

# Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: Auxiliary Services & University Housing**

**Leader(s): Betsy Joseph**

**Implementation Year: 2016/2017**

**Goal 4: Support Enrollment Management recruitment and retention goals**

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| <b>Objective 1:</b>   | <b>Collaborate with Enrollment Management to recruit prospective students by assisting with initiatives such as Admission Open Houses, Admitted Student programs, Signing Program, residential tours, orientation etc.</b>   |
| <b>Action Items</b>   | <ol style="list-style-type: none"> <li>1. Participation in all Open Houses</li> <li>2. Conduct training for Student Ambassadors</li> <li>3. Establish protocol to hold sufficient space for new first year students who want to live on campus.</li> <li>4. In summer 2017 – set up model apartment and suite for tours</li> </ol>   |
| <b>Desired Outcomes and Achievements</b><br>(Identify results expected) | <ol style="list-style-type: none"> <li>1. Prospective students/families will have information about on campus housing &amp; understand dates to apply</li> <li>2. Student Ambassadors will have accurate information about Prairie Place and be able to share information with prospective students/families</li> <li>3. University Housing will guarantee housing for specific number of FY students who apply by June 1.</li> <li>4. Cohort of students in Prairie State-GSU Nursing program will choose to contract to live on campus.</li> <li>5. Model apartment and suite will be set up to provide prospective students and families the opportunity to see decorated unit types in Prairie Place.</li> </ol>   |
| <b>Achieved Outcomes &amp; Results</b>                                  | <ol style="list-style-type: none"> <li>1. University Housing staff participated in all Admission and New Student Programs events held in 2016/2017</li> <li>2. Training occurred November 4; only part of the ambassadors were able to attend;</li> <li>3. Agreement reached with Enrollment Management to hold 160 spaces for new students until June 1, 2017 (110 for FR &amp; 50 for TR). Same number held for fall 2016.</li> <li>4. Director of ASUH reviewed/signed off on all admissions marketing communications about this new cohort program;</li> <li>5. Once the spring semester ended; we set up a 4 bedroom apartment and semi-suite as model spaces for summer 2017; initially a semi-suite space made was converted into a model tour space in February 2017 when spring occupancy permitted us to take a semi-suite off line.</li> </ol>  |
| <b>Analysis of Results</b>  | <p>The office of Auxiliary Services &amp; University Housing has actively participated and supported all marketing and outreach programs that are designed to recruit prospective students to GSU. In addition to these programs/events, emails are sent in the fall semester and in the spring/summer to all newly admitted students providing them information about on campus housing and encouraging them to submit their housing application in a timely manner.</p> <p>Housing staff have also worked to retain students living on campus by actively communicating with those who have debt holds or immunization holds and making sure that the impacted students understand what they need to do in order to be able to remain an enrolled student and eligible to live in Prairie Place.</p> <p>As of June 1, 2017 we had received 64 completed applications from new students. An additional 23 students had started application but not paid. Thirty-seven FA17 freshman had submitted complete applications; an additional 11 had not yet paid. We had 17 new applications from transfer students: 11 paid and 6 not yet paid. These numbers are significantly behind where we were at the same time in the summer of 2016.</p> |

