

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Enrollment Services and Records

Leader(s): Yakeea Daniels, Assistant Vice President for Enrollment Management and Director of Admission; Christopher Huang, Registrar

Implementation Year: 2015 – 2016

Goal 1: Develop and maintain a comprehensive communication plan with prospective and current students, faculty and staff related to enrollment services.

Objective 1:	Update and revise the communication plan to parents of freshman applicants.
Action Items	Create a process to collect parent information and store in the SIS. Develop new communication in Recruiter to parents. Work with Marketing to develop communication materials to parents Set-up a Focus group of first-year parents for input/needs
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Survey other institutions for how parent/guardian is captured in SIS. Identify how this information is captured in SIS for prospective students. Review communication of other State of Illinois Schools and what they send to parents Determine the communication needs of parents/guardians.
Responsible Person and/or Unit (Data collection, analysis reporting)	Yakeea Daniels Chris Huang Keisha Dyson
Milestones (Identify Timelines)	End of fall term for Focus Group (end of fall 2016) End of Fall term for review of marketing materials
Desired Outcomes and Achievements (Identify results expected)	Have by February 2016 communication to be mailed to parents/guardians

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Objective 2:	Increase the breadth of communication to prospective and current students.
Action Items	<ul style="list-style-type: none"> • Use technology to support communication; such as social media and prepared voicemails, and if ReGroup can be used to send out alerts/deadlines. • Train student ambassadors on Social Media
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<p>Consult with Marketing about social media and companies that do the prepared voicemail</p> <p>Hold a focus group with sophomores, transfers, graduates and freshmen, about how they prefer to receive communication from GSU.</p> <p>Discuss with other state of IL about what they use.</p>
Responsible Person and/or Unit (Data collection, analysis reporting)	<p>Yakeea Daniels</p> <p>Chris Huang</p> <p>Keisha Dyson</p> <p>ITS</p>
Milestones (Identify Timelines)	<p>End of Spring semester for focus groups (Spring 16)</p> <p>End of fall 15 meet with Marketing</p>
Desired Outcomes and Achievements (Identify results expected)	<p>Reduce number of student complaints saying “I didn’t know, or I wasn’t aware.”</p> <p>Increase awareness of important dates or deadlines.</p> <p>Increase attendance for on-campus events.</p>

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Objective 3:	Collaborate with Colleges to support their recruitment efforts
Action Items	<ul style="list-style-type: none"> • Training on Recruiter communication plan for prospective students and applicants UG & GR. • Market and support graduate events. • Develop a recruitment calendar and require the calendar to be updated with events.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Meet with College to determine their current needs
Responsible Person and/or Unit (Data collection, analysis reporting)	Yakeea Daniels Kristy Goodwin Program Coordinators in Colleges Marketing
Milestones (Identify Timelines)	Meet with each college once per semester
Desired Outcomes and Achievements (Identify results expected)	Have a unified communication/marketing plan. Foster collaboration between admissions and colleges and consistency.