

## Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: Auxiliary Services & University Housing**

**Leader(s): Corinne Martin & Kim Ferkula**

**Implementation Year: 2019/2020**

### Goal 4: Support Enrollment Management recruitment and retention goals

<b>Objective 1:</b>	<b>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.</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Participation by ASUH staff in all Open Houses, Orientations, and Admission events.</li> <li>2. Establish protocol to hold sufficient space for new first year students and transfer students who want to live on campus.</li> <li>3. As occupancy permits, identify 4 bedroom apartment and semi-suite unit to serve as model housing units for prospective students and families to tour.</li> <li>4. Update Housing brochure and website information</li> </ol>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> <li>1. Housing participation in all programs (presentations, resource table, tours of Prairie Place)</li> <li>2. Plan for 2019/2020 created with numbers of spaces to hold for new students (FY &amp; TR)</li> <li>3. Model 4 bedroom apartment and semi-suite unit available throughout summer and academic year.</li> <li>4. Housing marketing materials updated to reflect pricing information for new academic year</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	<ol style="list-style-type: none"> <li>1. ASUH team</li> <li>2. D/Enrollment Management</li> <li>3. ASUH team</li> <li>4. Ashley/Marketing</li> </ol>
<b>Milestones</b> (Identify Timelines)	<ol style="list-style-type: none"> <li>1. Fall/Spring/Summer</li> <li>2.</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. Prospective students/families will have information about on campus housing &amp; understand dates to apply</li> <li>2. University Housing will guarantee housing for specific number of FY students &amp; Transfer students who apply by June 1.</li> <li>3. Model apartment and suite will be set up to provide prospective students and families the opportunity to see decorated unit types in Prairie Place.</li> <li>4. Housing brochure will reflect new brand with updated photos</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. Housing Representative completed reprinting of brochures in December in preparation for the spring Open Houses and Admitted Student Days. Housing Representative has been present at all Admissions and New Student Programs events. AD assists in family/guest presentation for orientation. RHD organizes building tours when needed (however no tour room available for the year, so only showing public spaces in PP).</li> <li>2. Housing was at full occupancy by mid-July.</li> <li>3. No tour room available for the year, so only showing public spaces in PP.</li> <li>4. Photos were not updated for the 2019-2020 year due to no response from Marketing department (staffing vacancies led to this issue).</li> </ol>
<b>Analysis of Results</b>	<ol style="list-style-type: none"> <li>1. Printing materials were not prepared or reprinted for summer 2020 due to COVID (no in-person orientation sessions were occurring). Only digital items were printed – suggestion to add digital printing information to website as PDFs.</li> <li>2. Housing occupancy decreased to 50% for mid-spring 2020 term due to COVID.</li> <li>3. Picture posters will be created in the summer for the following year and photos will be added to the Admission/New Student Program presentations. Scrolling electronic photo frame will be purchased and used in the main Housing Office to showcase spaces when tour rooms are not available.</li> </ol>

<b>Objective 2:</b>	<b>Collaborate with the Office of International Services to conduct specific outreach to international students about living on housing</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Implement a plan to orient new international students living in Prairie Place</li> <li>2. Focus group with international students living in Prairie Place to solicit ideas on how to get more international students to live on campus.</li> <li>3. Involve OIS in RA Training to provide information on resources and train RAs on empathetic interactions with international residents</li> </ol>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> <li>1. 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)</li> <li>2. Contact information for all international students living in Prairie Place</li> <li>3. Invite OIS representative to RA Training, have a summer meeting to discuss learning outcomes and desired residential impact</li> </ol>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	<ol style="list-style-type: none"> <li>1. AD/RHD</li> <li>2. AD/D/RHD</li> <li>3. RHD</li> </ol>
<b>Milestones</b> (Identify Timelines)	<ol style="list-style-type: none"> <li>1. August 26-Sep 8 and January 17- 26</li> <li>2. Before end of Fall and spring semesters</li> <li>3. End of RA Training</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. International students will better understand support services, policies and programs; international students will feel more welcomed and part of the PP community</li> <li>2. Focus group participants will share information about their experience &amp; provide suggestions/ideas on how to increase international student interest to live in Prairie Place.</li> <li>3. Increase interactions between international residents and the RA staff</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. OIS reported lower numbers which led to lowered international student residency. Housing assignment efforts spread out international throughout the building instead of just in one wing to better integrate students into community. There were also 3 international students who requested to live with domestic students, to better integrate into the community as well.</li> <li>2. No focus group occurred in fall.</li> <li>3. OIS representative failed to attend scheduled RA training session and did not reschedule with the PP Staff. With interactions with residents and RA Staff, we have an international student interested in becoming an RA for the following year.</li> </ol>
<b>Analysis of Results</b>	Due to COVID, international students either remained in PP for the stay-at-home order, or departed to go home back to their home countries, or stay with family in other states. No focus group occurred in spring due to social distancing guidelines.