

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Admission Outreach, Recruiting and Visibility

Leader(s): Kristy Goodwin

Implementation Year: 2015-2016

Goal 1: Implement a comprehensive undergraduate enrollment recruiting strategy that focuses on increasing the enrollment of a diverse freshmen, and transfer student body.

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| Objective 1: | Create and implement a recruitment strategy with GSU Veteran Affairs to increase transfer veterans from our partner community colleges and other veteran friendly organizations. |
| Action Items | <ul style="list-style-type: none"> • Create monthly information sessions within the veteran affairs office at the community colleges • Create information packets specifically for this population of students • Create and implement a joint veteran’s activity fair at GSU for CC join partner ONLY. • Create partnership with veteran programs to expand our resources. |
| Indicators and Data Needed (Measures that will appraise progress towards the strategic objective) | Have veterans create a profile in our student system OR fill out a prospect card to help us identify this group and create a strong communication plan. |
| Responsible Person and/or Unit (Data collection, analysis reporting) | Cyndee Montes – Recruitment Kevin Smith – Veteran Affairs RoShaunda Ross – DDP Keisha Dyson - Marketing |
| Milestones (Identify Timelines) | January 2016- May 2016 – Start building relationships & execute action items. Summer 2016 – Event planning for a Veterans Open House Fall 2016 – Maximize yearly efforts and results from events. |
| Desired Outcomes and Achievements (Identify results expected) | Piloted efforts for 15 weeks – 1 year |

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| Objective 2: | Create and implement and alumni recruitment team –which will assist the recruitment department at fairs and schools to maximize undergraduate recruitment. |
| Action Items | <ul style="list-style-type: none"> • Start with 5 alums in the Rich Township Area, who will be willing to go back to their high schools and recruit students to GSU. • Meet with Marketing to create a microsite page for alums to register • Create a training manual • Supply materials to alum for recruitment |
| Indicators and Data Needed (Measures that will appraise progress towards the strategic objective) | The webpage will send the information to the recruitment office of those alums who have registered to be a recruiter. |
| Responsible Person and/or Unit (Data collection, analysis reporting) | Kristy Goodwin – Recruitment Antonio DeCastro – Marketing William Davis – VP of Development |
| Milestones (Identify Timelines) | Spring 2016 – Start advertising alumni recruiters through an e-blast given by Foundations. |
| Desired Outcomes and Achievements (Identify results expected) | Piloted efforts for 2016 spring semester. |

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| Objective 3: | Implement college readiness workshops for admitted students focusing on being successful at GSU. |
| Action Items | <ul style="list-style-type: none"> • Meet with administration at the high schools to pitch the workshop • Start piloting 2 high schools, Crete and Southland Charter, as an after school program or a Saturday Program. • Start conversation regarding dual credit options at GSU. |
| Indicators and Data Needed (Measures that will appraise progress towards the strategic objective) | Sign-up sheets from the high schools Evaluation forms |
| Responsible Person and/or Unit (Data collection, analysis reporting) | Kristy Goodwin – Recruitment High School Administration (Principal, Asst. Principal, other key administration) Robert Clay –Intercultural Student Affairs Sheree Sanderson - Assistant Dean of Students David Rhea – Honors Program Director |
| Milestones (Identify Timelines) | Spring 2016 – Execute small pilot initiative at Crete Monee and Southland Charter Fall 2016 – Execute full comprehensive plan to administer dual credit and various program on the high school campuses. |
| Desired Outcomes and Achievements (Identify results expected) | Confirm approximately 30% of accepted students |