

2015

# Reaching Vision 20/20 - Contributing to the GSU Strategic Plan

Student Affairs and Enrollment Management

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## Recommended Citation

Student Affairs and Enrollment Management, "Reaching Vision 20/20 - Contributing to the GSU Strategic Plan" (2015). *Student Affairs Reports*. 2.  
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# *REACHING VISION* <sup>20</sup>/<sub>20</sub>

*Contributing to the GSU Strategic Plan*



Division of Student Affairs and Enrollment Management

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First GSU Student Admission Ambassadors welcome and assist prospective students and their families.



# Introduction



Student Affairs and Enrollment Management Team at annual Professional Development event.

The Division of Student Affairs and Enrollment Management constitutes a team of dedicated student affairs educators and enrollment management professionals working with one common purpose – advancing the Governors State University mission by promoting the academic, personal and professional development of our students and inspiring them to be responsible citizens and leaders on-campus and in their communities.

At a transformative time for Governors State University, the division aspires to be recognized as a vital contributor in creating an inclusive, supportive and engaged campus community focused on student success. Articulating that contribution through our Reaching Vision 2020 strategic planning process, particularly in the midst of such challenging times in higher education, is critical to ensuring we serve our students and our community by fulfilling our mission.

The Reaching Vision 2020 plan demonstrates how the division contributes directly to GSU's Strategic Plan while also articulating the unique strategic opportunities within the division of Student Affairs and Enrollment Management. To accomplish this, our goals are written as part of both annual and long-term planning processes that align with institutional core values and strategic planning goals. Accordingly, our strategic goals are centered in the following focus areas:

- Admission Outreach, Recruiting and Visibility
- Athletics and Recreational Activities
- Career Development and Graduate Student Programming
- Community Standards and Student Advocacy
- Diversity Education and Leadership Development
- Dual Degree Program and Transfer Initiatives
- Enrollment Services and Records
- Financial Aid and Literacy
- First and Second Year Programs
- Student Involvement and Civic Engagement
- Student Success
- Student Wellbeing
- Veterans Resources

While this document articulates our contributions to Vision 2020, it is important to acknowledge that while deliberate, it is also adaptable, and should be used as a roadmap to best serve our campus community, particularly in times of great opportunity, and uncertainty.

# University Leadership



**Elaine P. Maimon**  
President



**Deborah Bordelon**  
Provost and Vice President  
of Academic Affairs



**David Meadows**  
Executive Vice President

## About Governors State University

GSU is located 40 miles south of Chicago, and is proud to offer the most affordable university undergraduate tuition rate and mandatory fees in the state of Illinois. The university faculty, administration and staff are committed to providing a quality education, embracing diversity and serving students with excellence.

## Mission Statement

Governors State University is committed to offering an exceptional and accessible education that prepares students with the knowledge, skills and confidence to succeed in a global society.

## Vision Statement

GSU will create an intellectually stimulating public square, serve as an economic catalyst for the region, and lead as a model of academic excellence, innovation, diversity and responsible citizenship.

## Core Values

- **Invest in Student Success** through a commitment to mentoring and a deliberate university focus on student achievement of academic, professional and personal goals.
- **Provide Opportunity and Access** to a first-class public education to residents of our surrounding communities and all those traditionally underserved by higher education.
- **Serve as an Economic Catalyst** for the citizens of the State of Illinois and our larger Midwest region, so that our communities grow and flourish.
- **Prepare Stewards of our Future** to thrive in the global economy, to contribute to ongoing innovative research and to serve as stewards of the environment.
- **Demonstrate Inclusiveness and Diversity** to encourage acceptance of wide-ranging perspectives among students, staff, faculty and members of the broader community.
- **Promote Quality of Life** which encompasses civic, personal, professional and cultural growth.

*To review the full GSU Strategic Plan, please visit: [www.govst.edu/Vision2020](http://www.govst.edu/Vision2020)*

# Student Affairs and Enrollment Management



**Aurélio Manuel Valente**  
Vice President of Student  
Affairs and Dean of Students



**Randi Schneider**  
Associate Vice President  
of Enrollment Management

## Mission Statement

The mission of the Division of Student Affairs is to provide a seamless and supportive pathway from prospective student to alumni focused on personal and academic success and ensure that students are career ready and positioned to be leaders and active citizens in the community.

