

REACHING *VISION* ²⁰/₂₀

Contributing to the GSU Strategic Plan



Division of Student Affairs and Enrollment Management

Table of Contents

- Introduction 3
- Governors State University: An Institutional Context
 - GSU Mission and Vision 4
 - GSU Vision 2020 Strategic Goals 4
- Student Affairs and Enrollment Management Mission, Vision, and Outcomes 5
- Athletics and Recreational Activities..... 6
- Auxilliary Services and University Housing 6
- Career Development and Graduate Student Programming 7
- Community Standards and Student Advocacy 7
- Diversity Education and Leadership Development 8
- Dual Degree Program and New Student Initiatives 8
- Enrollment Management 9
- Financial Aid and Registration 9
- International Services 10
- Student Involvement and Civic Engagement 10
- Student Success and TRiO Programs..... 11
- Student Wellbeing 11
- Divisional Directory..... 12



Introduction



The Division of Student Affairs and Enrollment Management constitutes a team of dedicated student affairs educators and enrollment management professionals working with one common purpose—advancing the Governors State University mission by promoting the academic, personal, and professional development of our students and inspiring them to be responsible citizens and leaders, both on campus and in their communities.

At a transformative time for Governors State University, the division aspires to be recognized as a vital contributor in creating an inclusive, supportive, and engaged campus community focused on student success. Articulating that contribution through our strategic planning process is critical to ensuring we serve our students and our community by fulfilling our mission.

This updated Reaching Vision 2020 plan includes revised strategic focus areas based on progress made since 2015 and a gap analysis of work to be done as we conclude Reaching Vision 2020. Among our many accomplishments to date, we are pleased to highlight:

- **Academic Resource Center:** Launched mid-term grades (2016) and Starfish (2017), an early alert and outreach platform, with strong faculty adoption.
- **Athletics and Recreational Activities:** In only its second year of competition, the Men's Basketball team captured the Chicagoland Collegiate Athletic Conference (CCAC) regular season and tournament titles.
- **College Pathways Program:** With support of the Kresge Foundation, launched an innovative program with Crete-Monee High School to improve college readiness and encourage baccalaureate degree attainment in high potential students.
- **Dual Degree and Transfer Student Programs:** Nearly 90% of the DDP students who have completed their associate degree and enrolled at GSU have graduated, transferred, or are still enrolled and pursuing their degrees.
- **Health and Student Counseling Center:** Through a partnership with Advocate Healthcare, GSU launched a health center in conjunction with expanded counseling services.
- **New Student Programs:** With the coordinated institutional efforts and campus-wide support, first-year students entering in fall 2017 earned an average 2.36 GPA, the highest average first GPA since the admission of first-year students in fall 2014.
- **Student Advocacy:** Launched GSU4U, an initiative by the Office of the Dean of Students (ODOS), to strengthen support for student success. GSU4U connects students to campus and community resources when they are facing personal difficulties, such as food and housing insecurity. In its first year, GSU4U has trained more than 50 faculty and staff ambassadors and helped more than 100 students apply for SNAP benefits.
- **Student Involvement and Civic Engagement:** Student organizations grew from 61 (2012–13) to 87 (2016–17); student engagement in program attendance grew from 8,893 (2012–13) to 22,902 (2016–17); community service hours grew from 1,135 (2014–15) to 5,246 (2016–17); and started new programs and traditions including the Male Success Initiative and Homecoming, and opened the Center for Civic Engagement and Community Service.

A good strategic plan is a living document. Since 2015, Reaching Vision 2020 has provided us with focus and accountability, creating opportunities and possibilities for our division, while ensuring we keep our eye on our contributions to GSU's Vision 2020. As we near the end of our plan's implementation, we also focus on the future, and, most notably, build on our momentum as we prepare for Strategy 2025.

University Leadership



Dr. Elaine P. Maimon
President



Dr. Elizabeth Cada
Provost and Vice President of
Academic Affairs



Dr. William Bylaska
Vice President of
Administration and Finance

About Governors State University

GSU is located 40 miles south of Chicago, and is proud to be included among the most affordable university undergraduate tuition rates and mandatory fees in the state of Illinois. The university faculty, administration, and staff are committed to providing a quality education, embracing diversity and serving students with excellence.

Mission Statement

Governors State University is committed to offering an exceptional and accessible education that prepares students with the knowledge, skills and confidence to succeed in a global society.

Vision Statement

GSU will create an intellectually stimulating public square, serve as an economic catalyst for the region, and lead as a model of academic excellence, innovation, diversity, and responsible citizenship.

