

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

Focus Area: Enrollment Services and Records

Leader(s): Yakeea Daniels, Assistant Vice President of Enrollment Management and Director of Admission and Christopher Huang, Registrar

Implementation Year: 2015 – 2016 Results and Findings

Goal 1: Develop and maintain a comprehensive communication plan with prospective and current students, faculty and staff related to enrollment services.

Objective 1:	Develop a communication plan to parents of freshman applicants and graduates.
Action Items	Create a process to collect parent information and store in the SIS. Develop new communication in Recruiter to parents. Work with Marketing to develop communication materials to parents Set-up a Focus group of first-year parents for input/needs
Desired Outcomes and Achievements (Identify results expected)	Have by February 2016 communication to be mailed to parents/guardians
Achieved Outcomes and Results	Create a series of letters that were mailed to students and parents encouraging them to complete applications, and/or confirm enrollment for the 2016FA semester. Admissions counselors were emailing and called students asking them to confirm their enrollment (Feb to present day)
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	30% of goal. Develop a more formalized plan for when these communications will go out for FY17. Analysis: FC16 confirmations are up 20% from previous year. By the May 1 st confirmation deadline we had 104 confirmations (compared to 87 for the previous year).

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Objective 2:	Increase the breadth of communication to prospective and current students and alumni.
Action Items	Use technology to support communication; such as social media and prepared voicemails, and if ReGroup can be used to send out alerts/deadlines. Train student ambassadors on Social Media Work with ITS and Alumni to provide an alumni GSU email address to all graduated GSU students.
Desired Outcomes and Achievements (Identify results expected)	Reduce number of student complaints saying “I didn’t know, or I wasn’t aware.” Increase awareness of important dates or deadlines. Increase attendance for on-campus events.
Achieved Outcomes and Results	Admissions – not successful because we haven’t had a chance to train ambassadors Sent a pre-event reminder for Open House, which increased of RSVP guests for on-campus Open House. Registration <ul style="list-style-type: none"> - Email communication for first of term reminders - Email communication around last day of withdrawal reminders - Work with Marketing and Financial Services regarding Early Registration benefits for Summer and Fall enrollment is higher than in previous years - Communication to students regarding late registration charge. - Marketing pushed events (Open Houses, vacation education, etc)
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	40% of goal. Increase awareness of deadlines with email communication. Increase attendance of on-campus Open Houses SU16 enrollment: Total student credit hours are up 1.5% compared to 2015. FA16 enrollment: Total student credit hours are up 11% compared to 2015 as of May 31. New student Enrollment: SP16: headcount increased by 37 (4.2%) from SP15 and SCH increase 8.3% SU16: headcount increased by one (0.2%) from SU15 and SCH decrease 2.1%

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Objective 3:	Create and implement a policy that GSU email is the University's official means of communication.
Action Items	<p>Research other State of Illinois Universities if they have a policy on email. Draft and propose policy. Define and differentiate the types of GSU communication: Bb, portal message, txt messages. Define alumni use in policy. Create a GSU alumni email type.</p>
Desired Outcomes and Achievements (Identify results expected)	<p>Policy to be accepted and implemented for 2017-18 school year and published in the catalog. Increase the number of students who read GSU email</p>
Achieved Outcomes and Results	<p>Chris emailed the registrars at other state of Illinois Universities about if they have a policy. Five schools have responded that they have a policy that email is an official communication tool and shared policies with Chris.</p>
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	<p>60% of goal. We will collate the policies and review in FY17 to draft a policy for GSU.</p>

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Objective 4:	Increase the number of students who choose to participate in students - freshman, transfer and graduate through R.O.A.R.
Action Items	Identify multiple ways to deliver Orientation for students. Give Admissions team access to RSVP for students in VZ. Marketing strategies Admissions strategies
Desired Outcomes and Achievements (Identify results expected)	Inform students of necessary processes related to starting as a new student at GSU. Increased number of students attending Orientation Have more students attend earlier sessions of ROAR during summer
Achieved Outcomes and Results	May 3 admissions confirmation event produced more Orientation registrations. Admissions counselors would sign-up students for Orientation at Admitted Student Conferences
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	80% of goal. FA16 Freshmen ROAR RSVP as of 6.2016: 79 (30% increase) FA15 Freshmen ROAR RSVP as of 6.2015: 61

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Objective 5:	Collaborate with Colleges to support their recruitment efforts.
Action Items	Training on Recruiter communication plan for prospective students and applicants UG & GR. Market and support graduate events. Develop a recruitment calendar and require the calendar to be updated with events.
Desired Outcomes and Achievements (Identify results expected)	Have a unified communication/marketing plan. Foster collaboration between admissions and colleges and consistency.
Achieved Outcomes and Results	Hired associate director of admissions to assist with this process. Looking at Associate Director of Enrollment Services working with graduate programs and international. Started the campaign management in Recruiter that will improve formalized communication plan once completed/implemented. Streamlined master list process and document scanning process to have a quicker turnaround for admission decisions.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	40% of goal. Progress was pre-work, laying the foundation, and training is on-going. Reduced the application processing time by 24 hours by updating the application account creation schedule from nightly to hourly.