

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	<p>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</p> <ul style="list-style-type: none"> • Application Update • Admission Status - including missing items and decision rendered • Supplement Items <p>Utilize delivered reports in document imaging system</p>
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	Not achieved. In process of purchasing a new CRM.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	n/a

Objective 2:	Review positions in the Registrar's Office and compare to recommended staffing levels from external review
Action Items	<p>Work with HR to classify positions appropriately Re-write job descriptions by December 2018.</p>

<p>Desired Outcomes and Achievements (Identify results expected)</p>	<p>Build a staff that is more technological competent Have responsibilities that align with staff strengths Develop a contingency plan to ensure operations run smoothly when people are out.</p>
<p>Achieved Outcomes and Results</p>	<p>Re-wrote job responsibilities of the Associate Registrar position and it was reclassified as Associate Registrar for Systems and Analytics. Re-wrote the Assistant Registrar position focusing on scheduling, registration and systems that support it.</p>
<p>Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)</p>	<p>Partial – hired Associate Registrar for Systems and Analytics. Waiting for PBAC to approve the Assistant Registrar position.</p>