

Governors State University
Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Student Involvement and Civic Engagement

Leader(s): Konya Sledge, Assistant Director of Student Involvement and Campus Programming

Implementation Year: Results and Analysis for 2016 – 2017 Objectives

Goal 1: Develop, implement and assess co-curricular programs that promote student involvement, participation in annual events and campus traditions, build institutional pride and strengthens connections to the university community.

Objective 1:	Enhance programs, activities and experiences that enable students to actively engage in Campus Life.
Action Items	<ul style="list-style-type: none"> • Develop and implement traditional programming. i.e. Late Night Breakfast, Grad Week • Enhance evening and weekend program offerings, i.e., Halloween Bash, Glow Party, Prairie Place Movie Series • Encourage campus involvement through increased marketing efforts to create awareness of program offerings. i.e. Jaguar Connection
Desired Outcomes and Achievements (Identify results expected)	Enhance programs, activities and experiences that enable students to actively engage in Campus Life.
Achieved Outcomes and Results	<ul style="list-style-type: none"> • President/Advisor Training • Welcome Week activities (Student Organization Resource Fair) • GSU Spirit Week (pep rally, Dusk on the Prairie, etc.) • Jaguar Treks (cultural outings) • Crowning of 1st Mr. & Ms. GSU (campus tradition) • Non-traditional Student Week (campus tradition) • Harvest Festival (community engagement) • Family & Friends Weekend (campus tradition) • Spring Fest <p>As a result of enhancing programs, activities and student experiences, student involvement experienced an increase the outcomes were met. Due to budget constraints, Student live created numerous collaborations to 1) ensure financial delivery of programs and 2) create engagement across platforms. These efforts encapsulated collaborations with GSU Program Council, clubs and organizations, departments, and community.</p> <p>Student Life sponsored 157 programs and events with a total attendance of 17,021, which reflects an increase from FY16 of 10% engagement. There was increased awareness of programs due to promoting programming via Jaguar Connection and a consistent social media campaign. Jaguar Connection</p>

	Student Life developed new programming and enhanced traditional programming, evenings and weekends. Students engaged in very successful fundraisers and program expansions with the GSU Program Council.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	Student Life was able to exceed this goal in spite of limitations due to funding constraints. The objective was to develop programs utilizing limited revenue and to create depth within the programs. We utilized the frame of creating depth in the existing programs and events and concentrating on developing new programming where engagement was possible. This will continue to be an ongoing goal.

Objective 2:	GSUPC members will contribute to student programming through empowerment, development, and leadership.
Action Items	<ul style="list-style-type: none"> • Develop strategies to implement, recruit, retain, and continually motivate contributing members to the organization. • Delivery of student centered co-curricular programming to enhance the academic experience: lectures, promotion of the arts, leadership development and collaboration. • Develop and implement a thorough understanding of and adherence to GSU State policies and procedures • Knowing where to obtain and how to utilize information and resources available to them
Desired Outcomes and Achievements (Identify results expected)	GSUPC members will contribute to student programming through empowerment, development, and leadership.
Achieved Outcomes and Results	<p><i>Document outcomes and results from evaluation and assessment measures you indicated in AY 17 Objective</i></p> <ul style="list-style-type: none"> • Program Council coordinated a well-attended and student led Fashion Show. This was the highlight of GSUPC programs. As observed by the staff advisor, GSUPC members actively sought to increase enrollment. • Throughout the academic year over 1000 students participated in GSUPC celebrations. • GSUPC members enlightened the campus on the importance of early screening during Breast Cancer awareness month.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	<p>Overall, GSUPC member programming goals were minimally met. Moving forward, E-board leaders will attend intensive training prior to semester to enhance current leadership skills, including University and State policies and procedures. GSUPC members actively sought to increase enrollment. Membership saw an increase during the peak of the semester, however by Spring members seem to lose motivation and lacked leadership ability to develop inclusive programming.</p> <p>Data was gathered from feedback from staff and surveyed program council members. The survey demonstrates that 75% of the council were only interested in presenting social events that covered their sphere of influence, and 20% were interested in creating diverse programming.</p> <p>This will be an ongoing goal as the program council will be revamped for FY18.</p>