## Vision Statement

At a transformative time for Governors State University, the Division of Student Affairs will be recognized as a vital contributor in creating an inclusive, supportive and engaged campus community focused on student success.

## Learning Outcomes

The Division of Student Affairs aspires to deliver an innovative, comprehensive and integrated student life curriculum that promotes self-efficacy and determination, personal and professional success, multicultural competence, leadership development, and civic engagement.

### Students who actively participate in Student Affairs programs and services will achieve:

- **Self-Efficacy and Determination** by constructing an understanding of self and commitment to personal responsibility, integrity and wellness that guides their decisions and actions.
- **Personal and Professional Success** by learning and applying knowledge and transferable skills to achieve personal aspirations, and professional and career growth.
- **Multicultural Competence** by thriving within diverse perspectives, experiences and environments, and building their capacity for being an advocate for equity and social justice.
- **Leadership and Civic Engagement** by deploying their knowledge and talents to improve their communities, both as individuals and by mobilizing others towards positive sustainable change.



## Strategic Focus Area:

### Admission Outreach, Recruiting and Visibility

Lead: Kristy Goodwin, Director of Recruiting and Outreach

- GOAL 1:** Implement a comprehensive undergraduate enrollment recruiting strategy that focuses on increasing the enrollment of a diverse freshmen and transfer student body.
- GOAL 2:** Plan and implement strategic partnerships with regional high schools that target high performing first year students.
- GOAL 3:** Develop and maintain community, high school and community college partnerships that support enrollment goals.



The Welcome Center serves as a starting point for questions from current and prospective students, and friends of Governors State University.

## Strategic Focus Area:

### Athletics and Recreational Activities

Leaders: Tony Bates, Director of Athletics and Dean Jennings, Program Director of Recreation and Fitness

- GOAL 1:** Establish a tradition of academic and competitive excellence where student athletes meet and exceed Governors State University measures for athletic and academic success and embody the NAIA Champions of Character core values.
- GOAL 2:** Athletics and recreational activities will serve as a catalyst for building institutional pride, promoting campus traditions, engaging alumni and strengthening institutional visibility and connections to Chicago and the Chicago Southland community.
- GOAL 3:** Establish a culture of inclusion and gender equity by meeting and exceeding all Title IX compliance and educational requirements.
- GOAL 4:** Inspire and develop Governors State University as a healthy community by promoting personal wellness and fitness activities and events, and increasing student, faculty and staff in the Fitness Center.
- GOAL 5:** Through sound business planning and fundraising efforts, promote facilities development and expansion of competitive and recreational activities consistent with institutional and divisional goals.



Joined by President Maimon and Jax the Jaguar, student athletes representing 7 sports teams begin competition in GSU's historic first season as members of the National Association of Intercollegiate Athletics.

## Strategic Focus Area: Career Development and Graduate Student Programming

Lead: Darcie Campos, Assistant Vice President for Student Affairs and Director of Career Services

**GOAL 1:** Create, promote and navigate undergraduate students through a Four-Year Career Development Plan (Four Year Career Compass) from freshman to senior year with an emphasis on fully preparing students to define their career goals and ensuring they are career ready professionals by graduation.

**GOAL 2:** Develop, implement and assess comprehensive career mentoring and internship opportunities focused on the development and enhancement of transferable real-world skills associated with exemplary leaders and citizens, and career ready professionals.

**GOAL 3:** Strategically promote meaningful on-campus employment for students, and provide education, development and support for hiring managers to advance the student experience and expand upon relevant transitional skill sets.

**GOAL 4:** Strengthen and expand relationships with employers and corporate partners in the Chicago and Chicago Southland region.

**GOAL 5:** Develop new strategies that are specific to meeting the career development needs of the graduate student population.

## Strategic Focus Area:

## Community Standards and Student Advocacy

Lead: Tamekia Scott, Director of community Standards

**GOAL 1:** Evolve, administer, and assess the Community Standards program to ensure for a thorough, transparent, and fair student-centered process that advances a campus culture of civility and the highest levels of ethical student behavior.

