

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: 2016-2017

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	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)	Have by February 2017 communication to be mailed to parents/guardians
Achieved Outcomes and Results	Communication plan texts have been created. Developed communication e-blasts templates with Marketing and need to be set-up in Recruiter.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	Progress towards goal was made. Admissions plans to roll this out in summer 2017 and will continue working on this in AY 18.

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Objective 2:	Increase the breadth of communication to prospective and current students and alumni.
Action Items	Use technology to support communication; such as social media and prepared voicemails, and if ReGroup can be used to send out alerts/deadlines. Train student ambassadors on Social Media Work with ITS and Alumni to provide an alumni GSU email address to all graduated GSU students.
Desired Outcomes and Achievements (Identify results expected)	Reduce number of student complaints saying “I didn’t know, or I wasn’t aware.” Increase awareness of important dates or deadlines. Increase attendance for on-campus events.
Achieved Outcomes and Results	Coordinator of Admissions, Events and Communication position has been filled. This person will focus on implementation of communication plan and social media. Admissions worked with marketing to update the admissions website and pages. The target audience for the updates were prospective students and applicants. Admissions Undergraduate Open House events saw an increase in attendance by 126 people (32% increase) this year. Current Students: <ul style="list-style-type: none"> • Registrar’s office sent out communication reminders about registration and withdrawal deadlines, which resulted in fewer Requests for Late Course Withdrawal. • Registrar’s Office collaborated with marketing to produce 9 poster boards that were placed throughout the University letting students know to register for next semester. • The Registrar’s Office worked with Marketing to update key landing pages, including the main landing page that registration was open. We posted information on Facebook, announcements in the portal, and send out email communication to students. • Registrar’s Office worked with University Events and Marketing to send out text messages to graduates participating in the ceremony for Cap and Gown Pick-Up dates. The Registrar’s Office has seen a decrease in the number of Late Course Withdrawals submitted: 2014-15: 357 requests; 2015-2016: 190 requests; 2016-17: 140 requests.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	Goals met. For AY18 have student ambassadors utilize social media more. By sticking to its deadline and sending in-semester reminders about the last date to withdraw, a significant decrease in the number of Late Course Withdrawals is evident. For “I didn’t know” data regarding registration, will have to wait until fall 2017 when Spring 2018 registration opens.

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Objective 3:	Create and implement a policy that GSU email is the University's official means of communication.
Action Items	Draft and propose policy. Define and differentiate the types of GSU communication: Bb, portal message, txt messages. Define alumni use in policy. Create a GSU alumni email type.
Desired Outcomes and Achievements (Identify results expected)	Policy to be accepted and implemented for 2018-19 school year and published in the catalog. Increase the number of students who read GSU email
Achieved Outcomes and Results	Per ITS - There is a draft that has already been reviewed by faculty senate and the Education Policy Committee. It has not been adopted yet, but is on the list for review by the Administrative Policy review committee. It is one of 17 that is on the list for review by this newly formed committee chaired by Kim Thomas.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	Draft has been submitted and reviewed by committees and hope it will be approved in AY18.

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Objective 4:	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.
Achieved Outcomes and Results	01.05.17 Text has been written with marketing. Combined Open House with UG and GR in September 2016. Working on a Recruitment Calendar with 25 Live
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	Partially met. Held combined open house for undergrad and graduate programs, and will do this again in 2017. Progress has been made in getting recruitment dates synched with 25 Live.