

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Auxiliary Services & University Housing

Leader(s): Betsy Joseph

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	

Analysis of Results	

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	
Analysis of Results	