

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Dual Degree Program and Transfer Initiatives

Leader(s): Roshaunda Ross

Implementation Year: 2015-2016

Goal #1: Expand, enhance and promote the Dual Degree Program (DDP) as a model pathway to the baccalaureate degree for transfer students from our partner community colleges.

Objective 1:	Expand and solidify partnership with City Colleges of Chicago and grow DDP/transfer enrollment from all CCC campuses.
Action Items	<ul style="list-style-type: none"> ➤ Hire a DDP Transfer Specialist who will focus on CCC ➤ Offer special incentives and marketing for CPS Star Scholars ➤ Schedules regular visits/presentations for all CCC campuses ➤ Build relationships with all CCC Transfer Directors ➤ Increase DDP participation in state counselor/advisor transfer update sessions in conjunction with annual transfer fairs hosted by CCCs ➤ Host DDP partner visits at GSU to provide an opportunity for CCC liaisons and/or Transfer Counselors to visit GSU
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> ➤ DDP student enrollment at each CCC campus ➤ Number of CCC student transfers to GSU, DDP and non-DDP
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> ➤ Roshaunda Ross, DDP Director ➤ Jason Vignone, DDP Transfer Specialist (for CCC)
Milestones (Identify Timelines)	<ul style="list-style-type: none"> ➤ Review enrollment at end of every fall and spring semesters, adjust/plan accordingly ➤ Minimum total DDP student enrollment at CCC reviewed every AY
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> ➤ A 50% increase in DDP student enrollment at every CCC campus, every semester ➤ An increase in CCC transfer to GSU every academic year

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Objective 2:	Create and implement a comprehensive marketing strategy and communication plan for DDP.
Action Items	<ul style="list-style-type: none"> ➤ Create new taglines and branding strategies ➤ Work with GSU marketing to design new brochures and other printed materials ➤ Update the DDP website ➤ Identify new avenues and timelines for outreach ➤ Develop a DDP Transfer Packet/Folder with comprehensive DDP information and materials
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> ➤ Number of DDP prospects who indicate they found out about DDP through print materials and other new marketing strategies ➤ Number of DDP prospect referrals due to print materials and other new marketing strategies ➤ Focus group of students to gain feedback on effectiveness of website ➤ Google Analytics and Exact Target response/open rates/data ➤ Number of DDP students at partner colleges, especially remote ones
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> ➤ Roshaunda Ross, DDP Director ➤ Tiesha Walker, DDP Coordinator Of Peer Mentoring and Transition Programs
Milestones (Identify Timelines)	<ul style="list-style-type: none"> ➤ Marketing guidelines for partner colleges collected during FA15 ➤ New brochures produced during FA15 ➤ Website updated by end of FA15 ➤ Distribution of new printed materials at partner colleges during FA15 ➤ Focus groups on website completed by SP16
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> ➤ Increase of DDP enrollment at partner colleges, especially remote ones

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Objective 3:	Increase the feasibility and attractiveness of the Dual Degree Program pathway and/or vertical transfer options, especially at remote partner colleges.
Action Items	<ul style="list-style-type: none"> ➤ Implement curriculum lock-in as a DDP incentive ➤ Implement additional exclusive benefits for DDP students ➤ Identify funding for more scholarship options ➤ Create a mostly-virtual DDP plan (including DDP Induction) for students at remote campuses ➤ Implement a 30 credit hour annual completion plan for students by which full-time enrollment is not feasible
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> ➤ Reasons why students joined DDP ➤ Reasons why students chose to not join DDP ➤ Surveys of partner college counselors/advisors/staff/admin. about student needs
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> ➤ Roshaunda Ross, DDP Director ➤ Kyrie Kirkland, DDP Transfer Specialist ➤ Jessica Specht, DDP Transfer Specialist
Milestones (Identify Timelines)	<ul style="list-style-type: none"> ➤ Approval of increased DDP student benefits ➤ Completion of virtual DDP Induction
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> ➤ Increase of DDP enrollment at partner colleges, especially remote ones ➤ Increased DDP benefits that align with student needs ➤ Increased degree retention, transfer, and degree completion of DDP students

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Objective 4:	Conduct and publish research to establish the impact of DDP on student completion.
Action Items	<ul style="list-style-type: none"> ➤ Conduct annual student and partner surveys/focus groups on DDP services/needs ➤ Work with GSU Institutional Research to compare DDP transfer students to traditional GSU transfer students ➤ Complete an analysis of the comparison of DDP retention and completion rates to that of other model programs ➤ Present research at conferences ➤ Write articles about impact of DDP and submit for various publications
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> ➤ Adherence to annual schedule of focus groups ➤ Data to illustrate that DDP has an impact on degree completion and academic success ➤ Number of conference presentations ➤ Number of publications
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> ➤ Roshaunda Ross, DDP Director ➤ Kyrie Kirkland, DDP Transfer Specialist
Milestones (Identify Timelines)	<ul style="list-style-type: none"> ➤ End of every academic year to assess/compare focus group results ➤ End of every academic year to assess retention, transfer, and graduation rates
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> ➤ Sufficient data to support the DDP model and illustrate its impact ➤ Expanded exposure for DDP and GSU