



CSCU

Academic &
Student Affairs

CT STATE
COMMUNITY COLLEGE

Summary of Recruitment and Retention Strategies

November 9, 2023

CT STATE

COMMUNITY COLLEGE

Connecticut State Community College (CT State) is a comprehensive multi-campus institution. It is the largest higher education institution in the state of Connecticut.

For fall 23 CT State enrolled 34,991 credit students in which 8,159 are new, 23,474 are continuing, and 2,359 are transfer. Of our total student headcount 89% are enrolled in an associate degree program and 66% of our student body is part-time.



CT STATE

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Additionally, in the inaugural year of CT State, 27% of our students are taking courses at more than one location this semester. Our top degree programs include general studies, liberal arts, business administration, psychology, nursing, and computer science. We should also note that 31% of our students identify as Hispanic/Latinx, which will likely make us eligible for the designation as a Hispanic Serving Institution.



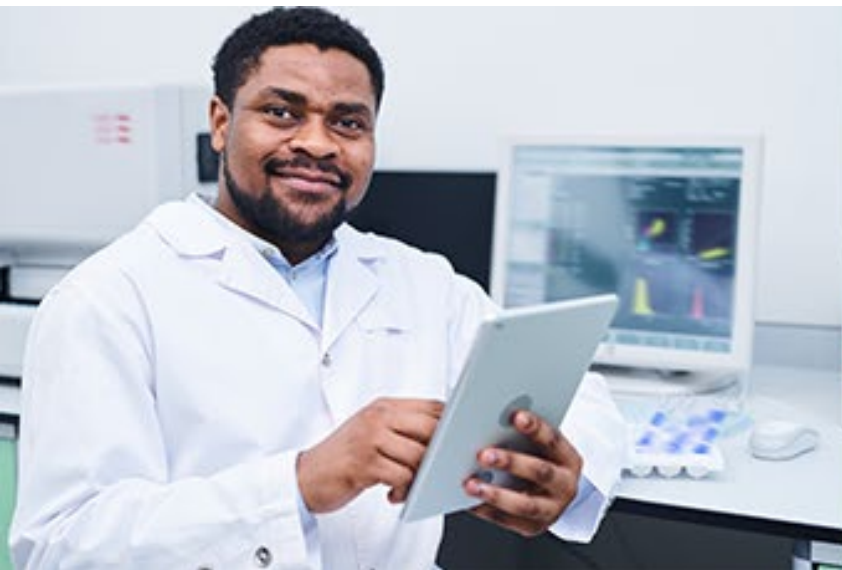
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STRATEGIC ENROLLMENT MANAGEMENT STRATEGIES

CT STATE
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CT State continues to be committed to strategic enrollment management and growth in order to meet the education, workforce, and training needs in Connecticut. The enrollment strategies highlighted are considered in progress or being explored.



Strategy One: New Strategy Careers Expansion

CT State is expanding its nursing programs. Programs are offered at six campus locations. Our Quinebaug Valley campus is currently finalizing the development of a new Practical Nursing program. Pending approval through shared governance this program is proposed to launch Fall 2024. Further, CT State will seek to offer Practical Nursing at five additional campus locations within the next five years. Additionally, the a PN to RN bridge program will be added to continue to address the nursing shortage across the state.

Academic Year (PN Offering)	Enrollment # (Headcount)
Current Year	Program Development
AY 24/25	24
AY 25/26	223
AY 26/27	422
AY 27/28	621



Strategy Two: Ongoing Career ConneCT

CT State continues to focus on meeting the needs of our diverse enrollment base. The institution is partnering to streamline enrollment strategies to allow for a more student friendly process for non-credit students who are engaged with Career ConneCT.



Strategy Three: New Strategy CT Tech High School Auto Admit

CT State is partnering with Connecticut Technical Education and Career System (CTECS) high schools to expand access and enrollment to postsecondary education opportunities across Connecticut. This partnership will involve the development of a Memorandum of Agreement, piloting an automatic admission process, and expanding dual enrollment opportunities to approximately 12,000 CTEC students.

Enrollment Baseline: This fall semester we accepted 505 CTEC students as degree seeking students.

Enrollment Goal: Over the course of the next three years, the goal is to expand the percentage of CTEC graduates attending CT State by 10% as well as increase dual enrollment of CTECS by 10%.



STRATEGIC ENROLLMENT MANAGEMENT STRATEGIES

Strategy Four: New Strategy International Student Recruitment

CT State is expanding partnerships with ACES as well as developing standard agreements with international recruitment agencies to increase enrollment of students with an F1 Visa. Collectively our campuses have not actively recruited international students abroad. Our international enrollment has maintained based on word of mouth. This fall semester 350 international students are enrolled across 9 campuses. We are pursuing our SEVIS Certification for all 12 of our campuses we which will also expand opportunities for international student enrollment.



Strategy Four: New Strategy International Student Recruitment

Enrollment Baseline:

- CT State currently has 350 international students which is 1% of our current overall student enrollment (34,991).
- These students are collectively from 50 countries with the top five represented as Brazil, Colombia, Mexico, Nigeria, Jamaica. We have opportunity to increase outreach in countries such as China, India and Korea which have the highest numbers of international students studying in the U.S.



STRATEGIC ENROLLMENT MANAGEMENT STRATEGIES

Strategy Four: New Strategy International Student Recruitment

Enrollment Goal:

Academic Year	Enrollment # (HC)	FTE	% Increase
Current Year/Baseline	350	280	8%
AY 24/25	403	322	15%
AY 25/26	483	386	20%



Strategy Five: Ongoing Dual Enrollment Expansion

CT State currently serves 27% of all dual enrolled students across Connecticut, representing 3% of our total enrollment. Over the course of the next three years, through policy, procedure and best practice revisions including funding strategies, CT State is working to position expanded dual enrollment opportunities specifically in health care, manufacturing, IT and business pathways with school districts across Connecticut. The anticipated outcome over the next three years is to double CT State's total percentage of enrollment coming through dual enrollment and to see a 10% increase in the number of students who matriculate to CT State who were dually enrolled with us after graduation.



Strategy Five: Ongoing Dual Enrollment Expansion

Enrollment Baseline: Currently we have enrolled 999 dual enrolled students in fall 2023.

Enrollment Goal:

Academic Year	Dual Enrollment # (Head Count)	% Increase
Current Year/Baseline	999	
AY 24/25	1300	30%
AY 25/26	1750	35%
AY 26/27	1998	15%



Strategy One: Ongoing Teaching and Learning Professional Development

Research shows that students spend more time with faculty than any other within higher education institutions. Teaching and Learning is essential to student success and retention in higher education. CT State is committed to excellent teaching and learning. The institution will continue to provide holistic professional learning and development opportunities for faculty that promotes topics such as active learning, flipped classrooms, and equity-based practices.



STUDENT RETENTION AND SUCCESS STRATEGIES



Strategy Two: New Strategy Enrollment Gap Analysis

CT State is partnering with Ferrelli to complete an enrollment gap analysis. The gap analysis will focus on a comprehensive examination of the current enrollment processes, student experiences, missed opportunities, and external factors contributing to the decline, with the aim of creating a unified approach that benefits all 12 campuses.





We welcome your questions.