

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 3: Create and Implement a community consortium that will increase GSU visibility and increase new student enrollment.

Objective 1:	Create a faith-based consortium which will target all populations of new students: high school and adult learners.
Action Items	<ul style="list-style-type: none"> • Meet with Pastors at churches surrounding GSU, (Park Forest, Olympia Fields, University Park, Matteson, Country Club Hills, Hillcrest) to establish this initiative and help solidify plan. Establish from pastors who the best person to represent in consortium. • Implement workshops on sight every month. • Implement an annual fair a GSU for this group.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Number of: <ul style="list-style-type: none"> • Prospect Cards • Applications • Registration for GSU events
Responsible Person and/or Unit (Data collection, analysis reporting)	Kristy Goodwin Yakeea Daniels Roshaunda Ross Pastors of Religious Organizations
Milestones (Identify Timelines)	I need to pilot this for 1 year (Sp16-Sp17) to look at the outcomes and notice any consistent surge of responsiveness from the organizations.
Desired Outcomes and Achievements (Identify results expected)	I will maintain record and follow up with all prospects to establish consistency in efforts.