

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

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. Establish protocol to hold sufficient space for new first year students and transfer students who want to live on campus. 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. 4. Update Housing brochure and website information
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. Plan for 2019/2020 created with numbers of spaces to hold for new students (FY & TR) 3. Model 4 bedroom apartment and semi-suite unit available throughout summer and academic year. 4. Housing marketing materials updated to reflect pricing information for new academic year
Responsible Person and/or Unit (Data collection, analysis reporting)	<ol style="list-style-type: none"> 1. ASUH team 2. D/Enrollment Management 3. ASUH team 4. Ashley/Marketing
Milestones (Identify Timelines)	<ol style="list-style-type: none"> 1. Fall/Spring/Summer 2.
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. University Housing will guarantee housing for specific number of FY students & Transfer students who apply by June 1. 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. 4. Housing brochure will reflect new brand with updated photos
Achieved Outcomes & Results	<ol style="list-style-type: none"> 1. 2.
Analysis of Results	<ol style="list-style-type: none"> 1.

Objective 2:	Collaborate with the Office of International Services to conduct specific outreach to international students about living on housing
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Action Items	<ol style="list-style-type: none"> 1. Implement a plan to orient new international students living in Prairie Place 2. Focus group with international students living in Prairie Place to solicit ideas on how to get more international students to live on campus. 3. Involve OIS in RA Training to provide information on resources and train RAs on empathetic interactions with international residents
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> 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) 2. Contact information for all international students living in Prairie Place 3. Invite OIS representative to RA Training, have a summer meeting to discuss learning outcomes and desired residential impact
Responsible Person and/or Unit (Data collection, analysis reporting)	<ol style="list-style-type: none"> 1. AD/RHD 2. AD/D/RHD 3. RHD
Milestones (Identify Timelines)	<ol style="list-style-type: none"> 1. August 26-Sep 8 and January 17- 26 2. Before end of Fall and spring semesters 3. End of RA Training
Desired Outcomes and Achievements (Identify results expected)	<ol style="list-style-type: none"> 1. International students will better understand support services, policies and programs; international students will feel more welcomed and part of the PP community 2. Focus group participants will share information about their experience & provide suggestions/ideas on how to increase international student interest to live in Prairie Place. 3. Increase interactions between international residents and the RA staff
Achieved Outcomes & Results	<ol style="list-style-type: none"> 1.
Analysis of Results	<ol style="list-style-type: none"> 1.