

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Enrollment Services and Records

Leader(s): Paul McGuinness, Assistant Vice President of Enrollment Management and Director of Admission and Christopher Huang, Registrar

Implementation Year: 2018-2019

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

Objective 1:	Refine a communication plan to parents of freshman applicants and graduates.
Action Items	<p>Work with Deans Counsel, Lower Division Steering Committee and Marketing to develop communication campaign to parents. Communication will be based on the enrollment funnel and academic calendar to identify target dates for parent outreach.</p> <p>Set-up a focus group of first-year parents for input/needs related to new student enrollment and continuing student communication.</p>
Desired Outcomes and Achievements (Identify results expected)	<p>Improve communication by targeting parents based on the student's enrollment status. Once the freshman creates an account in the CRM (as prospect or applicant) Admissions will create conversion and yield communication to parent to assist parent with their son's or daughter's enrollment to GSU.</p> <p>Identify traditional age first year freshman who matriculate for Fall 2018 and persist for Spring 2019 for parent retention communication. The communication will be based on the academic calendar and what the child might be dealing with at that moment within the semester (i.e. start of classes – resources/syllabus, homework, mid-terms, finals, etc.). The communication must be clean and straightforward. Note: There is limited parent contact information for AY 18/19.</p> <p>Communication will come in the form of text, email and voice messages.</p>
Achieved Outcomes and Results	
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	

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

Objective 2:	Collaborate with Colleges to support their recruitment efforts.
Action Items	<p>Upgrade the Ellucian CRM to minimum release 4.9 (5.1 preferred). Move the admissions/acceptance process into the CRM to enable student self-service, Recruit analytics, territory management, recruitment dashboard and communication campaigns. Work with the Deans Counsel to identify department leads for the creation, testing and implementation of the recruitment and acceptance within the CRM. Assist in facilitating and conducting train the trainer session with the colleges.</p> <p>The timing of the upgrade and operational changes will be dependent on the Ellucian contract and consulting parameters within the agreement.</p>
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> • Upgrade of CRM • Consulting contract with Ellucian • Converting the acceptance process to the CRM • Communication plans built in the CRM • Foster collaboration between admissions and colleges along with a consistency in communications
Achieved Outcomes and Results	
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	