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.
- 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 key 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.
- 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.