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

Focus Area: **Dual Degree Program and Transfer Initiatives**

Leader(s): **Jessica Specht**

Implementation Year: **2017-2018**

<mark>**Goal #3:** Expand (non-DDP) transfer/articulation partnerships, pathways, and resources, especially for part-time students.</mark>

Objective 1:	**Collaborate with GSU Academic Affairs and Extended Learning to promote GSU pathways and program partnerships.**
Action Items	➢ Collaborate with Michelle Sebasco/School of Extended Learning to promote new and existing programs, via table visits and joint events ➢ Distribute College of Business program materials at community college events to promote online and 3+1 pathway programs, regardless of DDP eligibility ➢ Act as a liaison when GSU programs are looking to connect to community college partners
Desired Outcomes and Achievements (Identify results expected)	➢ Increased participation in Extended Learning's events ➢ Increased awareness of Business degree pathways ➢ Serve as a connection between GSU and the community colleges
Achieved Outcome and Results	In an effort to increase awareness of new and existing programs hosted at both the community colleges and GSU, DDP staff: ➢ Co-hosted table visits with Michelle Sebasco to promote GSU's programs that will be taught on our partner campuses; such as KCC's Business cohort and Triton's Criminal Justice, Communications, and upcoming IT program ➢ Presented DACA scholarship workshop at Triton College in collaboration with extended learning ➢ Promoted Michelle Sebasco's Instant Admissions Day at Triton College ➢ Contributed financial resources with Extended Learning for collaborative marketing materials catered toward KCC students ➢ Participated in "Manufacturing Day" at Prairie State College on behalf of COB's 3+1 program for Manufacturing Management ➢ Distributed College of Business program materials at community colleges on behalf of Karen Williams; assisted COB by attending events on their behalf to promote pathway programs, regardless of DDP eligibility ➢ Acted as a liaison when GSU programs are looking to connect to community college partners: o Collaborated with GSU's Illinois Accounting Society student ambassador for a table visit at MVCC Blue Island Education Center

	o Connected GSU's college representatives with faculty and liaison information; including GSU College of Business to Daley College and Prairie State liaisons, Malcolm X College to GSU Nursing, Sandra Zurawski to Harold Washington College, and MSI to MVCC & JJC liaisons ➢ Represented GSU at Triton Salute to Grads fair ➢ Hosted COB at weekly team meeting to help promote 3+1 programs and provide feedback on future marketing strategies
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	It is important that through staff and institutional transitions that DDP's community college partners and GSU's stakeholders see DDP as a knowledgeable and reliable connection between campuses. During the AY18, DDP Transfer Specialists made 154 new relationships at their community college campus or through a professional development engagement. The department has been successful in creating and maintaining key relationships between the campuses so that communication efforts can be direct and meaningful. These communications also spark updates to GSU Transfer Guides, program descriptions, and marketing needs. Several of the achieved outcomes have no effect on DDP's enrollment, so these connections are to simply reinforce our positive relationships with the community colleges and GSU departments. While we do not have exact attendance at the Extended Learning events, referrals from Michelle Sebasco to DDP have continued to increase throughout the year. That would be an indicator that students are gravitating toward the information and are exploring their options as they relate to GSU. Regarding the College of Business enrollment, DDP does not have access that that information; however, COB continues to reach out each semester for feedback as it relates to their community college outreach. Again, that can be interpreted as a positive sign that DDP provides useful information and is a trusted source for partnership.

Objective 2:	**Support the Office of Admissions and Recruitment teams' enrollment goals for non-DDP eligible students.**
Action Items	➢ Facilitate relationship with Year Up to create a seamless pathway for transfer students; e.g., transferrable credits ➢ Promote Admissions events such as Transfer Thursday and Open House when meeting with a student that is not DDP-eligible ➢ Capture student contact information and forward to Admissions and Recruitment teams ➢ Continue to promote GSU Transfer Guides and update community college staff on program changes for transferrable credits
Desired Outcomes and Achievements (Identify results expected)	➢ Number of student referrals to Admissions and/or Recruitment ➢ Number of new transfer guides/updates
Achieved Outcome and Results	In order to assist the Office of Admissions and the community college Recruiters' enrollment goals, DDP completed the following: ➢ Facilitated communication between Year Up and GSU to create a pathway for transfer students ➢ Captured student contact information during table visits and forward to Admissions and Recruitment teams. ➢ Continued to promote Transfer Guides and update community college staff on GSU program changes. ➢ Informed non-DDP eligible students on transfer credits and program requirements, and if ready, guide students through the online application ➢ If not ready to apply, encouraged non-DDP students to: meet with a GSU Admissions Counselor, attend an Instant Decision Day event at the community college, or GSU events such as Transfer Thursday and Undergraduate Open House ➢ In the process of reestablishing an Honors/PTK scholarship for non-DDP students (application to be ready for Fall 2019 transfers). Plan has been approved by GSU Cabinet and is now in the process of creating the application and eligibility guidelines.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	During the AY18, DDP Transfer Specialists referred 313 students to meet with a GSU Admissions Counselor or attend a GSU transfer event at the community college, or attend a Transfer Thursday or Open House event at GSU. There is no formal way of tracking how many students followed through on the referrals, though DDP is confident that each student that meets with a DDP Transfer Specialist leaves with a plan and appropriate next steps to confirm enrollment at GSU. If students are still indecisive about making any commitment, the DDP staff will have the student complete an interest card and will forward that to the GSU recruitment team.

	DDP is also very proud of the steps it has taken towards reallocating three annual Honors Scholarships to non-DDP students. This will boost the interest of high performing students that may not have been aware of DDP early enough to enroll at the community college. While many institutions offer Honors/Phi Theta Kappa awards, there are few in the state of Illinois that can promise full tuition and fees for four semesters (i.e., two years.) Students will still have to uphold a minimum GPA and participation in the GSU Honors Program for the duration of the scholarship, therefore boosting program participation and recruiting the state's top students.