Core Values

- **Invest in Student Success** through a commitment to mentoring and a deliberate university focus on student achievement of academic, professional, and personal goals.
- **Provide Opportunity and Access** to a first-class public education to residents of our surrounding communities and all those traditionally underserved by higher education.
- **Serve as an Economic Catalyst** for the citizens of the state of Illinois and our larger midwest region, so that our communities grow and flourish.
- **Prepare Stewards of our Future** to thrive in the global economy, to contribute to ongoing innovative research, and to serve as stewards of the environment.
- **Demonstrate Inclusiveness and Diversity** to encourage acceptance of wide-ranging perspectives among students, staff, faculty, and members of the broader community.
- **Promote Quality of Life** which encompasses civic, personal, professional, and cultural growth.

GSU Vision 2020 Strategic Goals

1. **Academic Excellence:** Provide distinctive academic programs that effectively prepare students to become leaders and productive citizens in the global community.
2. **Student Success:** Provide a seamless and supportive pathway from admission to graduation focused on personal and academic success to help ensure that students are career ready and positioned to be leaders and citizens in the community.
3. **High Quality Faculty and Staff:** Provide students access to a highly qualified, motivated, and diverse faculty and staff.
4. **Enrollment Management:** Develop and implement strategic initiatives with respect to recruitment, admissions, retention, and graduation rates of undergraduate and graduate students at Governors State University.
5. **Financial Growth and Resiliency:** Diversify GSU's revenue streams to ensure resources that are necessary for institutional growth and fiscal sustainability.
6. **Visibility, Outreach, and Economic Catalyst:** Pursue initiatives that make GSU a preferred destination in the region for cultural, social, economic, and continuing education pursuits; enhance collaboration between GSU and its communities; position GSU as a leader and partner in vibrant public dialogue; and increase the university's effectiveness as an economic catalyst in the region.
7. **Social, Ethical, and Environmental Responsibility:** Build an institution that is socially, ethically, and environmentally responsible.
8. **Continuous Process Improvement:** Develop and sustain a climate of continuous improvement which is defined by evidence-based decision making focused on enriching the student experience.

To review the full GSU Strategic Plan, please visit:
<https://www.govst.edu/Vision2020>

Student Affairs and Enrollment Management



Dr. Aurélio Manuel Valente

Vice President of Student Affairs and Enrollment Management



Mr. Corey Williams

Associate Vice President for Student Affairs and Dean of Students



Mr. Paul McGuinness

Assistant Vice President for Enrollment Management and Director of Admissions

Mission Statement

The mission of the Division of Student Affairs is to provide a seamless and supportive pathway from prospective student to alumni focused on personal and academic success and ensure that students are career ready and positioned to be leaders and active citizens in the community.

Vision Statement

At a transformative time for Governors State University, the Division of Student Affairs will be recognized as a vital contributor in creating an inclusive, supportive, and engaged campus community focused on student success.

Learning Outcomes

The Division of Student Affairs aspires to deliver an innovative, comprehensive, and integrated student life curriculum that promotes self-efficacy and determination, personal and professional success, multicultural competence, leadership development, and civic engagement.

Students who actively participate in Student Affairs programs and services will achieve:

- **Self-Efficacy and Determination** by constructing an understanding of self and commitment to personal responsibility, integrity, and wellness that guides their decisions and actions.
- **Personal and Professional Success** by learning and applying knowledge and transferable skills to achieve personal aspirations, and professional and career growth.
- **Multicultural Competence** by thriving within diverse perspectives, experiences, and environments, and building their capacity for being an advocate for equity and social justice.
- **Leadership and Civic Engagement** by deploying their knowledge and talents to improve their communities, both as individuals and by mobilizing others towards positive sustainable change.

Strategic Focus Area:

Athletics and Recreational Activities

Leaders: Tony Bates, Director of Athletics, and Dean Jennings, Program Director of Recreation and Fitness

- GOAL 1:** Establish a tradition of academic and competitive excellence where student athletes meet and exceed Governors State University measures for athletic and academic success and embody the NAIA Champions of Character core values.
- GOAL 2:** Athletics and recreational activities will serve as a catalyst for building institutional pride, promoting campus traditions, engaging alumni, and strengthening institutional visibility and connections to Chicago and the Chicago Southland community.
- GOAL 3:** Establish a culture of inclusion and gender equity by meeting and exceeding all Title IX compliance and educational requirements.
- GOAL 4:** Inspire and develop Governors State University as a healthy community by promoting personal wellness and fitness activities and events and increasing student, faculty, and staff participation in the Fitness Center.
- GOAL 5:** Through sound business planning and fundraising efforts, promote facilities development and expansion of competitive and recreational activities consistent with institutional and divisional goals.

