

# 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: 2017-2018**

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

<b>Objective 1:</b>	<b>Develop a communication plan to parents of freshman applicants and graduates.</b>
<b>Action Items</b>	<p>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</p>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<p>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</p>
<b>Achieved Outcomes and Results</b>	<p>New parent fields have been created in the CRM for high school prospects and applicants.</p> <ul style="list-style-type: none"> <li>• Parent 1 Email Address</li> <li>• Parent 1 Cell phone</li> <li>• Parent 2 Email Address</li> <li>• Parent 2 Cell Phone</li> </ul> <p>Communications are now being sent to parent's regarding open house programs, having their student apply for admissions, making deposit and attending SOAR.</p>
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	<p>We have established communication with the parents, but need to refine the webpage and develop print materials. Admissions also needs to train student ambassadors on Social Media with hopes to engage prospective students to attend events on campus and apply for admission.</p>

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

<b>Objective 2:</b>	<b>Collaborate with Colleges to support their recruitment efforts.</b>
<b>Action Items</b>	<p>Training on Recruiter communication plan for prospective students and applicants UG &amp; GR.</p> <p>Market and support graduate events.</p> <p>Develop a recruitment calendar and require the calendar to be updated with events.</p>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<p>Have a unified communication/marketing plan.</p> <p>Foster collaboration between admissions and colleges and consistency.</p> <p>Have recruiting dates show up in 25 live.</p>
<b>Achieved Outcomes and Results</b>	<p>We assigned the Associate Director of Admissions to the role of liaison to the academic colleges in order to make progress toward this objective. The Associate Director met with the graduate academic areas during the Spring 2018 semester to help build our relationship.</p> <p>The Associate Director of Admissions will also attend a Graduate Council Meeting and will attend consistently during AY 18/19. In addition, Undergraduate and Graduate areas will be hosting two combined open houses for AY 18/19.</p> <p>Admissions is currently working with the Dean of the College of Arts and Sciences to propose a Director of Graduate Admissions.</p>
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	<p>Good progress has been made with EM and College relations. In the coming year, the CRM upgrade will move the entire admissions process into Recruit. EM will need to train the academic area on the Recruit Admissions and communication plans. The upgrade will make the communication process much more intuitive for faculty and establish admissions self-service.</p>