

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Auxiliary Services & University Housing

Leader(s): Mushtaq Choudhary

Implementation Year: 2017/2018

Goal 4: Support Enrollment Management recruitment and retention goals

Objective 1:	Collaborate with Enrollment Management to recruit prospective students by assisting with initiatives such as Admission Open Houses, Admitted Student programs, Signing Program, residential tours, orientation etc.
Action Items	<ol style="list-style-type: none"> 1. Participation by ASUH staff in all Open Houses, Orientations, and Admission events. 2. Conduct training for Student Ambassadors and Admissions staff. 3. Establish protocol to hold sufficient space for new first year students and transfer students who want to live on campus. 4. As occupancy permits, identify 4 bedroom apartment and semi-suite unit to serve as model housing units for prospective students and families to tour. 5. Update Housing landing page to reflect new marketing look and feel. 6. Update Housing brochure
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> 1. Housing participation in all programs (presentations, resource table, tours of Prairie Place) 2. Training for ambassadors by October 15 3. Plan for 2017/2018 created with numbers of spaces to hold for new students (FY & TR) 4. Model 4 bedroom apartment and semi-suite unit available throughout summer and academic year. 5. Housing Landing page updated by August 1; google analytics will show increase traffic on website; 6. Housing marketing materials updated to reflect new brand and tag line
Responsible Person and/or Unit (Data collection, analysis reporting)	<ol style="list-style-type: none"> 1. ASUH team 2. Betsy/Mushtaq 3. Betsy/Enrollment Management 4. ASUH team 5. Betsy/Marketing 6. Betsy/Marketing
Milestones (Identify Timelines)	<ol style="list-style-type: none"> 1. Fall/Spring/Summer 2. By October 15, 2017 3. By October 15, 2017 4. Aug 2017-July 2018 5. August 1, 2017 6. September 8, 2017
Desired Outcomes and Achievements (Identify results expected)	<ol style="list-style-type: none"> 1. Prospective students/families will have information about on campus housing & understand dates to apply 2. Student Ambassadors and Admissions counselors will have accurate information about Prairie Place and be able to share information with prospective students/families 3. University Housing will guarantee housing for specific number of FY students & Transfer students who apply by June 1. 4. Model apartment and suite will be set up to provide prospective students and families the opportunity to see decorated unit types in Prairie Place. 5. Housing website will lay out information in more inviting and easy to find manner. 6. Housing brochure will reflect new brand with updated photos
Achieved Outcomes & Results	<ol style="list-style-type: none"> 1. Participation occurred and ongoing: Oct 11 – Fall Visit Day (for High Schools); Oct 14: UG& GR Open House;

	<ol style="list-style-type: none"> 2. Director completed training in August 3. [ongoing] 4. Four-bedroom apartment and semi-suite were available for tours throughout the summer. Due to fall occupancy it was necessary to use the two spaces in the fall semester. 5. Housing webpage was updated in August 2017 to reflect new layout; 6. Housing Brochure updated – several new photos and title changed: Live Where You Learn. Six thousand copies printed (1000 more than 2016/2017) due to Admissions needing more last year.
Analysis of Results	<ol style="list-style-type: none"> 1. The office of Auxiliary Services & University Housing has actively participated and supported all marketing and outreach programs that are designed to recruit prospective students to GSU. In addition to these programs/events, emails are sent in the fall semester and in the spring/summer to all newly admitted students providing them information about on campus housing and encouraging them to submit their housing application in a timely manner. 2. Housing staff have also worked to retain students living on campus by actively communicating with those who have debt holds or immunization holds and making sure that the impacted students understand what they need to do in order to be able to remain an enrolled student and eligible to live in Prairie Place. 3. As of June 1, 2018 we had received 43 completed applications from new students. An additional 28 students had started application but not paid. 29 FA18 freshman had submitted complete applications; an additional 13 had not yet paid. We had 30 new applications from transfer students: 14 paid and 15 not yet paid. These numbers are behind where we were at the same time in the summer of 2017. However, this can be attributed to the fact that overall enrollment at the University has been lower this year.

Objective 2:	Collaborate with the Office of International Services to conduct specific outreach to international students about living on housing
Action Items	<ol style="list-style-type: none"> 1. Participate in International Student orientation to explain housing options for prospective students 2. Implement a plan to orient new international students living in Prairie Place 3. Focus group with international students living in Prairie Place to solicit ideas on how to get more international students to live on campus.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> 1. During orientation, Housing staff meets with new international students and explains all the housing options and benefits. 2. Prairie Place staff will meet at start of each semester with new international students living in Prairie Place (cover policies, community standards, explain role of housing staff) 3. Contact information for all international students living in Prairie Place
Responsible Person and/or Unit (Data collection, analysis reporting)	<ol style="list-style-type: none"> 1. Mushtaq/Corinne 2. Corinne/Mushtaq 3. Mushtaq/Betsy/Corinne
Milestones (Identify Timelines)	<ol style="list-style-type: none"> 1. August and January Orientations 2. August 28-Sep 8 and January 16- 26 3. November 1, 2017
Desired Outcomes and Achievements (Identify results expected)	<ol style="list-style-type: none"> 1. Increase number of international student living on-campus 2. International students will better understand support services, policies and programs; international students will feel more welcomed and part of the PP community 3. Focus group participants will share information about their experience & provide suggestions/ideas on how to increase international student interest to live in Prairie Place.
Achieved Outcomes & Results	<ol style="list-style-type: none"> 1. Only 21 international students are living on campus this fall as of census date. Seventeen are Indus Housing scholarship students. This is a decline of 8 students over fall 2016 data. Overall international student enrollment is down -50.9% in comparison to fall 2016. Participated in International Student Orientation. In the spring 2018 semester 16 international students are

	<p>residing on campus. In the 2017 spring semester 23 international students resided in Prairie Place.</p> <ol style="list-style-type: none"> 2. Participated in International Student Orientation. RHD held 1:1 meetings with new international students 3. Focus group was held in Prairie Place in conjunction with OIS with current resident and commuter international students on March 6, 2018. Results from Focus Group survey can be found under the title "Focus Group – intl student input final": \\gsufilesrv\University_Shared\Auxiliary Services\Goals & Planning\Strategic Planning\ASUH Reaching Vision 2020 Student Affairs Format\2017-2018
<p>Analysis of Results</p>	<ol style="list-style-type: none"> 1. Overall, the institution is seeing a decline in international student population. Admissions is strategizing ways to increase enrollment of international students, especially from India. Housing provided supporting publication materials when the Director of Admissions visited India. Additionally, Housing proactively helped the Director of Admissions in trouble-shooting during his visit to India. 2. RHD was able to answer questions from international students regarding housing policies or kitchen usage and orient them to the Prairie Place building. Through 1:1 meetings, RHD was able to provide a welcoming environment. 3. The following recommendations were determined from the Focus Group: <ol style="list-style-type: none"> a. Consult with colleagues within and outside of college to bring expert on international student interactions and sensitivity with language – to occur during RA Training b. Update the Housing Website to have a page with list of links to benefit international and out-of-state students (taxi services/group ride shares, local grocery shops/cultural shops, etc) c. Create a summer meeting with OIS to plan/ideate programs to occur within the building d. Create more permanent postings for kitchens on kitchen etiquette and cooking e. During RA Training, encourage and challenge RAs to have more personalized connections and invitations to international students on programming efforts and collaboration f. Encourage elected Hall Council (occurs in spring) to reach out to new students for face-to-face interactions with international students to encourage them to apply for fall semester elections g. Combine OIS and University Housing feedback from spring focus group to help increase efforts from both departments