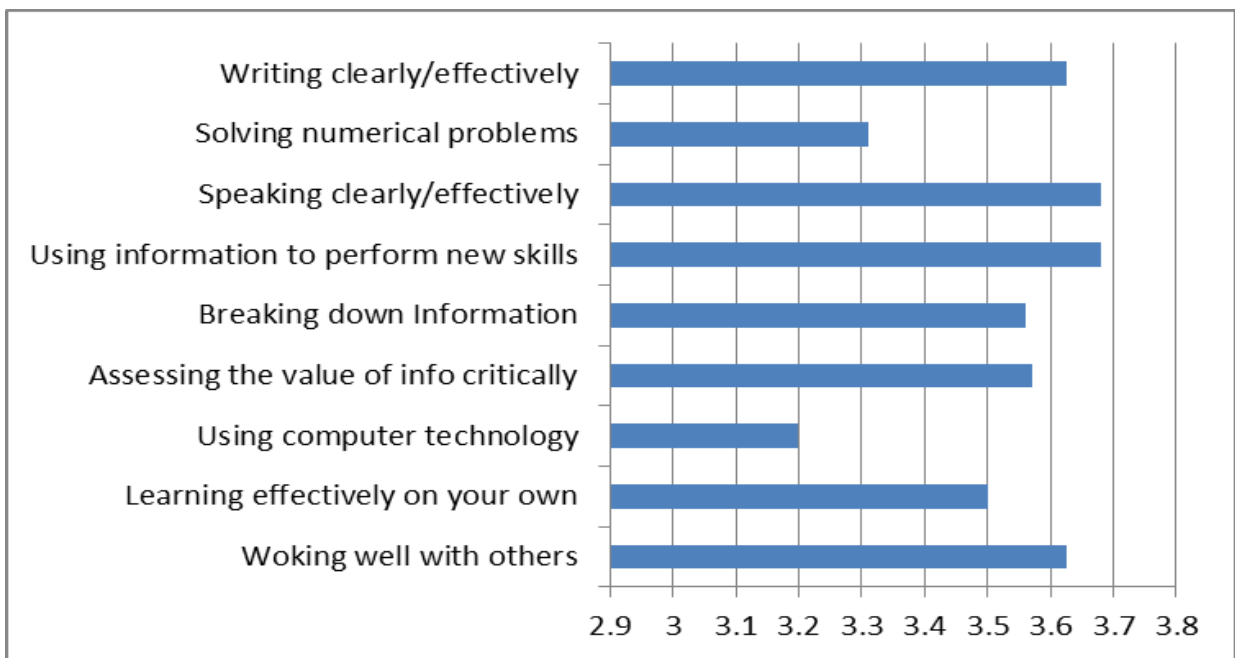
Regarding their employment status, alumni were asked whether they were employed in their field of study. The chart below summarizes the results.

Figure 2: Alumni Employment Status



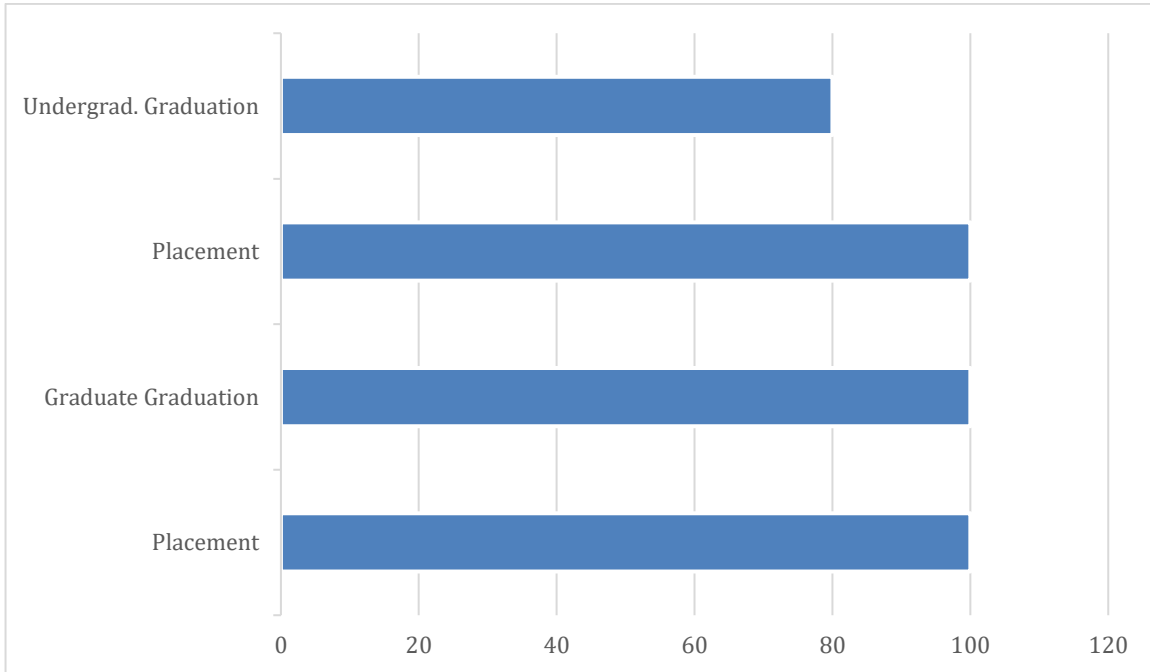
76% indicated that they were employed in their field of study, while 42% were not. Of those, 19% are still unemployed, while 5% have developed new career interests in a different field for which they had developed skills after GCU.

