

Governors State University
Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Office of International Services

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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	Footage has been taken for promotional video which is still being edited. Social media has increased by creating a social and digital media scholarship, allowing students to post directly. Space on campus was identified and is now used to promote OIS. Study Abroad Ambassador Program was created and plans are to use them more in the upcoming year.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	Outcomes have been met but hopes are to improve these in the following year. More study abroad student alumni and scholarship recipients should allow for more involvement.

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>

<p>Desired Outcomes and Achievements (Identify results expected)</p>	<p>Faculty will create successful and sustainable programs for the upcoming academic year. Students will participate in more short-term programs that fit with their academic plan.</p>
<p>Achieved Outcomes and Results</p>	<p>Faculty-led workshop attracted around 3 faculty members. Some programs were identified but need to be articulated. Faculty have submitted interesting proposals for the upcoming year, many of whom show sustainability in their programs and work abroad. More credit-required programs are in place.</p>
<p>Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)</p>	<p>Results have been met. Would like to see more articulation of programs abroad so as to offer more accessible opportunities for students outside of GSU.</p>