

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Admission Outreach, Recruiting and Visibility

Leader(s): Kristy Goodwin

Implementation Year: 2016-2017

Goal 1: Implement a comprehensive undergraduate enrollment recruiting strategy that focusses on increasing the enrollment of a diverse freshmen, and transfer student body.

Objective 1:	Create and implement a recruitment strategy with GSU Veteran Affairs to increase transfer veterans from our partner community colleges and other veteran friendly organizations.
Action Items	<ul style="list-style-type: none"> • Create monthly information sessions within the veteran affairs office at the community colleges • Create information packets specifically for this population of students • Create and implement a joint veteran’s activity fair at GSU for CC join partner ONLY. • Create partnership with veteran programs to expand our resources.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Have veterans create a profile in our student system OR fill out a prospect card to help us identify this group and create a strong communication plan.
Responsible Person and/or Unit (Data collection, analysis reporting)	Cyndee Montes – Recruitment Kevin Smith – Veteran Affairs RoShaunda Ross – DDP Keisha Dyson - Marketing
Milestones (Identify Timelines)	January 2016- May 2016 – Start building relationships & execute action items. Summer 2016 – Event planning for a Veterans Open House Fall 2016 – Maximize yearly efforts and results from events.
Desired Outcomes and Achievements (Identify results expected)	Piloted efforts for 15 weeks – 1 year

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Objective 2:	Create and implement and alumni recruitment team –which will assist the recruitment department at fairs and schools to maximize undergraduate recruitment.
Action Items	<ul style="list-style-type: none">• Start with 5 alums in the Rich Township Area, who will be willing to go back to their high schools and recruit students to GSU.• Meet with Marketing to create a microsite page for alums to register• Create a training manual• Supply materials to alum for recruitment
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	The webpage will send the information to the recruitment office of those alums who have registered to be a recruiter.
Responsible Person and/or Unit (Data collection, analysis reporting)	Kristy Goodwin – Recruitment Antonio DeCastro – Marketing William Davis – VP of Development
Milestones (Identify Timelines)	Spring 2016 – Start advertising alumni recruiters through an e-blast given by Foundations.
Desired Outcomes and Achievements (Identify results expected)	Piloted efforts for 2016 spring semester.

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Objective 3:	Implement college readiness workshops for admitted students focusing on being successful at GSU.
Action Items	<ul style="list-style-type: none"> • Meet with administration at the high schools to pitch the workshop • Start piloting 2 high schools, Crete and Southland Charter, as an after school program or a Saturday Program. • Start conversation regarding dual credit options at GSU.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Sign-up sheets from the high schools Evaluation forms
Responsible Person and/or Unit (Data collection, analysis reporting)	Kristy Goodwin – Recruitment High School Administration (Principal, Asst. Principal, other key administration) Robert Clay –Intercultural Student Affairs Sheree Sanderson - Assistant Dean of Students David Rhea – Honors Program Director
Milestones (Identify Timelines)	Spring 2016 – Execute small pilot initiative at Crete Monee and Southland Charter Fall 2016 – Execute full comprehensive plan to administer dual credit and various program on the high school campuses.
Desired Outcomes and Achievements (Identify results expected)	Confirm approximately 30% of accepted students