

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

Focus Area: Financial Aid and Literacy

Leader(s): Dr. John Perry, Director of Financial Aid and Matt Zarris, Assistant Director of Financial Aid

Implementation Year: 2017 - 2018

Goal 4: Collaborate with Admissions on the development and implementation of a comprehensive plan to incorporate financial aid into new student and family communication planning and relationship building including financial literacy related to college affordability.

Objective 1:	Expand the interaction of the Office of Financial Aid with admitted students to not only include Admitted Student Conferences and other events but also have students coming to campus for individual campus visits. These would be scheduled appointments with a Financial Aid Advisor.
Action Items	Admissions will notify FA of student visits and FA will schedule these students to meet with an FA advisor FA Advisors will be trained to discuss the FA process and what to expect
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Amount of students who come through the FA Office
Responsible Person and/or Unit (Data collection, analysis reporting)	Matt Zarris; John Perry
Milestones (Identify Timelines)	December 2017 – expected increase in prospective student meetings with FA advisors
Desired Outcomes and Achievements (Identify results expected)	Provide prospective, applied, and admitted students with greater understanding of financial aid and paying for college.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	We have been working with Paul McGuiness on scheduling more financial aid appointments with prospective students and integrating that into the campus visit as well as the recruiting process.

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Objective 2:	Continue to expand active recruitment to include prospective students and include a financial aid component so students begin to understand the financial aid process early and establish a contract and trust with the Office of Financial Aid.
Action Items	Admissions will notify FA of student visits and FA will schedule these students to meet with an FA advisor FA Advisors will be trained to discuss the FA process and what to expect
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Amount of students who come through the FA Office
Responsible Person and/or Unit (Data collection, analysis reporting)	Matt Zarris; John Perry
Milestones (Identify Timelines)	December 2017 – expected increase in prospective student meetings with FA advisors
Desired Outcomes and Achievements (Identify results expected)	Provide prospective students with greater understanding of financial aid and paying for college.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	As mentioned above, we are working with Paul to integrate financial aid into the recruitment process.

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Objective 3:	Expand the role that financial aid plays at each freshman orientation.
Action Items	Hold a series of presentations to students and parents as well as offer one-on-one advising appointments with the Office of Financial Aid staff members
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Fewer “last minute” issues with Freshman
Responsible Person and/or Unit (Data collection, analysis reporting)	John Perry; Sylvia Ponce De Leon; Matt Zarris
Milestones (Identify Timelines)	August 2017
Desired Outcomes and Achievements (Identify results expected)	Increase in financial aid knowledge among freshman
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	This year we experimented with one large presentation for students and parents, one for students only, and one for parents only. The consensus was that we did not need to have so many presentations. We will adjust our tactics for next year and promote individual visits.

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Objective 4:	Meet with the Office of Admissions and the Athletics Office on a monthly basis to ensure that student athletes are fully incorporated into the enrollment management model.
Action Items	Setup monthly meetings with Admissions & Athletics
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Fewer issues that arise with the admission and awarding of student athletes
Responsible Person and/or Unit (Data collection, analysis reporting)	Matt Zarris; Yakeea Daniels; Coach Bates
Milestones (Identify Timelines)	August 2017
Desired Outcomes and Achievements (Identify results expected)	Create a solid working relationship with Admissions and Athletics regarding student athletes.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	This objective was established based on some needs voiced by Athletics. Most of the monthly meetings were cancelled due to Athletics not having any student concerns. This objective was not needed and will not continue.