

**Central Connecticut State University**  
**Plan to Increase Enrollment**  
**Fall 2014 – Fall 2018**

**Course Offering & Program Expansion**

- Expand offerings in specialization areas of high need and demand including: Business Analytics, Forensic Accounting, Structural Engineering, Design, Social Work, Gerontology, Early Childhood, Computer Science, Educational Leadership, Student Development in Higher Education, and Addictions Recovery.
- Develop online Master's degrees, in selected areas such as technology management, in cooperation with Charter Oak.
- Allow greater flexibility for undeclared majors to enroll in exploratory courses in different disciplines (social work, nursing, computer science, biology, etc.).
- Remove caps on programs with excess student demand by adding faculty (Counseling, Criminology, Design).
- Complete development of General Studies major.
- Redevelop MBA.
- Complete approval process for the Early Childhood BS program.
- Redesign Special Education Teacher Certification program to specifically target current paraprofessionals working in special education.
- Create an urban focused Sixth Year program and Superintendent program.
- Incentivize faculty to develop weekend programs and other alternative delivery models in high demand professional programs (e.g., Nursing).
- Consider new baccalaureate or master's programs in areas of anticipated job growth in Connecticut in which we have faculty expertise (e.g., STEM and Allied Health).
- Develop and offer programs, via Continuing Education and the Institute of Technology and Business Development that will serve as a conduit for University enrollments.

**Recruitment**

- Facilitate dual enrollment of qualified high school juniors and seniors at CCSU as non-matriculated students; award CCSU college credit through high schools as UCONN and the community colleges do.
- Host an "accepted student's day" prior to May 1 to showcase campus, as well as our programs and services that will encourage accepted students to confirm.
- Employ student ambassadors to make recruitment visits to the high schools where they graduated.
- Encourage departments to develop a Marketing/Recruitment Committee charged with the development of an aggressive campaign in support of Admission's recruitment initiatives focused on Connecticut, New York, New Jersey, and Massachusetts.
- Better utilize the alumni network in the recruitment process.
- Expand partnerships with companies and organizations, such as the ones with UTC and the West Hartford Police Department, offering on-site programs for employees.
- Form a committee of vice presidents, chief officers, and deans to examine marketing and recruitment procedures

- Streamline the process between CCSU and DCF to enroll DCF adoptive children, who were adopted after 2005. These children receive a tuition benefit to go to any school they choose.
- Improve system that tracks recruitment, allowing continuous monitoring and communication with prospective students.
- Appeal more broadly to the influx of returning veterans.

### **Transfer**

- Expand program-specific recruitment of transfer students at community colleges.
- Develop a tuition reduction for transfer students from Connecticut Community Colleges.
- Institute processes to minimize the number of transfer courses accepted only as electives.
- Promote increased interaction between disciplinary colleagues at CCSU and community colleges.
- Explore feasibility of offering more CCSU courses at community colleges.
- Promote Dual Admission program, with guaranteed availability of courses needed to complete program after transfer.

### **Retention**

- Review funding of all student support programs, especially for new students, including FYE, CACE, and Pre-College. In the future, allocate resources to student support units based on measurable goals keyed to student success, persistence, and graduation.
- Create a comprehensive “Plan B” advising program for students who do not get accepted into their first choice major; thus clarifying and simplifying pathways to alternative CCSU majors.
- Expand online advising, including Skype.
- Revise criteria for the Fresh Start program to increase student eligibility.
- Pursue Faculty Senate requirement to post mid-semester grades.
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- Establish “Innovation Fund” to pilot innovative approaches to student success.

### **Financial Aid**

- Establish a Strategic Scholarship Coordinating Committee to make better use in recruiting of our greatly expanded Foundation funded scholarships.
- Coordinate financial aid awards with departments’ recruitment of high-ability students.
- Institute scholarship awards based on admissions criteria (i.e., class rank, SAT/ACT scores, first generation, etc.)
- Provide greater assistance in covering unmet need (up to an including the cost of textbooks)

### **Student Amenities & Satisfaction**

- Additional, and healthier, food options available more days of the year and increased hours of the day, particularly for commuters.
- Examine possibilities for expanded child-care in ELP on campus.
- Build strong relationships with students and faculty through modes of engagement such as embedded and personal librarians as well as other personalized library services.
- Examine largest programs and assess “convenience” for working students.
- Incorporate telecounseling as a follow-up tool.