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

Focus Area: **Financial Aid and Literacy**

Leader(s): **Dr. John Perry, Director of Financial Aid and Matt Zarris, Assistant Director of Financial Aid**

Implementation Year: **2015 - 2016**

Goal 4: Collaborate with Admissions on the development and implementation of a comprehensive plan to incorporate financial aid into new student and family communication planning and relationship building including financial literacy related to college affordability.

Objective 1:	**Expand the interaction of the Office of Financial Aid with admitted students to not only include Admitted Student Conferences and other events but also have students coming to campus for individual campus visits. These would be scheduled appointments with a Financial Aid Advisor.**
Action Items	Admissions will notify FA of student visits and FA will schedule these students to meet with an FA advisor FA Advisors will be trained to discuss the FA process and what to expect
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Amount of students who come through the FA Office
Responsible Person and/or Unit (Data collection, analysis reporting)	Matt Zarris; John Perry
Milestones (Identify Timelines)	December 2015 – expected increase in prospective student meetings with FA advisors
Desired Outcomes and Achievements (Identify results expected)	Provide prospective, applied, and admitted students with greater understanding of financial aid and paying for college.

Goal 4: Collaborate with Admissions on the development and implementation of a comprehensive plan to incorporate financial aid into new student and family communication planning and relationship building including financial literacy related to college affordability.

Objective 2:	**Discuss Prairie Place contracts with Admissions and Auxiliary Services to prevent undergraduate students (particularly cohort students) from entering into full-year contracts. They would only be offered the fall/spring contract and could negotiate a summer contract in the spring.**
Action Items	Meet with Admissions and Auxiliary Services to discuss future housing contracts
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Number of students (particularly Freshman) who are signed up for full-year contracts
Responsible Person and/or Unit (Data collection, analysis reporting)	John Perry; Yakeea Daniels; Betsy Joseph
Milestones (Identify Timelines)	December 2015 – projected time to make decisison
Desired Outcomes and Achievements (Identify results expected)	Prevent students from incurring large balances on their student accounts that prohibit them from continuing to their next grade level

Objective 3:	**Expand active recruitment to include prospective students and include a financial aid component so students begin to understand the financial aid process early and establish a contract and trust with the Office of Financial Aid.**
Action Items	Admissions will notify FA of student visits and FA will schedule these students to meet with an FA advisor FA Advisors will be trained to discuss the FA process and what to expect
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Amount of students who come through the FA Office
Responsible Person and/or Unit (Data collection, analysis reporting)	Matt Zarris; John Perry
Milestones (Identify Timelines)	December 2015 – expected increase in prospective student meetings with FA advisors
Desired Outcomes and Achievements (Identify results expected)	Provide prospective students with greater understanding of financial aid and paying for college.

Goal 4: Collaborate with Admissions on the development and implementation of a comprehensive plan to incorporate financial aid into new student and family communication planning and relationship building including financial literacy related to college affordability.

Objective 4:	**Work with personnel from Admissions and Recruitment to train them on the services offered by the Office of Financial Aid so that students are receiving accurate information when financial aid personnel are not available during such times as high school visits and college fairs.**
Action Items	Hold workshops, meetings, and practice sessions with Admissions and Recruitment personnel to train them in FA
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Increase in recruiter knowledge of FA
Responsible Person and/or Unit (Data collection, analysis reporting)	John Perry; Sylvia Ponce De Leon; Matt Zarris; Yakeea Daniels; Kristy Goodwin
Milestones (Identify Timelines)	December 2015 – projected completion of training for recruitment personnel
Desired Outcomes and Achievements (Identify results expected)	Increase enrollment through education of process