

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

Focus Area: International Services

Leader(s): Kara Johnson, Director of International Services and Amy Schoenberg, Assistant Director

Implementation Year: 2018-2019

Goal 1: Develop initiatives to increase international student enrollment and engagement at GSU.

Objective 1:	Expand number of partnerships with recruiting agents abroad
Action Items	<ul style="list-style-type: none"> -Work with Mark Kopenski to identify potential new recruitment partners in select target markets overseas. -Contact the potential new agents by email and skype, if possible, to discuss GSU and whether or not the agent anticipates being able to successfully recruit students. -Establish agreements with those recruitment agents interested in working with GSU
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> -Sign recruitment agent agreements in our developing target markets, such as Vietnam -Visit India to meet current recruitment partners, potential institutional partners, and for recruitment activities such as class visits -Visit Vietnam to meet potential agents and to participate in recruitment fairs
Achieved Outcomes and Results	
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	

Goal 1: Develop initiatives to increase international student enrollment and engagement at GSU.

Objective 2:	Deploy India Country Manager for recruitment and outreach
Action Items	-Perform outreach to agent network and provide any necessary training -Generate leads through targeted communication campaigns, high school and university visits, and recruitment fairs
Desired Outcomes and Achievements (Identify results expected)	-Contact and visit recruitment agents and their subagents on a regular basis -Develop a recruitment fair and school visit plan for spring 2019 -Purchase test list(s) and send out communication to generate leads -Communicate with applicants and admits about the process, next steps, etc.
Achieved Outcomes and Results	
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	