

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

**Focus Area: Student Involvement and Civic Engagement**

**Leader(s): Dr. Robert Clay**

**Implementation Year: 2019-2020**

**Goal 3:** Establish and expand involvement opportunities in student media that include sustained support of student newspaper and developing and sustaining new media organizations aligned with student interest and campus-wide collaborations.

<b>Objective 1:</b>	Expand and develop Phoenix online news platform to increase exposure of student accomplishments and engagement through Center of Community Media
<b>Action Items</b>	<ul style="list-style-type: none"> <li>• Create MOU with CCM and Student Senate</li> <li>• Hire knowledgeable students for Phoenix staff positions.</li> <li>• Develop online presence for newspaper.</li> <li>• Provide professional development for newspaper staff.</li> </ul>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Survey participants. (Measure level of involvement and exposure to activities) Gather data based on readership
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Dr. Robert Clay
<b>Milestones</b> (Identify Timelines)	Hire additional phoenix staff and update equipment Fall 2019 Online Phoenix – Late Fall/Early Spring 2020
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Communicate effectively in writing and verbal platforms. Prioritize and manage resources effectively (time, money, etc.). Ability to manage and resolve conflict productively.
<b>Achieved Outcomes and Results</b>	With the formation of the Center for Community Media, the Phoenix is under new leadership with faculty that serve as advisors. Student Senate MOU speaks to students having leverage on how funding is spent to support student media. Additionally, the Phoenix was moved to DLMD area with new equipment to aid with production.
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal.)	This is a continuous work in progress. The exciting news is that for the upcoming academic year, writers and other staff will be pulled from students in English and Communication courses. Additionally the launce of Phoenix Online was delayed due to the impact of COVID-19, however it will be implemented over Summer 2020 in hopes of full launch Fall 2020.