

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Auxiliary Services & University Housing

Leader(s): Betsy Joseph

Implementation Year: 2016/2017

Goal 4: Support Enrollment Management recruitment and retention goals
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Objective 1:	Collaborate with Enrollment Management to recruit prospective students by assisting with initiatives such as Admission Open Houses, Admitted Student programs, Signing Program, residential tours, orientation etc.
Action Items	<ol style="list-style-type: none"> 1. Participation in all Open Houses 2. Conduct training for Student Ambassadors 3. Establish protocol to hold sufficient space for new first year students who want to live on campus. 4. In summer 2017 – set up model apartment and suite for tours
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> 1. Housing participation in all programs (presentations, resource table, tours of Prairie Place) 2. Training for ambassadors by October 1 3. Plan for 2017/2018 created with numbers of spaces to hold for new students 4. Create plan to accommodate students enrolled in Prairie State-GSU Nursing partnership program. 5. May 15, 2017 – model apartment and suite set up
Responsible Person and/or Unit (Data collection, analysis reporting)	<ol style="list-style-type: none"> 1. ASUH team 2. Betsy/Mushtaq 3. Betsy/Enrollment Management 4. Betsy/Enrollment Management 5. Mushtaq/Josh
Milestones (Identify Timelines)	<ol style="list-style-type: none"> 1. Fall/Spring/Summer 2. By October 1, 2016 3. By October 15, 2016 4. Feb 1, 2017 – May 31, 2017 5. By May 15, 2017
Desired Outcomes and Achievements (Identify results expected)	<ol style="list-style-type: none"> 1. Prospective students/families will have information about on campus housing & understand dates to apply 2. Student Ambassadors will have accurate information about Prairie Place and be able to share information with prospective students/families 3. University Housing will guarantee housing for specific number of FY students who apply by June 1. 4. Cohort of students in Prairie State-GSU Nursing program will choose to contract to live on campus. 5. Model apartment and suite will be set up to provide prospective students and families the opportunity to see decorated unit types in Prairie Place.

Objective 2:	Collaborate with the Office of International Services to conduct specific outreach and marketing to international students for housing
Action Items	<ol style="list-style-type: none"> 1. Create plan that will orient international residents to on campus living 2. Identify outreach to International students that will generate interest in on campus housing beyond the Indus Scholarship student population
Indicators and Data Needed	<ol style="list-style-type: none"> 1. University Housing staff will meet at start of each semester with new international students living in Prairie Place.

(Measures that will appraise progress towards the strategic objective)	2. Communication plan created to reach out to international students about on campus housing opportunities
Responsible Person and/or Unit (Data collection, analysis reporting)	1. Josh/Mushtaq 2. Ashley/Betsy
Milestones (Identify Timelines)	1. August 29-Sept 2 and Jan 16-20 2. October 1 communication plan created
Desired Outcomes and Achievements (Identify results expected)	1. International students will better understand policies, programs and services available to them in Prairie Place. 1a. International students will actively engage in the programs/activities in Prairie Place 2. Increase in number of International students living in Prairie Place who are not on Indus scholarship (15% increase over 2015/2016 number)

Objective 3:	Assess need for additional housing with university stakeholders to support university enrollment and retention efforts
Action Items	1. Track applications/contracts for 2016/2017 by student type 2. Create Wait List process to make sure we have fair process to fill vacancies that occur late in the summer 3. Create report that details the housing application process and identifies who we were not able to house 4. Engage in conversations with University Leadership to determine if there is a need to reconvene expansion plan discussion
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	1. Detailed report identifying who is living in Prairie Place will be maintained; 2. Wait list process created – with identification of student type and when application submitted
Responsible Person and/or Unit (Data collection, analysis reporting)	1. Betsy 2. Ashley/Mushtaq 3. Betsy 4. Betsy
Milestones (Identify Timelines)	• Fall census – report
Desired Outcomes and Achievements (Identify results expected)	• Recommendation by October 1, 2016 on whether to update feasibility study and pursue Prairie Place 2 facility.