

Governors State University
 Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Enrollment Services and Records

Leader(s): Yakeea Daniels, Assistant Vice President of Enrollment Management and Director of Admission and Christopher Huang, Registrar

Implementation Year: 2017-2018

Goal 1: Develop and maintain a comprehensive communication plan with prospective and current students, faculty and staff related to enrollment services.

Objective 1:	Develop a communication plan to parents of freshman applicants and graduates.
Action Items	<ul style="list-style-type: none"> Create a process to collect parent information and store in the SIS. Develop new marketing campaign in Recruiter to parents. Work with Marketing to develop communication materials to parents Set-up a Focus group of first-year parents for input/needs
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> Improve communication to prospective students and applicants with completed communication plan Have by February 2018 communication to be mailed to parents/guardians Train student ambassadors on Social Media
Achieved Outcomes and Results	
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	

Goal 1: Develop and maintain a comprehensive communication plan with prospective and current students, faculty and staff related to enrollment services.

Objective 2:	Collaborate with Colleges to support their recruitment efforts.
Action Items	Training on Recruiter communication plan for prospective students and applicants UG & GR. Market and support graduate events. Develop a recruitment calendar and require the calendar to be updated with events.
Desired Outcomes and Achievements (Identify results expected)	Have a unified communication/marketing plan. Foster collaboration between admissions and colleges and consistency. Have recruiting dates show up in 25 live.
Achieved Outcomes and Results	
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	