

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: First and Second Year Programs

Leader(s): Roshaunda Ross

Implementation Year: 2017-2018

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.

Objective 1:	Engage families to enhance support network of FY student success
Action Items	<ul style="list-style-type: none"> ➤ Host 2nd annual program during GSU Family & Friends Weekend for families ➤ Create a social media networking system for families of FY students ➤ Keep families informed of milestones and important information/programs ➤ Create FY student family council
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> ➤ Number of students' families contact information collected ➤ Number of students' families represented in social media networking ➤ Implementation date of family council
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> ➤ NSP staff
Milestones (Identify Timelines)	<ul style="list-style-type: none"> ➤ GSU Family and Friends Weekend ➤ Social media created/contact info collected by end of FA17 ➤ Family council created in FA17
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> ➤ Families are more informed and engaged in their student's development ➤ Higher/faster FAFSA completion rates ➤ Evaluations show that families feel more aware and able to be supportive of their students

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Objective 2:	Improve student outreach and find more effective ways to contact students/disseminate information.
Action Items	<ul style="list-style-type: none"> ➤ Increase utilization of GSU Star system by NSP staff and Mastering College instructors ➤ Update and regularly post on NSP social media ➤ Utilize Peer Mentors to share information, make announcements in class, increase tabling ➤ Partner with Housing staff and Faculty-in-Residence to contact students
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> ➤ Number of lower division students using GSU Star to set appointments, correspond with faculty /advisors ➤ Like, views, followers on NSP social media ➤ Attendance numbers for programs ➤ Responses on FY Advising Intake Form
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> ➤ NSP Staff ➤ Undergraduate Advising Staff ➤ Housing Staff ➤ GSU Star Implementation Team
Milestones (Identify Timelines)	<ul style="list-style-type: none"> ➤ Starfish campaign during beginning of FA16 ➤ FY Advising Forms summarized in FA16 ➤ Focus group feedback at end of FA16 ➤ Use of text reminders by SP17
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> ➤ 100% utilization of GSU Star by lower division students ➤ Higher attendance at programs/events ➤ Increase NSP Instagram followers by at least 50% ➤ Higher response to calls of action (i.e. scheduling mandatory meetings)

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Objective 3:	Increase recognition of high achieving General Studies students
Action Items	<ul style="list-style-type: none"> ➤ Establish chapter of Alpha Lambda Delta Honor Society ➤ Encourage utilization of 'Kudos' function through GSU Star ➤ Publicly acknowledge positive mid-term grades ➤ Host end-of-the-semester and end-of-the-year recognition events for FY and sophomores
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> ➤ Results of GSU Star 3-6-9 week surveys ➤ Midterm and final semester grades
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> ➤ NSP Staff ➤ ARC staff
Milestones (Identify Timelines)	<ul style="list-style-type: none"> ➤ GSU Star 3-6-9 week surveys ➤ Midterm grades for FA17 and SP18 ➤ End of both FA17 and SP18 semesters ➤ Establishment of ALD Honor Society ➤ Completion of recognition events
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> ➤ Higher sense of belonging by FY and sophomores