Figure 3: GCU’s Contribution to Alumni Knowledge, Skills, and Personal Development

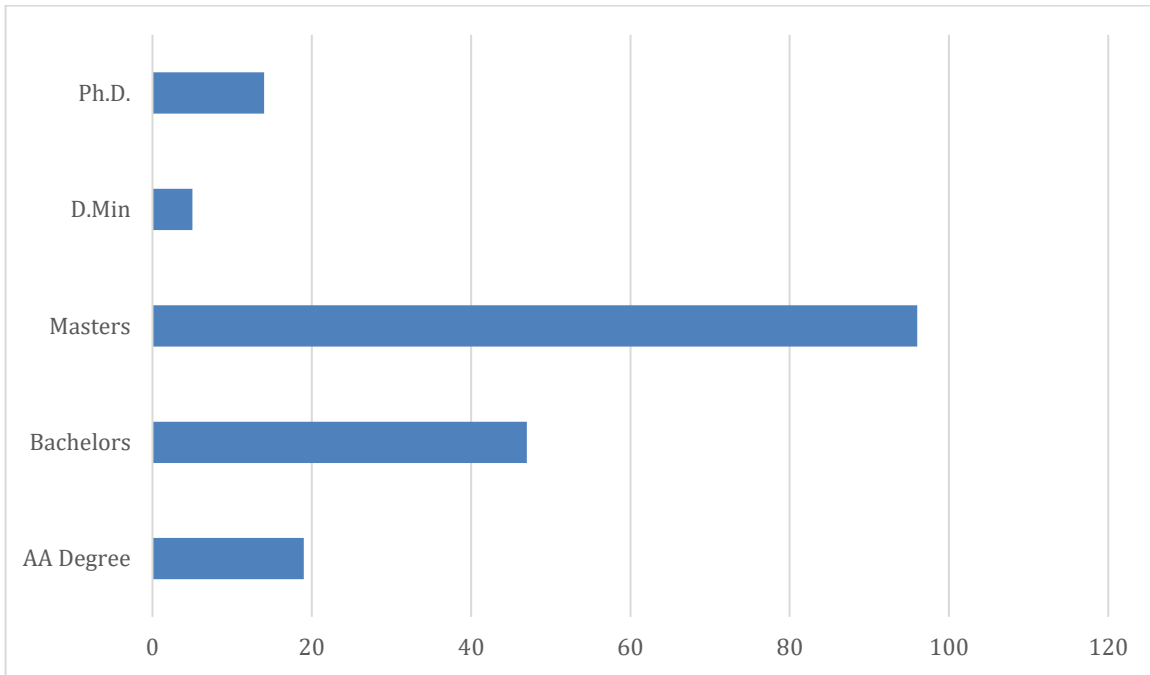


Answers shown in the chart above indicate that, generally, GCU alums were satisfied with the institution’s contribution to the knowledge, skills, and personal development they acquired during their time here.

Figure 4: 2022~2023 Graduation and Placement Rate



GCU’s graduation and placement rates are significant indicators of an institution’s effectiveness. GCU very closely monitors its graduation and placement rates. The chart above indicates an average of the entire institution’s graduation and placement rates, including rates from each school or program.

Figure 5: 2021~22 Student Enrollment Comparison

It is noticeable that attendance at GCU has been drop out quiet a bit due to COVID-19. However, current enrollment rates indicate that enrollment is picking back up and expected growth, resulting in higher graduation rates. GCU expects more graduates next 3~4 years, and the analysis is as follows: AA and another certificate program 19, Bachelor program 47, Master's Program 52, Doctor of Ministry 5, and Doctor of Philosophy 14.

Figure 6: 2022~2023 the methods effective ways to garner alums financial support

In the survey of graduates and alums, students were asked to rate the impact of the school’s financial stability and student life using the following scale: 5- Much Stronger | 4-Stronger | 3-About the Same | 2-Weaker | 1-Much Weaker. Average scores are calculated and analyzed to identify strengths and weaknesses.

