

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

Focus Area: Enrollment Services and Records

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

Implementation Year: 2018-2019

Goal: #2 Assess the effectiveness and efficiencies of student services operations including an external review. Develop strategies for continuous improvement.

Objective 1:	Implement the upgrade/relaunch of the CRM Recruit and integration of Perceptive Content.
Action Items	Implement the upgrade of Ellucian Recruit CRM Develop integration of Perceptive Content and Colleague into the CRM Develop full self-service functionality into the CRM <ul style="list-style-type: none"> • Application Update • Admission Status - including missing items and decision rendered • Supplement Items Utilize delivered reports in document imaging system
Desired Outcomes and Achievements (Identify results expected)	Upgrade Ellucian Recruit and implement the acceptance of undergraduate, graduate and doctoral students in the CRM along with self-service. Implement Perceptive Content integration with CRM 5.1 and Colleague.
Achieved Outcomes and Results	
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	