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GSU Universe

Governors State University's Weekly Newsletter

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"Soap and education are not as sudden as a massacre, but they are more deadly in the long run." -- Mark Twain

Enrollment's a Last Minute Game: Like the NBA or Tiger on Most Sundays

Five weeks before the start of Fall Trimester classes on August 26, headcount is up almost four percent, and credit hours are up by nearly 1 percent from the same period last year. How well the university does in the closing minutes of the enrollment game will depend in part on how aggressive the marketing effort will be between now and August 26. Larry Polselli, Executive Director, Enrollment Services and Chuck Connolly, Executive Director Marketing and Communications, have some ambitious and creative plans. They will contact prospects, persons who are admitted but not enrolled, and students who took classes in the fall but skipped the Winter Trimester. People in each group will be contacted at least three times in three different ways – e-mail, direct mail, and phone calls. "We're talking fundamentals," said Polselli, "It's blocking and tackling." But there are also some high profile projects in the works. More than 40,000 Metra riders who get their monthly ticket in the mail will receive an envelope stuffer highlighting the university's BOG and MBA programs. More than 50,000 households in local communities including Palos, Orland, and Tinley, will receive copies of the Fall Trimester schedule with the *Southtown* and *Star*. "If we get one student per one thousand schedules – just 50 men and women – we'll really move the enrollment needle and more than cover our costs," Connolly said. In the next few weeks, advertisements will also run in the *Southtown*, *Star*, and the Kankakee and Joliet papers. He added, "The *Southtown* is planning a new weekly higher education section. It will start early in September, while there's still time to register. We bought the back page of the first issue. It's time to let the world know we're players and that we deliver a better quality education than our competition."

BOG Program Establishes First International Distance Learning Program

In some parts of the Arab Emirates, Muslim women can't attend coed universities and there are few schools just for women. To help these women reach their educational goals, GSU has signed an articulation agreement with Intercollege, the largest university in Cyprus, to offer a distance learning degree program. This is the first time that the Board of Governors Program (BOG) bachelor's program has gone outside of the U.S. It will target female students who may not have access to traditional educational systems due to cultural values as well as older students who have been in the workforce and have significant work experience that can be evaluated for credit. "This fits in perfectly with the GSU mission to serve populations who don't have access to traditional education – whether because of cultural values, economic barriers or other variables," said John Stoll, dean of the Center for Extended Learning and Communications Services. Before enrolling in the BOG program, students will have to complete Intercollege's diploma in business administration, which is equivalent to an associate degree. The staff at Intercollege will lead the marketing and student recruitment efforts in Cyprus and the Arab Emirates. "They have already hit the ground running to implement their recruitment strategy," said Stoll. The plan is to have the first class ready to roll by the Fall of 2003. In Late June, four faculty members from Cyprus were at GSU for an intensive on-ground workshop in web-based course development conducted by Jan Engel and assisted by Gary Fisk. These faculty members will develop an Intercollege curriculum tailored to the BOG program. Intercollege is accredited by the NCA.

Flying The Friendly Virtual Skies of the World Wide Web

The Office of Student Development has partnered with ITS to develop GSU's first completely online new student orientation. The site grew out of last year's strategic planning process, and wide-spread support of a mandatory orientation. Although on-site orientation will still be available, the new online format will be more convenient for many new students. As a secure site, the Student Development Office will be able to track students' completion of the orientation, and students will be able to complete proficiency processes for both writing and math online. Plans are to test the orientation program with BOG this fall. Webmaster Greg Kain and Graduate Assistant Jason Pero led the technology team. The Student Development team included Becky Nugent, Kelly McCarthy, Pam Zener, Robin Sweeney, and LaTonya Holmes.

We're Talking High Volume, Baby

The library has moved to its new online catalog. On Monday, July 22, the GSU link to ILLINET Online (IO) was converted to the Voyager platform. IO is an online library catalog for 44 Illinois colleges and universities, including GSU. In this new catalog, GSU has its own database, as do each of the member institutions. In about two weeks, a Universal catalog will be available, so that GSU students, staff and others will have access to the other schools' holdings. Here are some statistics related to the conversion of IO to the Voyager platform.

- Total number of bibliographic records converted: 17,782,602
 - Total number of holdings converted: 19,497,334
 - Total number of patron records converted: 653,143
 - Total number of circulation transactions converted: 310,294
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Just Awesome, Dude

We reported last week that students in the College of Business and Public Administration were participating in a pilot program for web registration. Judging by the overwhelmingly positive student response, Governors State hit a home run on this one. Here's how one student reacted: "The CARS Student View module is awesome!!! Everything I need is now at my fingertips. I only wish it were available earlier since I'm starting my final course in the MPA program next week. Very nice enhancement, though!" (MPA Student and Area Director, Catholic Charities, Diocese of Springfield)

Marshall Field's Has A Soft Spot For Youth

On Friday, July 5, 2002, The Center for the Performing Arts was awarded a \$5000 grant from the Marshall Field's store in River Oaks for their Arts In Education Program for youth. This grant marks the 2nd year that Field's has made an investment in The Center's Arts in Education Program. The Center for the Performing Arts was one of only three chosen this year. Marshall Field's awards community grants to organizations through a program called Project Imagine. These grants are focused on programs which work with children and youth. The three focus areas are Child-Abuse Prevention, Youth Self-Sufficiency, and Education Through the Arts.
