

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

Focus Area: Enrollment Services and Records

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

Implementation Year: 2015 - 2016

Goal 4: Create and implement a comprehensive customer service/student service plan for all enrollment service functions (training, communication, expectations) that includes student learning outcomes from enrollment service functions.

Objective 1:	Use results from external review to implement best practices.
Action Items	<ul style="list-style-type: none"> • Conduct external review. • Develop areas which we want reviewed
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Interviews/meetings with external reviews Review of processes
Responsible Person and/or Unit (Data collection, analysis reporting)	Chris Huang Yakeea Daniels
Milestones (Identify Timelines)	Summer
Desired Outcomes and Achievements (Identify results expected)	Improve operation efficiencies.

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Objective 2:	Provide at least three professional development opportunities for EM staff, with at least one focus on customer service.
Action Items	Plan staff retreats, review IACRAO workshops, consider online webinars
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Create and review survey of professional development opportunities over the last five years.
Responsible Person and/or Unit (Data collection, analysis reporting)	Chris Huang Yakeea Daniels John Perry
Milestones (Identify Timelines)	One opportunity per semester
Desired Outcomes and Achievements (Identify results expected)	Increased staff productivity, engagement and morale

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Objective 3:	Streamline process from admission to orientation.
Action Items	Create process to allow admission to RSVP students/families for orientation Review learning outcomes for myGSU portal and Blackboard from FA15. Consider having the Registrar's Office present sessions about myGSU portal. Develop an admissions 'checklist' presentation at Orientation or on website Develop a navigation tutorial for myGSU (create an email for students to view it)
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Survey admitted students about if they review admissions related packet Survey students who attend Orientation and information presented in packet or sessions. Learning outcomes of students from FA15 for myGSU and Blackboard.
Responsible Person and/or Unit (Data collection, analysis reporting)	Chris Huang Yakeea Daniels Orientation Staff
Milestones (Identify Timelines)	Spring 2016 for admissions staff to RSVP students for orientation.
Desired Outcomes and Achievements (Identify results expected)	Increase attendance at orientation Increase student's understanding of their roles and responsibilities on their academic journey.