

## Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

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

**Leader(s): Corinne Martin & Kim Ferkula**

**Implementation Year: 2018/2019**

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

<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 by ASUH staff in all Open Houses, Orientations, and Admission events.</li> <li>2. Conduct training for Student Ambassadors and Admissions staff.</li> <li>3. Establish protocol to hold sufficient space for new first year students and transfer students who want to live on campus.</li> <li>4. As occupancy permits, identify 4 bedroom apartment and semi-suite unit to serve as model housing units for prospective students and families to tour.</li> <li>5. Update Housing brochure and website information</li> </ol>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> <li>1. Housing participation in all programs (presentations, resource table, tours of Prairie Place)</li> <li>2. Training for ambassadors by October 15</li> <li>3. Plan for 2018/2019 created with numbers of spaces to hold for new students (FY &amp; TR)</li> <li>4. Model 4 bedroom apartment and semi-suite unit available throughout summer and academic year.</li> <li>5. Housing marketing materials updated to reflect pricing information for new academic year</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	<ol style="list-style-type: none"> <li>1. ASUH team</li> <li>2. D/AD</li> <li>3. D/Enrollment Management</li> <li>4. ASUH team</li> <li>5. Ashley/Marketing</li> </ol>
<b>Milestones</b> (Identify Timelines)	<ol style="list-style-type: none"> <li>1. Fall/Spring/Summer</li> <li>2. By October 15, 2018</li> <li>3. By October 15, 2018</li> <li>4. Aug 201-July 2019</li> <li>5. September 8, 2018</li> </ol>
<b>Desired Outcomes and Achievements</b> (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 and Admissions counselors 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 &amp; Transfer students who apply by June 1.</li> <li>4. 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> <li>5. Housing brochure will reflect new brand with updated photos</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. Ongoing</li> <li>2. Training was not requested this year</li> <li>3. Ashley Stewart and AD worked on holding specific spaces for newly incoming students.</li> <li>4. Model was available during the summer for tours, however we do not have the ability to have a model during the Fall 2018 semester due to being at capacity and having a wait list for certain spaces. Tour room was established for the Spring 2019 semester (4-bedroom apartment on 2<sup>nd</sup> North wing). No semi-suite was established for tour room use.</li> <li>5. Website information has been updated and is current. 10/16/2018 Marketing request submitted for updated housing brochure. All other materials have been updated.</li> </ol>
<b>Analysis of Results</b>	<ol style="list-style-type: none"> <li>1. Attendance at all Orientation/Open House/Admissions events.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Training was not requested this year</li> <li>3. Majority of first-floor was reserved for incoming FY students, transfer students were placed in spaces on 2<sup>nd</sup> or 3<sup>rd</sup> floor depending on age. This will be repeated for the 2019-2020 year.</li> <li>4. Tour room moved in April 2019 to 1<sup>st</sup> floor north wing (2 bedroom double apartment) after bathroom renovation completed.</li> <li>5. Kim Ferkula and AD working on updates for pamphlets for 2019-2020 year, to be completed in May 2019. KF and AD working on website updates to be completed in May and summer term.</li> </ol>
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<b>Objective 2:</b>	<b>Collaborate with the Office of International Services to conduct specific outreach to international students about living on housing</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Participate in International Student orientation to explain housing options for prospective students</li> <li>2. Implement a plan to orient new international students living in Prairie Place</li> <li>3. Focus group with international students living in Prairie Place to solicit ideas on how to get more international students to live on campus.</li> <li>4. Involve OIS in RA Training to provide information on resources and train RAs on empathetic interactions with international residents</li> </ol>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> <li>1. During orientation, Housing staff meets with new international students and explains all the housing options and benefits.</li> <li>2. Prairie Place staff will meet at start of each semester with new international students living in Prairie Place (cover policies, community standards, explain role of housing staff)</li> <li>3. Contact information for all international students living in Prairie Place</li> <li>4. Invite OIS representative to RA Training, have a summer meeting to discuss learning outcomes and desired residential impact</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	<ol style="list-style-type: none"> <li>1. AD/RHD</li> <li>2. AD/RHD</li> <li>3. AD/D/RHD</li> <li>4. RHD</li> </ol>
<b>Milestones</b> (Identify Timelines)	<ol style="list-style-type: none"> <li>1. August and January Orientations</li> <li>2. August 27-Sep 8 and January 16- 26</li> <li>3. Before end of Fall and spring semesters</li> <li>4. End of RA Training</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. Increase number of international student living on-campus</li> <li>2. International students will better understand support services, policies and programs; international students will feel more welcomed and part of the PP community</li> <li>3. Focus group participants will share information about their experience &amp; provide suggestions/ideas on how to increase international student interest to live in Prairie Place.</li> <li>4. Increase interactions between international residents and the RA staff</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. Orientation occurred in August 2018 for international students. RA of 3<sup>rd</sup> floor south wing attended as her wing housed our international student population.</li> <li>2. No focus groups were created this year</li> <li>3. International student attendance at programming events still at a low, but RA on 3<sup>rd</sup> floor south wing door knocked for every program in PP to personally invite residents</li> </ol>
<b>Analysis of Results</b>	<ol style="list-style-type: none"> <li>1. Fall orientation was done in PP Classroom, RA of international wing was in attendance, Spring orientation was revamped to have students attend tours and presentations in office/department spaces instead of one location (student were able to make direct connections with employees of each office).</li> <li>2. AD met with Director of OIS to establish/share Housing Policies and suggestions for orientation in August 2018.</li> <li>3. Focus Group did not occur during May with International Students (RHD). Was updated by OIS of international student numbers throughout Spring term and was updated that acquiring a VISA may be an issue for the SU19 and FA19 terms.</li> </ol>