

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

Objective 1:	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.
Action Items	<ul style="list-style-type: none"> • 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. • Meet with faculty who teaches to targeted students of interest to develop programs of interest. • Work with GSU Honors program to have faculty and students assist in our recruitment efforts at the various high schools to targeted populations.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Completed applications will determine success of this initiative.
Responsible Person and/or Unit (Data collection, analysis reporting)	Kristy Goodwin - Recruitment Department High School counselors High School faculty GSU Honors Students David Rhea - GSU Honors Program
Milestones (Identify Timelines)	
Desired Outcomes and Achievements (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.

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

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