Strategic Focus Area:

Auxiliary Services and University Housing

Leader: Mushtaq Choudhary, Director of Auxiliary Services and University Housing

- GOAL 1:** Establish a model residential program defined by a supportive, caring, and inclusive living and learning community with high levels of engagement by resident students, both on campus and in the community.
- GOAL 2:** Develop student leaders who will positively impact the residential community.
- GOAL 3:** Create a residential culture of respect, responsibility, and accountability.
- GOAL 4:** Support Enrollment Management recruitment and retention goals.
- GOAL 5:** Develop and implement assessment practices that will better inform decision making.
- GOAL 6:** Establish a comprehensive dining and catering program on campus that meets the needs of students and GSU employees.
- GOAL 7:** Develop and sustain a climate of continuous improvement within the University Bookstore that supports student success, academic excellence, and the university's transformation to a comprehensive public institution.



Strategic Focus Area:

Career Development and Graduate Student Programming

Lead: Darcie Campos, Assistant Vice President of Student Affairs and Director of Career Services

GOAL 1: Create, promote, and navigate undergraduate students through a Four-Year Career Development Plan (Four-Year Career Compass) from freshman to senior year with an emphasis on fully preparing students to define their career goals and ensuring they are career ready professionals by graduation.

GOAL 2: Develop, implement, and assess comprehensive career mentoring and internship opportunities focused on the development and enhancement of transferable real-world skills associated with exemplary leaders and citizens and career ready professionals.

GOAL 3: Strategically promote meaningful on-campus employment for students and provide education, development, and support for hiring managers to advance the student experience and expand upon relevant transitional skill sets.

GOAL 4: Strengthen and expand relationships with employers and corporate partners in the Chicago and Chicago Southland region.

GOAL 5: Develop new strategies specific to meeting the career development needs of the graduate student population.

Strategic Focus Area:

Community Standards and Student Advocacy

Lead: Corey Williams, Associate Vice President of Student Affairs and Dean of Students

GOAL 1: Resolve alleged violations of student misconduct in a fair and transparent process that supports a safe and secure campus community.

GOAL 2: Implement education efforts that increase awareness of the Student Code of Conduct and promote responsible decision making.

GOAL 3: Coordinate programs and services to connect students in need with campus and community resources for personal and academic success.

KNOW THE CODE

Integrity

Responsibility

Civility

Know your
Rights and
Responsibilities

Social
Justice

Know your student rights and responsibilities! Student Affairs launches campaign promoting community standards and student advocacy services.



Strategic Focus Area:

Diversity Education and Leadership Development

Lead: Dr. Robert Clay, Executive Director of Student Engagement and Intercultural Student Affairs

- GOAL 1:** Increase campus-wide intercultural learning by developing, implementing, and assessing a purposeful programming agenda that empowers and educates campus community on diversity, social justice, and inclusion, and provide support services for underserved student populations.
- GOAL 2:** Establish and promote the Male Success Initiative as the premiere pathway to increase the enrollment, retention, and graduation of first-year and transfer men of color.
- GOAL 3:** Serve as an integral partner with Enrollment Management in the recruitment and admission of underserved student populations and with Academic Resource Center to ensure their degree attainment and post graduate success.
- GOAL 4:** Re-envision and cultivate leadership development initiatives that reflect and infuse interdisciplinary theories to establish a comprehensive model for co-curricular success and achieve our mission to prepare leaders that advance the public good and transform communities.

Strategic Focus Area:

Dual Degree Program and New Student Initiatives

Lead: Jessica Specht, Director of Dual Degree Program, and Hannah Cave, Assistant Director of New Student Programs.

- GOAL 1:** Develop an exemplary first-year experience program designed to both support student success and attain first-year to second-year retention rates that surpass the national average for peer institutions.
- GOAL 2:** Expand, enhance, and promote the Dual Degree Program (DDP) as a model pathway to the baccalaureate degree for transfer students from our partner community colleges.
- GOAL 3:** Establish a model orientation program for first-year, transfer, and graduate students, each distinctly designed to provide support and encouragement to new students and help ensure they succeed personally and academically.
- GOAL 4:** Partner with and support the Center for Junior Year as a physical and virtual resource center for native and transfer students to come together for information, support, and guidance as they transition to their chosen major.
- GOAL 5:** Support a comprehensive Academic Advising model to transition students from high-touch general education advising to quality program-based advising.



Strategic Focus Area:
Enrollment Management

Leader: Paul McGuinness, Assistant Vice President of Enrollment and Director of Admission

- GOAL 1:** Develop and maintain a comprehensive communication plan with prospective and current students, faculty, and staff related to enrollment services.
- GOAL 2:** Assess the effectiveness and efficiencies of student services operations including internal and external review. Develop strategies for continuous improvement.
- GOAL 3:** Develop and maintain a comprehensive review cycle for all policies and procedures related to enrollment services (admission, registrar).
- GOAL 4:** Create and implement a comprehensive customer service/student service plan for all enrollment service functions (training, communication, expectations) that includes student-learning outcomes from enrollment service functions.