**GOAL 2:** Design, implement, and assess educational programming that promotes an increasing awareness of the Student Code of Conduct, inspires a culture of respect and sense of responsibility for oneself as well as for others, further reduces the frequency of conduct violations, and reflects the values of Governors State University.

**GOAL 3:** Enhance, coordinate, and assess programs designed to foster student success as well as promote the well-being of students and the campus community as a whole.



Know your student rights and responsibilities! Student Affairs launches campaign promoting community standards and student advocacy services.



Serving students and alumni, Career Services offers many programs and initiatives, including several Career and Internship Fairs.



### Strategic Focus Area:

#### Diversity Education and Leadership Development

Lead: Robert Clay, Director of Intercultural Student Affairs

**GOAL 1:** Increase campus-wide intercultural learning by developing, implementing and assessing a purposeful programming agenda that empowers and educates campus community on diversity, social justice and inclusion and to provide support services for underserved student populations.

**GOAL 2:** Advocate, garner and oversee funding support, such as TriO Programs, for necessary resources and support that will increase retention rates of underserved student populations.

**GOAL 3:** Establish and promote the Male Success Initiative as the premiere pathway to increase the enrollment, retention and graduation of first year and transfer student men of color.

**GOAL 4:** Serve as an integral partner with Enrollment Management in the recruitment and admission of underserved student populations and with Academic Resource Center to ensure their degree attainment and post graduate success.

**GOAL 5:** Re-envision and cultivate leadership development initiatives that reflect and infuse interdisciplinary theories to establish a comprehensive model for co-curricular success and achieve our mission to prepare leaders that advance the public good and transform communities.

### Strategic Focus Area:

#### Dual Degree Program and Transfer Initiatives

Lead: Roshaunda Ross, Director of Dual Degree Program

**GOAL 1:** Expand, enhance and promote the Dual Degree Program (DDP) as a model pathway to the baccalaureate degree for transfer students from our partner community colleges.

**GOAL 2:** Support the establishment and implementation of the Center for the Junior Year to provide an exemplary physical and virtual resource center for native and transfer students to come together for information, support and guidance as they transition to their chosen major.

**GOAL 3:** Using DDP as a model, expand transfer/ articulation partnerships, pathways, and resources, especially for part-time students.

**GOAL 4:** Develop initiatives to increase transfer student enrollment and engagement at GSU from both underrepresented populations and populations of interest for enrollment expansion.



International Culture Organization members host “Passport World” event during Friends and Family weekend.

## Strategic Focus Area:

### Enrollment Services and Records

**Leaders:** Yakeea Daniels, Assistant Vice President for Enrollment and Director of Admissions and Chris Huang, Registrar

- GOAL 1:** Develop and maintain a comprehensive communication plan with prospective and current students, faculty and staff related to enrollment services.
- GOAL 2:** Assess the effectiveness and efficiencies of student services operations including internal and external review. Develop strategies for continuous improvement.
- GOAL 3:** Develop and maintain a comprehensive review cycle for all policies and procedures related to enrollment services (admissions, registrar).
- GOAL 4:** Create and implement a comprehensive customer service/student service plan for all enrollment service functions (training, communication, expectations) that includes student learning outcomes from enrollment service functions.

## Strategic Focus Area: Financial Aid and Literacy

**Lead:** Dr. John Perry, Director of Financial Aid

- GOAL 1:** Develop a comprehensive plan of internal and external review to ensure financial aid is responsibly awarded and disbursed.
- GOAL 2:** Simplify the student financial aid process for students while maintaining efficiency and accuracy of processing.
- GOAL 3:** Provide web based, written, verbal, and electronic information to students maximizing understanding of financial aid programs.
- GOAL 4:** Collaborate with Admissions on the development and implementation of a comprehensive plan to incorporate financial aid into new student and family communication planning and relationship building including financial literacy related to college affordability.

## Strategic Focus Area: First and Second Year Programs

**Lead:** LaTonya Holmes, Cohort Advisor and Coordinator of New Student Programs

- GOAL 1:** Develop an exemplary first-year experience program designed to both support student success and attain first year to second year retention rates that surpass the national average for peer institutions.
- GOAL 2:** Develop a comprehensive Academic Advising model to transition students from high-touch general education advising to quality program based advising.
- GOAL 3:** Establish a model orientation program for first-year, transfer and graduate students, each distinctly designed to provide support and encouragement to new students and help ensure they succeed personally and academically.
- GOAL 4:** Create a two year strengths-based curriculum that focuses on student self-efficacy and building identity capital.
- GOAL 5:** Foster cohort communities built on knowledge and trust through continuous development of our Peer Mentor Program and ongoing training of our Peer Mentors.