| <b>Objective 2:</b>   | <b>Collaborate with the Office of International Services to conduct specific outreach and marketing to international students for housing</b>  |                |                                |                |                    |             |         |    |   |   |        |         |    |    |   |        |           |    |    |   |     |           |    |    |    |        |
|---|--|----------------|--------------------------------|----------------|--------------------|-------------|---------|----|---|---|--------|---------|----|----|---|--------|-----------|----|----|---|-----|-----------|----|----|----|--------|
| <b>Action Items</b>   | <ol style="list-style-type: none"> <li>1. Create plan that will orient international residents to on campus living</li> <li>2. Identify outreach to International students that will generate interest in on campus housing beyond the Indus Scholarship student population</li> </ol>   |                |                                |                |                    |             |         |    |   |   |        |         |    |    |   |        |           |    |    |   |     |           |    |    |    |        |
| <b>Desired Outcomes and Achievements</b><br>(Identify results expected) | <ol style="list-style-type: none"> <li>1. International students will better understand policies, programs and services available to them in Prairie Place. <ol style="list-style-type: none"> <li>1a. International students will actively engage in the programs/activities in Prairie Place</li> </ol> </li> <li>2. Increase in number of International students living in Prairie Place who are not on Indus scholarship (15% increase over 2015/2016 number)</li> </ol>   |                |                                |                |                    |             |         |    |   |   |        |         |    |    |   |        |           |    |    |   |     |           |    |    |    |        |
| <b>Achieved Outcomes &amp; Results</b>                                  | <ol style="list-style-type: none"> <li>1. Housing staff were inadvertently left off of the fall international orientation program. When Housing realized this a meeting was set up with International Services staff to discuss the importance of Housing being included in future orientation programs. In addition, University Housing staff met with all international INDUS students to discuss bed bugs and common kitchen usage and etiquette. All new international students who resided in the area previously met with either the RHD or Asst. Director prior to moving in to the building to circumvent any potential bed bug/living issues. <ol style="list-style-type: none"> <li>1A. The Residence Director of Prairie Place let International Services know about programs being held in Prairie Place so that they could encourage international students living in Prairie Place to attend. This communication did not increase participation by international students in the programs/events held in Prairie Place.</li> </ol> </li> <li>2. <table border="1" data-bbox="483 982 1291 1213"> <thead> <tr> <th>Semester</th> <th>Total # International Students</th> <th>INDUS Students</th> <th>Non-INDUS Students</th> <th>% NON-INDUS</th> </tr> </thead> <tbody> <tr> <td>Fall 15</td> <td>16</td> <td>7</td> <td>9</td> <td>56.25%</td> </tr> <tr> <td>Fall 16</td> <td>27</td> <td>20</td> <td>7</td> <td>25.93%</td> </tr> <tr> <td>Spring 16</td> <td>28</td> <td>21</td> <td>7</td> <td>25%</td> </tr> <tr> <td>Spring 17</td> <td>30</td> <td>20</td> <td>10</td> <td>33.33%</td> </tr> </tbody> </table> </li> </ol> | Semester       | Total # International Students | INDUS Students | Non-INDUS Students | % NON-INDUS | Fall 15 | 16 | 7 | 9 | 56.25% | Fall 16 | 27 | 20 | 7 | 25.93% | Spring 16 | 28 | 21 | 7 | 25% | Spring 17 | 30 | 20 | 10 | 33.33% |
| Semester  | Total # International Students   | INDUS Students | Non-INDUS Students             | % NON-INDUS    |                    |             |         |    |   |   |        |         |    |    |   |        |           |    |    |   |     |           |    |    |    |        |
| Fall 15   | 16   | 7              | 9                              | 56.25%         |                    |             |         |    |   |   |        |         |    |    |   |        |           |    |    |   |     |           |    |    |    |        |
| Fall 16   | 27   | 20             | 7                              | 25.93%         |                    |             |         |    |   |   |        |         |    |    |   |        |           |    |    |   |     |           |    |    |    |        |
| Spring 16   | 28   | 21             | 7                              | 25%            |                    |             |         |    |   |   |        |         |    |    |   |        |           |    |    |   |     |           |    |    |    |        |
| Spring 17   | 30   | 20             | 10                             | 33.33%         |                    |             |         |    |   |   |        |         |    |    |   |        |           |    |    |   |     |           |    |    |    |        |
| <b>Analysis of Results</b>  | <ol style="list-style-type: none"> <li>1. University Housing reached out to the office of International services to discuss the importance of our participation in their orientation programs. A spot in Spring orientation was made available to us. When other issues have arrived, University Housing has worked collaboratively with International Services to communicate to students to help orient our international student population to GSU and America.</li> <li>2. No specific communication plan was created to reach out specifically to international students about on campus housing. However, information is sent to all new GSU students about applying to live on campus and there have been a few international student athletes who have lived on campus. Indus students who receive the 3 semester housing waiver continue to be the predominant international student who is interested in living on campus in Prairie Place. Once the 3 semester waiver has concluded these students petition to cancel their housing contract so they can return to living off campus with International friends or to commute from the city where they may be living with extended family members.</li> </ol>   |                |                                |                |                    |             |         |    |   |   |        |         |    |    |   |        |           |    |    |   |     |           |    |    |    |        |

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| <b>Objective 3:</b> | <b>Assess need for additional housing with university stakeholders to support university enrollment and retention efforts</b> |
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| <b>Action Items</b>   | <ol style="list-style-type: none"> <li>1. Track applications/contracts for 2016/2017 by student type</li> <li>2. Create Wait List process to make sure we have fair process to fill vacancies that occur late in the summer</li> <li>3. Create report that details the housing application process and identifies who we were not able to house</li> <li>4. Engage in conversations with University Leadership to determine if there is a need to reconvene expansion plan discussion</li> </ol>   |
| <b>Desired Outcomes and Achievements</b><br>(Identify results expected) | <ul style="list-style-type: none"> <li>• Recommendation by October 1, 2016 on whether to update feasibility study and pursue Prairie Place 2 facility.</li> </ul>  |
| <b>Achieved Outcomes &amp; Results</b>                                  | <ol style="list-style-type: none"> <li>1. Director tracked applications/contracts by student type and creates census day report;</li> <li>2. Wait list for fall semester was created. Due to no-shows and contract cancellations we were able to provide 39 wait list students with fall housing. No waitlist was necessary for spring 2017 semester.</li> <li>3. In the fall we were able to bring students in off the wait list and accommodate all who wanted to move on campus;</li> <li>4. The lack of a state budget has caused expansion conversations to be put on hold;</li> </ol>  |
| <b>Analysis of Results</b>  | <p>We have developed a routine tracking report that allows us to compare applications received from one year to the next. We are also able to track/compare census day occupancy for each semester.</p> <p>The entire waitlist was exhausted in the fall semester. There were 39 waitlist students assigned to spaces during the fall recorded on the census day. As of fall census we were at 99.65% occupancy. Our spring occupancy was 89.93% at spring census. This was also the highest spring occupancy in the 3 years of Prairie Place.</p> <p>The State budget situation has severely impacted our plan to expand the on campus housing program. At this point in time there is no plan to move forward anytime soon with constructing building 2.</p> |