Strategic Focus Area:
Financial Aid and Registrar

Lead: Dr. John Perry, Director of Financial Aid, and Chris Huang, University Registrar

- GOAL 1:** Develop a comprehensive communication plan for students, faculty, and staff, focusing on enrollment management services, including customer service, web and electronic information, and training initiatives.
- GOAL 2:** Assess and simplify the effectiveness of enrollment management services to ensure an efficient process with continuous quality improvement.
- GOAL 3:** Develop and maintain a comprehensive plan of internal and external review to ensure that enrollment management services are being responsibly and appropriately delivered to students.



Strategic Focus Area:
International Services

Lead: Kara Johnson, Director of International Services

- GOAL 1:** Develop initiatives to increase international student enrollment and engagement at GSU.
- GOAL 2:** Increase the number of GSU students attending study abroad programs as well as the number of study abroad opportunities at GSU.
- GOAL 3:** Enhance the GSU global experience for all students, alumni, and community members.

Strategic Focus Area:
Student Involvement and Civic Engagement

Lead: Dr. Robert Clay, Executive Director of Student Engagement and Intercultural Student Affairs

- GOAL 1:** Develop, implement, and assess co-curricular programs that promote student involvement, participation in annual events and campus traditions, build institutional pride, and strengthen connections to the university community.
- GOAL 2:** Develop and support sustainable and robust student clubs and organizations by focusing on developing student leaders through mentoring, leadership and training initiatives, enhancement of transferable skills and leadership efficacy, and supporting and sustaining student organization faculty advisors.
- GOAL 3:** Establish and expand involvement opportunities in student media that include sustained support of student newspaper and developing and sustaining new media organizations aligned with student interest and campus-wide collaborations.
- GOAL 4:** Create, implement, and assess civic engagement and community service opportunities for students to develop awareness and understanding of civic learning and democratic engagement through understanding of societal issues.
- GOAL 5:** Sustain civic and community engagement initiatives by developing sustainable relationships with faculty, community partners, and state and national organizations that support civic learning and democratic education for students.



Strategic Focus Area:

Student Success and TRiO

Lead: Amy Comparon, Executive Director of Academic Resource Center, and Kristy Goodwin, Director of College Pathways.

- GOAL 1:** Design, implement, and assess a broad range of tutoring and academic support services for both general education and upper-division course work which nurtures the highest levels of academic success.
- GOAL 2:** Develop a more intrusive and supportive approach to academic recovery, especially for lower division students with academic difficulties.
- GOAL 3:** Recruit, train, and evaluate student and paraprofessional employees; staff focused on providing highly quality academic support services.
- GOAL 4:** Enhance academic support resources and facilities to serve students at all levels (undergraduate and graduate) and modes (on campus, online, and hybrid) of instruction.
- GOAL 5:** Advocate, garner, and oversee funding support, such as TRiO programs, for necessary resources and support that will increase retention rates of underserved student populations.
- GOAL 6:** Develop and strengthen partnerships with regional high schools and community-based organizations that will help to improve access to and success in postsecondary education for disadvantaged, underrepresented, and first-generation students.



Strategic Focus Area:

Student Wellbeing

Lead: Erica Wade, Director of Counseling and Wellness

- GOAL 1:** Provide student-centered services to empower and promote the physical, mental, and social health of GSU students to aid them in achieving self-advocacy, independence, knowledge, and life balance.
- GOAL 2:** Promote a residential community focused on personal health and emotional strength strategies in order to develop sustainable practices that enhance personal wellbeing.
- GOAL 3:** Advance mental and physical health related outcomes and services by promoting healthy behaviors, educating students, and providing current knowledge information regarding specific wellness topics.
- Goal 4:** To promote and assess sexual and relationship violence prevention programs, training, and educational services that fosters a culture of gender equity within the campus community.
- Goal 5:** Ensure student access to quality, comprehensive, and cost-effective healthcare.



Department Directory and Contact Information

Student Affairs

Office of the Dean of Students

Corey Williams, Associate Vice President for Student Affairs and Dean of Students

Location: C-1315
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Academic Resource Center

Amy Comparon, Executive Director of Academic Resource Center

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Athletics & Recreation

Tony Bates, Athletic Director and Head Men's Basketball Coach

Dean Jennings, Program Director of Recreation and Fitness

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Student Health and Counseling Center

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Dr. Robert Clay, Executive Director of Student Engagement and Intercultural Programs

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Enrollment Management

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Dual Degree Program

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Financial Aid

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Office of International Services

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Registrar

Christopher Huang, Registrar

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