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.

<table>
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<tr>
<th>Objective 1:</th>
<th>Create and implement a recruitment strategy with GSU Veteran Affairs to increase transfer veterans from our partner community colleges and other veteran friendly organizations.</th>
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| **Action Items** | - 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** | 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 |
**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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<th>Objective 2:</th>
<th>Create and implement an alumni recruitment team— which will help the recruitment department at fairs and schools to maximize undergraduate recruitment.</th>
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| **Action Items** | • 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** | 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. |
**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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<th>Objective 3:</th>
<th><strong>Implement college readiness workshops for admitted students focusing on being successful at GSU.</strong></th>
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| **Action Items** | • 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 |