

## Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area:** Admission Outreach, Recruiting and Visibility

**Leader(s):** Kristy Goodwin

**Implementation Year:** 2015-2016

**Goal 2:** Implement strategic partnerships with regional high schools that targets high performing students.

<b>Objective 1:</b>	<b>Create and implement solid relationships with: Honors students, STEM students and other specific groups within the high schools who meet and exceed GSU direct admit requirements.</b>
<b>Action Items</b>	<ul style="list-style-type: none"> <li>• Meet with selected high school counselors on a monthly basis to build visibility and relationships which will help the overall goal in reaching a targeted population interest.</li> <li>• Meet with faculty who teaches to targeted students of interest to develop programs of interest.</li> <li>• Work with GSU Honors program to have faculty and students assist in our recruitment efforts at the various high schools to targeted populations.</li> </ul>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Completed applications will determine success of this initiative.
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Kristy Goodwin - Recruitment Department High School counselors High School faculty GSU Honors Students David Rhea - GSU Honors Program
<b>Milestones</b> (Identify Timelines)	
<b>Desired Outcomes and Achievements</b> (Identify results expected)	If we can have at least 20% of students apply from the targeted groups that are high performing, we will be successful.

**Goal 2:** Implement strategic partnerships with regional high schools that targets high performing students.

<b>Objective 2:</b>	<b>Create and implement monthly “Application Days &amp; Direct Admit Days” within the high schools at least once a month.</b>
<b>Action Items</b>	<ul style="list-style-type: none"> <li>• Schedule selected dates with the counselors to sign up students who are direct admits to GSU. Counselors will need to present all official transcripts and ACT/SAT scores.</li> <li>• We will present unofficial acceptance packages to accepted students.</li> </ul>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> <li>• Total applications completed the day of the events</li> <li>• Total direct admit students</li> </ul>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Recruitment Department David Rhea - Honors Program High school counselors
<b>Milestones</b> (Identify Timelines)	Fall 2015-August 2016
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Success of this initiative will be determined by a total of 40% of all efforts made