

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Office of International Services

Leader(s): Kara Johnson, Director of the Office of International Services and Amy Schoenberg, Assistant Director of the Office of International Services

Implementation Year: 2018-2019

Goal 2: Increase the number of GSU students attending study abroad programs as well as the number of study abroad opportunities at GSU.

Objective 1:	Refine a communication and marketing plan for potential study abroad students.
Action Items	<ul style="list-style-type: none"> • Create promotional video of study abroad alumni and experience abroad. • Increase social media presence for study abroad. • Have more space on the main campus to post flyers and lay out catalogs. • Increase events that involve study abroad alumni.
Desired Outcomes and Achievements (Identify results expected)	More students will hear first-hand from other students about their experience abroad and see what it is like through videos, photos, articles and social media. The visuals will get more students interested in study abroad and believing that it is a possibility for them. More study abroad alumni will engage with each other and potential study abroad participants.
Achieved Outcomes and Results	
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	

Objective 2:	Collaborate with Colleges to support their academic programs and study abroad interests.
Action Items	<p>Host faculty-led program workshops to assist faculty in making their idea a reality.</p> <p>Identify programs that match courses/academic programs in departments that may interest GSU students and faculty.</p>
Desired Outcomes and Achievements	<p>Faculty will create successful and sustainable programs for the upcoming academic year.</p> <p>Students will participate in more short-term programs that fit with their academic plan.</p>

(Identify results expected)	
Achieved Outcomes and Results	
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	