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

**Focus Area: Diversity Education and Social Change**

**Leader(s): Robert Clay – Director, Intercultural Student Affairs**

**Implementation Year: 2017-2018**

**GOAL 4: Serve as an integral partner with Enrollment Management in the recruitment and admission of underserved student populations and with Academic Resource Center to ensure degree attainment and post graduate success.**

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<th>Objective 1:</th>
<th>Create open houses in various neighborhoods in the Chicagoland area with community agencies and multi-faith groups to enhance recruitment efforts.</th>
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<td><strong>Action Items</strong></td>
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- Identify neighborhoods to host open houses  
- Develop relationship with community agencies  
- Recruit students to serve as ambassadors  
- Garner support from high schools in various communities |
| **Indicators and Data Needed** (Measures that will appraise progress towards the strategic objective) |  
- Number of deposits received within two weeks after open house dates  
- Feedback from students and families  
- Number of students enrolled |
| **Responsible Person and/or Unit** (Data collection, analysis reporting) |  
- Intercultural Student Affairs  
- Recruitment  
- Admissions |
| **Milestones** (Identify Timelines) |  
- Develop programming plan  
- Recruit students to participate  
- Host two open houses  
- Assess progress  
- Host two open houses  
- Assess progress |
| **Desired Outcomes and Achievements** (Identify results expected) |  
- Identify campus resources available to them  
- Increase family understanding of college admission process to determine GSU as their choice  
- Engage faculty and staff  
- Explore the varied academic options available to them  
- See GSU as a community partner to create pipeline efforts for student success |