

# Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area:** Auxiliary Services & University Housing

**Leader(s):** Betsy Joseph

**Implementation Year:** 2015-2016

**Goal 4: Support Enrollment Management recruitment and retention goals**

<b>Objective 1:</b>	<p>Collaborate with Enrollment Management to recruit prospective students by assisting with initiatives such as Admission Open Houses, Admitted Students Nights, residential tours, orientation etc.</p> <p>Strategy 1: Participation in enrollment management activities</p>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Open Houses</li> <li>2. Conduct training for Student Ambassadors</li> <li>3. Establish protocol to hold space for new students (FY and transfer/graduate)</li> <li>4. Work with DLMD to create videos of student living units</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. Tours of Prairie Place; Resource Table for questions; Presentations about housing and dining</li> <li>2. Student Ambassadors will have understanding of facility features, and information to share with prospective students and families.</li> <li>3. Specific number of spaces held until June 1 for new FY students and new TR/GR students</li> <li>4. Videos of 4 well decorated rooms/apartments will be developed</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. University Housing has actively participated in all Admissions Open Houses, Orientation programs (TR/GR students and FY students), Signing ceremony, and Admitted Student programs.</li> <li>2. The Director of Auxiliary Services &amp; University Housing conducted a training program for all Ambassadors on November 6, 2015. Information included facts about the building, safety &amp; security features, info about meal plans; review of script that ambassadors should follow when providing building tours and also a review of our website.</li> <li>3. University Housing committed to holding 160 spaces for new students who applied by June 1, 2016 (50 spaces for new transfer and graduate students; 110 spaces for new freshman). As of May 26, 2016 we have received 133 new student contracts; 75 from FA16 first year students.</li> <li>4. DLMD created 4 videos for us over the winter break. Each video was posted on the housing website so that prospective students and families could view each room type. In addition, DLMD updated the building tour video to depict the actual facility that is now occupied rather than the architect's rendition of the facility.</li> </ol>
<b>Analysis of Results</b>	<p>Auxiliary Services &amp; University Housing recognizes the critical importance of actively participating in all initiatives associated with recruitment and enrollment of students of all class levels. This collaboration resulted in 100% occupancy in the fall semester in just year 2 of operation of the hall. We anticipate that we will have 100% by the middle of June 2016. We will continue to accept applications and create a wait list.</p> <p>As we plan for the fall of 2017, it will continue to be extremely important that we work closely with Enrollment Management to identify numbers of beds to hold for new students and potentially reduce the number of beds available to graduate students. A full analysis of the enrollment and housing contracting process will be planned for September 2016 to inform our 2017/2018 recruitment cycle.</p>

**Goal 4: Support Enrollment Management recruitment and retention goals**

<b>Objective 2:</b>	<p>Collaborate with the Office of International Services to conduct specific outreach and marketing to international students for housing</p> <p>Strategy 1: Outreach/marketing to international students</p>
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<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Participate in International Student orientation to provide information to prospective residents</li> <li>2. Host focus group to find out reason for not working on campus</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. Students provided info on Residential resources; different services available in area</li> <li>2. Better understanding of why International students do or do not live on campus</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. Several approaches have been attempted throughout the year to market to International students. We have currently arranged for housing to have a representative at International orientation to share information about living on campus to the students who live on campus and to answer questions from other students who might be interested in moving on campus.</li> <li>2. We turned the corner this past spring in getting international students interested in living on campus and did not pursue hosting a focus group with international students. During the 2015 fall semester we had 3 international students living in university housing; spring 2016 we had 27; and in the summer 2016 session 21 of our residents (32.3%) are international. Our international students are primarily Indus Foundation students.</li> </ol>
<b>Analysis of Results</b>	<p>After 1.5 years of Prairie Place being open, the INDUS Foundation scholarship initiative was finally embraced by international students. Enrollment of international students increased in the spring semester to 21 students. All 21 of these were INDUS scholarship students (Provost approved one additional Indus Scholarship in the spring). For summer 2016 twenty scholarships were awarded. In addition, all 20 scholarships for the fall semester have been awarded by this date (5/25/2016). Unfortunately, we still have limited interest by international students to live on campus unless they have the scholarship for a semi-suite space.</p>

<b>Objective 2:</b>	<p>Collaborate with the Office of International Services to conduct specific outreach and marketing to international students for housing  Strategy 2: Orient international residents</p>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Follow-up conversation with international students after opening semester floor meetings</li> <li>2. Communicate meetings/activities to Nell Hill &amp; Amy for participation</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. International students will be able to follow up directly regarding any questions or items that remain unclear.</li> <li>2. Any communication to RA staff and building residents also sent to Nell and Amy</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. Initially we attempted to have meeting in Prairie Place with all of our international students. When this did not achieve good participation, we arranged with International Services to participate in their orientation program and provide information about housing policies and services at that session.</li> <li>2. The RHD has worked to keep the staff in International Services aware of programs and important events/deadlines related to housing so that the staff in that department are able to reinforce information with students.</li> </ol>
<b>Analysis of Results</b>	<p>Auxiliary Services &amp; University Housing has worked closely with International Services to identify the best way to make sure International students understand the policies and services available to them in Prairie Place. As we plan for 2016/2017 it is our intention to have a housing staff member attend the International Student Services orientation program each semester. The RHD in Prairie Place will then work with the RA staff to make sure the RA staff intentionally reach out and meet with every international student in their hall within the first week of the semester.</p>

**Goal: Support Enrollment Management recruitment and retention goals**

<b>Objective 3:</b>	<p>Assess need for additional housing with university stakeholders to support university enrollment and retention efforts  Strategy 1: Engage in communication with university leaders on expansion plans</p>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Engage in discussions with University Leadership regarding moving forward with Phase 2 of University Housing</li> <li>2. Actively participate in developing plan and timetable</li> </ol>
<b>Desired Outcomes and</b>	<ol style="list-style-type: none"> <li>1. Resolution to Trustees in March with recommendation</li> </ol>

<b>Achievements</b> (Identify results expected)	
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. QBS released for Architectural and Planning Firm in October – Responses due 11/12/15; Cannon Design selected; Feasibility study including focus groups with students and survey to students occurred in January - February 2016. Report made to Trustees in March 2016.</li> <li>2. The Director of Auxiliary Services &amp; University Housing was part of the core team that worked closely with Cannon Design through all aspects of the Feasibility Study.</li> </ol>
<b>Analysis of Results</b>	<ol style="list-style-type: none"> <li>1. The feasibility study concluded:           <ul style="list-style-type: none"> <li>• Current demand insufficient to fill contemplated 300 – 400 beds</li> <li>• Smaller project difficult to implement (~80 beds in the moderate scenario)</li> <li>• No economies of scale; likely high cost / bed</li> <li>• Low impact on student life / residential culture</li> </ul> </li> <li>2. Cannon Design recommended:           <ul style="list-style-type: none"> <li>• Continue to market residential living as part of the GSU experience</li> <li>• Continue to grow enrollment</li> <li>• Recruit students with higher propensity to live on campus (out-of-state, international)</li> </ul> </li> </ol>