

**Implementation Status Report:
2013–18 Strategic Plan
Eastern Connecticut State University**

Objective 1: Maximize the Value of an Eastern Degree

Residential “private college” experience

- 42 tenure-track searches in two years
- 15 themed housing communities this fall
- Most residential campus in CSUs
- Highest % of PhD faculty in CSUs

Degree Completion in four years

- “Eastern in 4” Plan in place
- Majors Fair for undeclared students
- TAP policy underway
- Highest graduation rates in CSUs



Increased Financial Support to Students

- Record \$750,000 in scholarships
- Non-need based aid doubled in 5 years
- Highest alumni giving rate in CSUs

Networking/Career Development

- 1,500 alumni/students networking
- 50% increase in CICD social media activity
- Approval of career preparation up 15%

Control Costs and Effectively Use Resources

- Program Review Committees Merged

Objective 2: Ensure Programs are Relevant, Effective and Challenging



Prepare students for global economy

- Five new programs; 500 declared majors

Enrich Graduate Program offerings

- Graduate program curricula revised
- Master’s in Accounting revived

Increase Academics in Campus Programming

- Advisory Board created
- 133 student life programs with academics
- 48 cultural events with academics
- 22 student clubs are co-curricular
- 27 faculty in LEAP Leadership Program

Objective 3: Enhance Learning Through Integrative Learning Experiences

- WorkHub added 3 new clients
- 850 students in off-campus internships
- Undergraduate Research expanded
- CREATE Conference held for first time
- Early childhood workshops for local families
- 150 students in Windham after-school
- 31 students in Windham wellness programs



Objective 4: Assist Students, Staff and Faculty in Achieving Full Potential



Parent & Family Newsletter
Student Activities - Division of Student Affairs

Improve Student Support Services

- GradesFirst Implemented

Enhance Advising Services

- Magna Mentor Series purchased
- Mandated dual advising < 45 credits

Create Parent Engagement Program

- SOAR programming targeted to parents
- Parents Newsletter developed
- Parent Advisory Committee created

Enhance Professional Development

- OPD created/staffed
- All staff/faculty training coordinated
- 500+ faculty and staff trained

Objective 5: Increase Public Awareness of Eastern's Unique Mission

Attract talented and diverse student body

- Financial support increased (see Objective 1)
- Eastern Scholar Program created

Attract talented and diverse faculty

- Diversity and Social Justice Committee reconvened
- Faculty lines increased to 206
- Eastern has most diverse faculty in CT

Increase public awareness of Eastern's mission

- Interactive Viewbook published online
- Virtual Tour= 16,000+ visitors;
12% yield twice industry average
- "Eastern Mobile" app on iPhones/Androids
- VR headsets purchased for College Fairs
- Other digital marketing tools in development

