

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

Focus Area: Diversity Education and Social Change

Leader(s): Robert Clay – Director, Intercultural Student Affairs

Implementation Year: 2017-2018

GOAL 4: Serve as an integral partner with Enrollment Management in the recruitment and admission of underserved student populations and with Academic Resource Center to ensure degree attainment and post graduate success.

Objective 1:	Create open houses in various neighborhoods in the Chicagoland area with community agencies and multi-faith groups to enhance recruitment efforts.
Action Items	<ul style="list-style-type: none"> • Identify neighborhoods to host open houses • Develop relationship with community agencies • Recruit students to serve as ambassadors • Garner support from high schools in various communities
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> • Number of deposits received within two weeks after open house dates • Feedback from students and families • Number of students enrolled
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> • Intercultural Student Affairs • Recruitment • Admissions
Milestones (Identify Timelines)	<ul style="list-style-type: none"> • Develop programming plan • Recruit students to participate • Host two open houses • Assess progress • Host two open houses • Assess progress
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> • Identify campus resources available to them • Increase family understanding of college admission process to determine GSU as their choice • Engage faculty and staff • Explore the varied academic options available to them • See GSU as a community partner to create pipeline efforts for student success