Social Work Student Organization (SWSO) among many involved at the annual Relay For Life event.

## Strategic Focus Area:

### Student Involvement and Civic Engagement

Lead: Sheree Sanderson, Assistant Dean of Students

- GOAL 1:** Develop, implement and assess co-curricular programs that promote student involvement, participation in annual events and campus traditions, build institutional pride and strengthen connections to the university community.
- GOAL 2:** Develop and support sustainable and robust student clubs and organizations by focusing on developing student leaders through mentoring, leadership and training initiatives, enhancement of transferable skills and leadership efficacy; and supporting and sustaining student organization faculty advisors.
- GOAL 3:** Establish and expand involvement opportunities in student media that include sustained support of student newspaper by developing and sustaining new media organizations aligned with student interest and campus-wide collaborations.
- GOAL 4:** Create, implement and assess civic engagement and community service opportunities for students to develop awareness and understanding of civic learning and democratic engagement through understanding of societal issues.
- GOAL 5:** Sustain civic and community engagement initiatives by developing sustainable relationships with faculty, community partners, and state and national organizations that support civic learning and democratic education for students.

## Strategic Focus Area: Student Success

Lead: Amy Comparon, Director of Academic Resource Center

- GOAL 1:** Design, implement, and assess a broad range of tutoring and academic support services for both general education and upper-division course work which nurtures the highest levels of academic success.
- GOAL 2:** Develop a more intrusive and supportive approach to academic recovery, especially for lower division students with academic difficulties.
- GOAL 3:** Recruit, train, and evaluate student and paraprofessional employees; staff focused on providing highly quality academic support services.
- GOAL 4:** Enhance academic support resources and facilities to serve students at all levels (under graduate and graduate) and modes (on campus, online and hybrid) of instruction.



The Academic Resource Center sponsors tutoring and academic enrichment programs for both undergraduate and graduate students with a focus on student success.



## Strategic Focus Area: **Student Wellbeing**

**Lead:** Kelly McCarthy, Assistant Vice President for Student Affairs and Director, Counseling Center

- GOAL 1:** Develop students, those enrolled on campus and online, holistically by designing, implementing and assessing services and programs that encourage sustainable self-advocacy, independence, wellness, knowledge and life balance.
- GOAL 2:** Promote a residential community focused on personal health and emotional strength strategies in order to develop sustainable practices that enhance personal wellbeing.
- GOAL 3:** Advance health related outcomes and services by promoting healthy behaviors, educating students, and providing current knowledge information regarding specific health topics.
- GOAL 4:** Create, implement and assess Sexual Assault and Relationship Violence Prevention programs, training and educational services that promote a culture of gender equity on the campus.

## Strategic Focus Area: **Veterans Resources**

**Lead:** Kevin Smith, Coordinator of Veterans and Military Personnel

- GOAL 1:** Develop and expand financial aid practices for veterans, military personnel, and their family members by streamlining the administration of programs and benefits available to the Veterans at GSU.
- GOAL 2:** Establish the Veterans Resource Center as a clearinghouse for programs and initiatives that ease the transition from military service to Governors State University and raise awareness of veteran's issues on campus and in local communities.
- GOAL 3:** Develop strong relationships with key stakeholders including area community colleges and universities to improve the transition and retention of transfer veteran students and with local, state, and federal agencies to promote outreach programs.
- GOAL 4:** Through partnerships with Career Services and Small Business Development Center, establish Governors State University as the state leader in student veteran degree completion and career readiness.



GSU joins with the Chicagoland YWCA for a model partnership aimed at prevention of sexual assaults and promoting a safe campus and community.



GSU's nationally recognized Veterans Resource Center and an active Student Veterans of America chapter both contribute to a supportive campus environment for student veterans and their families.

# Department Directory and Contact Information

## Student Affairs

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### Athletics & Recreation

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## Enrollment Management

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