

Enrollment Management

Item	FT Salary Costs	Fringe Benefit	Total Base Salary & Fringe - Positions	Base Budget DPS/OE Requests	One-Time Requests	Capital Equipment Requests
Graduate Admissions Collateral					\$9,000	
Total Request	\$0	\$0	\$0	\$0	\$9,000	\$0

CENTRAL CONNECTICUT STATE UNIVERSITY
 FY 2025 ONE TIME REQUEST (EXCLUDES CAPITAL EQUIPMENT AND PERMANENT BUDGET REQUESTS) SUMMARY

Enrollment Management

Priority	Index	Budget Request Description	# of Items	Cost Per Item	Total Request	"Running" Total	Identify if this will specifically contribute to a Key Activity in the 2030 Strategic Plan Action Plan or NECHE Standards. Use Dropdown				Rationale for Request
							Health/Safety	Recruitment/Retention	2030 Strategic Plan	NECHE Standards	
1	ADMS02	Graduate Admissions Collateral	3000	\$3	\$9,000	\$9,000		Recruitment/Retention	Goal 5: Assuring Sustainability for the Future		<p>Graduate enrollment at Central continues to lag behind regional growth. In Fall 2023 Central's graduate enrollment declined while the region showed growth of 6%. As of January 19, 2024 Central's graduate enrollment is up 0.6% compared to Southern's graduate enrollment which is up 10.3%. The number of high school graduates in the state of Connecticut over the next 10 years is expected to decline for the next 10 years. Graduate enrollment therefore plays an increasingly important role in assuring Central's financial sustainability. Without turning around graduate enrollment, the university will be on less solid footing.</p> <p>An updated portfolio of graduate admissions collateral will improve our ability to:</p> <ul style="list-style-type: none"> •Speak directly to prospective students, community partners, and local industry •Present a polished and professional look that can be tailored to the audience at hand •Advance Central's reputation as a serious player in the graduate studies marketplace •Showcase the strength of our programs, the success of our alumni, as well as the quality of our faculty, facilities, and student support services. •Contain consistent messaging and branding that ties together to tell a comprehensive story.
2					\$0	\$9,000					
3					\$0	\$9,000					
4					\$0	\$9,000					

\$9,000