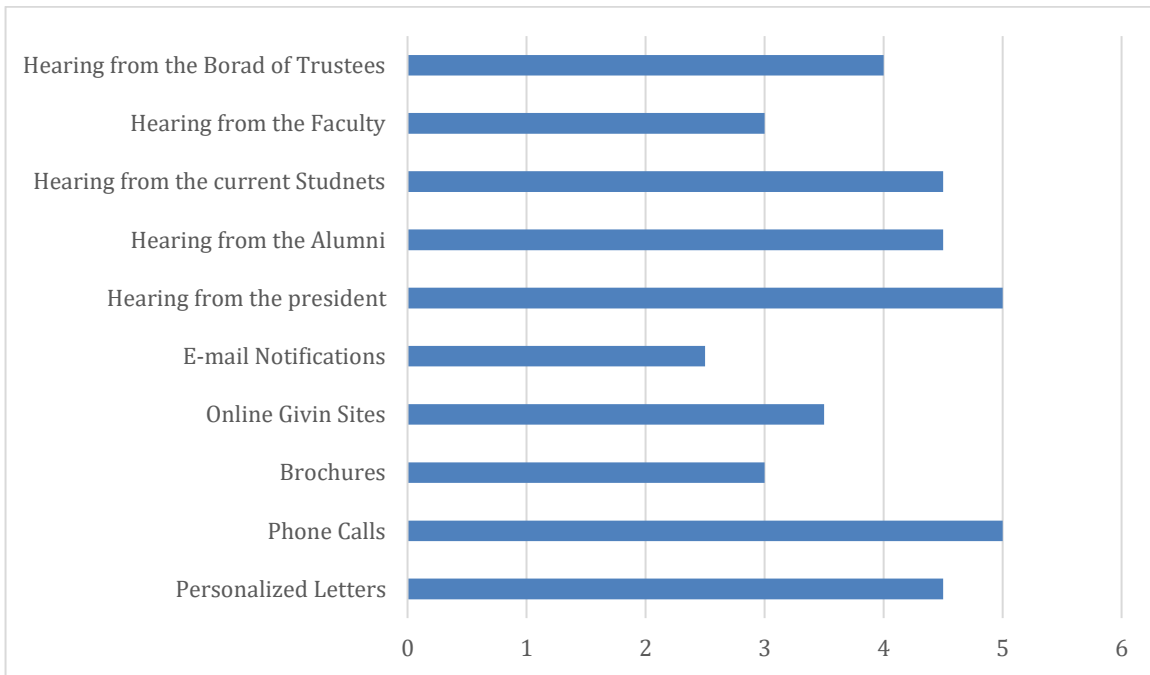


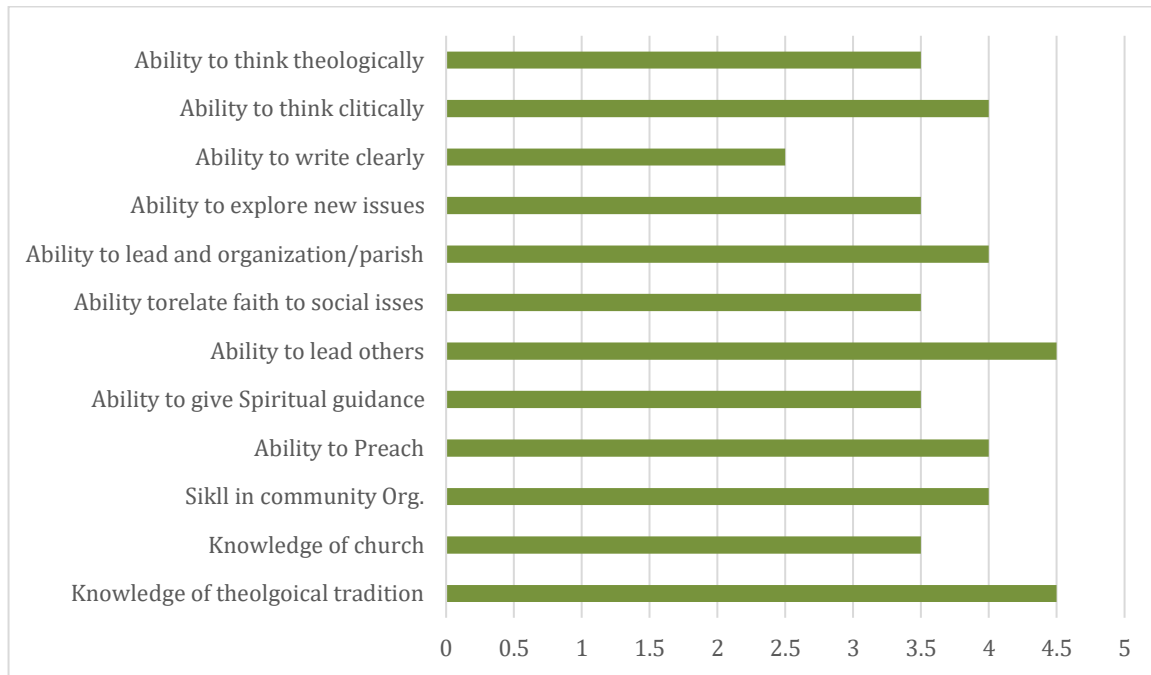
Figure 7: 2022~2023 Personal and Spiritual Growth

