

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

Focus Area: Veterans Resources

Leader(s): Kevin Smith, Coordinator

Implementation Year: 2015 -2016

GOAL 2: Establish the Veterans Resource Center as a clearinghouse for programs and initiatives that ease the transition from military service to Governors State University and raise awareness of veteran’s issues among campus and local communities.

Objective 1:	Develop and expand web presence and the management of technology by using various social media resources that will enable the VRC to quickly build rapport and connect the GSU community on current issues and trends as they relate to the veteran population.
Action Items	<ul style="list-style-type: none"> • Create Facebook account • Create LinkedIn account • Create Twitter account • Upload Veteran pics and videos to Dropbox, allowing all Veterans access • Inaugurate a new “Veterans Welcome” video with current programs for Veterans • Upgrade current programs and promotions for future events
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	
Responsible Person and/or Unit (Data collection, analysis reporting)	Some action items may have specific staff members leading the efforts, but we will all work as a collective team to meet the objectives for our yearly goals.
Milestones (Identify Timelines)	
Desired Outcomes and Achievements (Identify results expected)	

GOAL 2: Establish the Veterans Resource Center as a clearinghouse for programs and initiatives that ease the transition from military service to Governors State University and raise awareness of veteran’s issues among campus and local communities.

Objective 2:	Actively collaborate with professional associations that will connect the GSU veteran’s population with public and private veterans sponsored activities.
Action Items	<ul style="list-style-type: none"> • Serve as a participating active member with the Veterans Higher Education Affinity Group sponsored by CAEL. • Actively engaged with the Illinois SVA in monthly webinars, regional and state meetings. • Work the CCME conference with Extended Learning and IDSS to promote veteran and military opportunities for prospective students.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	
Responsible Person and/or Unit (Data collection, analysis reporting)	Some action items may have specific staff members leading the efforts, but we will all work as a collective team to meet the objectives for our yearly goals.
Milestones (Identify Timelines)	
Desired Outcomes and Achievements (Identify results expected)	