

**Governors State University**

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: Diversity Education and Leadership Development**

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

**Implementation Year: 2018-2019**

**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.**

<b>Objective 1:</b>	<b>Create open houses in various neighborhoods in the Chicagoland area with community agencies and multi-faith groups to enhance recruitment efforts.</b>
<b>Action Items</b>	<ul style="list-style-type: none"> <li>● Identify neighborhoods to host open houses</li> <li>● Develop relationship with community agencies</li> <li>● Recruit students to serve as ambassadors</li> <li>● Garner support from high schools in various communities</li> </ul>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> <li>● Number of deposits received within two weeks after open house dates</li> <li>● Feedback from students and families</li> <li>● Number of students enrolled</li> </ul>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	<ul style="list-style-type: none"> <li>● Intercultural Student Affairs</li> <li>● Recruitment</li> <li>● Admissions</li> </ul>
<b>Milestones</b> (Identify Timelines)	<ul style="list-style-type: none"> <li>● Develop programming plan</li> <li>● Recruit students to participate</li> <li>● Host two open houses</li> <li>● Assess progress</li> <li>● Host two open houses</li> <li>● Assess progress</li> </ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ul style="list-style-type: none"> <li>● Identify campus resources available to them</li> <li>● Increase family understanding of college admission process to determine GSU as their choice</li> <li>● Engage faculty and staff</li> <li>● Explore the varied academic options available to them</li> <li>● See GSU as a community partner to create pipeline efforts for student success</li> </ul>
<b>Achieved Outcomes and Results</b>	<ul style="list-style-type: none"> <li>● Neighborhoods were identified to host open houses</li> <li>● Conversated with Enrollment Management regarding strategy, however recruitment tactics shifted.</li> </ul>
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY20 Objectives.)	<ul style="list-style-type: none"> <li>● The outcomes were not met due to transition in various department.</li> <li>● This will be reviewed for FY20</li> </ul>