For personal and spiritual growth, students gave the highest marks for trust in God and enthusiasm for learning. Overall, GCU scored high for emotional and spiritual growth. Trust in God is an area to focus on for bettering students’ knowledge and awareness at the university. Most scores ranged between 3.5 and 5.0, giving GCU high personal and spiritual growth marks. There is room for growth that respects other religious traditions. It scored 3.5 on the scale.



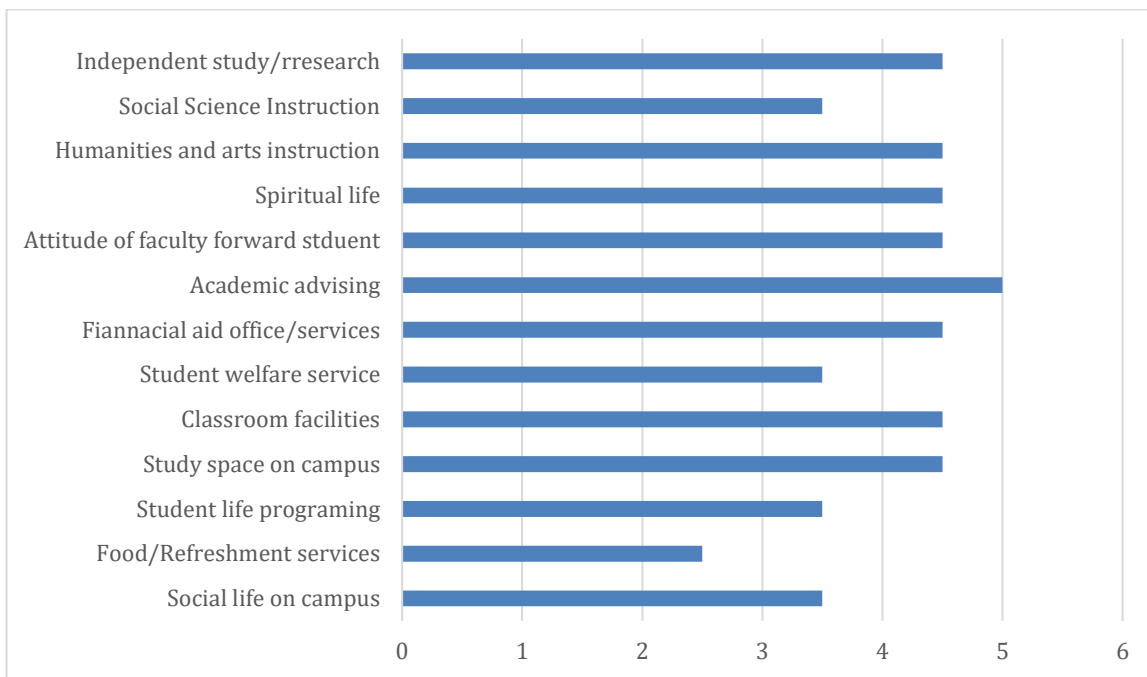
Figure 8: 2022~2023 Achievements

Another section of the survey asks students to rate their achievement using the following scale:: 5- Much Stronger | 4-Stronger | 3-About the Same | 2-Weaker | 1-Much Weaker. Average scores are calculated and analyzed to identify strengths and weaknesses.



The overall response in 2022~23 was promising. However, one of the improvement areas of students’ achievements is writing clearly. It scores only 2.5 out of 5. This is an area of improvement for both students and teaching staff. Two areas marked 4.5 on the scale that they were exemplary achievements as far as students are concerned. With GCU’s program, students could learn theological tradition and leadership. The category of “ability to lead others” is commendable.

Figure 9: 2022~2023 Quality of Instruction and Services



The above data indicates that students are satisfied and pleased with the faculty and staff of GCU. One of the top scores was in the area of academic advising. It is an indication of the well-qualified staff and faculty members GCU have.