

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: First and Second Year Programs

Leader(s): Roshaunda Ross

Implementation Year: 2016-2017

Goal #1: Develop an exemplary first-year experience program designed to both support student success and attain first year to second year retention rates that surpass the national average for peer institutions.

Objective 1:	Activate the Student Success Teams (SST) in order to implement institutional processes and policies to support FY student achievement and retention
Action Items	<ul style="list-style-type: none"> ➤ Host an event to introduce students to the SST members ➤ Convene the core SST on a regular basis ➤ Conduct research to identify strategies to improve the achievement/retention rates of FY students in Smart Start ➤ Implement new incentives and penalties to encourage FY student success
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> ➤ GPAs of FY students ➤ Persistence and retention rates of FY students ➤ Focus group results, feedback
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> ➤ Roshaunda Ross, New Student Programs ➤ Amy Comparon, Academic Resource Center ➤ SST Core Members
Milestones (Identify Timelines)	<ul style="list-style-type: none"> ➤ Midterm grades ➤ Final grades ➤ Census date in SP17
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> ➤ Cumulative GPA of FY students who participated in both Smart Start raised to at least 2.0 ➤ Retention of FY students raised above previous years

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Objective 2:	Engage families to enhance support network of FY student success
Action Items	<ul style="list-style-type: none"> ➤ Host program during GSU Family & Friends Weekend for parents ➤ Create a social media networking system for families of FY students ➤ Keep families informed of milestones and important information/programs ➤ Enhance family programming during ROAR
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> ➤ Number of students' families contact information collected ➤ Number of students' families represented in social media networking ➤ Evaluation results from family portion of ROAR and other programming
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> ➤ NSP staff
Milestones (Identify Timelines)	<ul style="list-style-type: none"> ➤ GSU Family and Friends Weekend ➤ Social media created/contact info collected by end of FA16 ➤ Formal outreach campaign begins in SP17 ➤ New family programming at ROAR implemented by June, 2017
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> ➤ Families are more informed and engaged in their student's development ➤ Evaluations show that families feel more aware and able to be supportive of their students

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Objective 3:	Improve student outreach and find more effective ways to contact students/disseminate information
Action Items	<ul style="list-style-type: none"> ➤ Assist campaign to implement utilization of Starfish system by students/advisors ➤ Update and regularly post on NSP social media ➤ Utilize Peer Mentors to share information, make announcements in class ➤ Identify method to utilize text message reminders ➤ Partner with Housing staff to contact students ➤ Add questions to evaluations to ask how students found out about programs/initiatives
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> ➤ Number of lower division students using Starfish to set appointments, correspond with faculty /advisors ➤ Like, views on NSP social media ➤ Responses on FY Advising Intake Form
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> ➤ NSP Staff ➤ Housing Staff ➤ Starfish Implementation Team
Milestones (Identify Timelines)	<ul style="list-style-type: none"> ➤ Starfish campaign during beginning of FA16 ➤ FY Advising Forms summarized in FA16 ➤ Focus group feedback at end of FA16 ➤ Use of text reminders by SP17
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> ➤ 100% utilization of Starfish by lower division students ➤ Higher attendance at programs/events ➤ Higher response to calls of action (i.e. scheduling mandatory meetings)