

UConn

Strategic Enrollment Management (SEM) Plan

University Senate Update

May 2026



SEM Plan Summary

Goal 1: Improve Undergraduate Retention

- ❑ **Primary Metrics:** First-to-Second Year Retention
- ❑ **Strategies:** 8
- ❑ **Proposed Tactics:** 25
- ❑ **Investment Opportunities:** \$4.5M

Goal 2: Improve Undergraduate Student Graduation

- ❑ **Primary Metrics:** Year-to-Year Retention, 6-Year Graduation Rate
- ❑ **Strategies:** 4
- ❑ **Tactics:** 13
- ❑ **Investment Opportunities:** \$2.7M

Goal 3: Support Enrollment Growth

- ❑ **Primary Metrics:** Enrollment Targets
- ❑ **Strategies:** 5
- ❑ **Tactics:** 9
- ❑ **Investment Opportunities:** \$1.4M

SEM Plan Summary

Goal 4: Ensure Satisfaction and Post Graduate Outcomes for Grads and Undergraduates

- Primary Metrics:** First Destination Outcomes
- Strategies:** 3
- Tactics:** 15
- Investment Opportunities:** \$480k

Goal 5: Determine Baseline for Graduate Student Success Outcomes

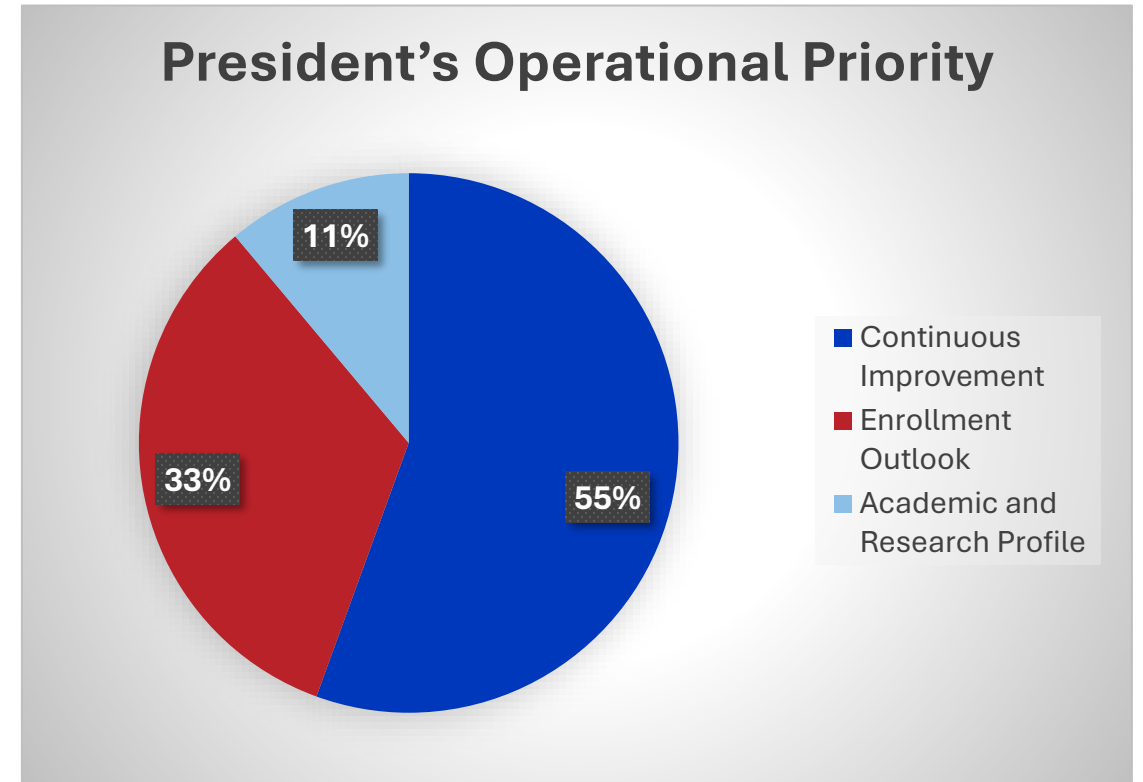
- Primary Metrics:** TBD
- Strategies:** 4
- Tactics:** TBD
- Investment Opportunities:** TBD

Goal 6: Determine Criteria for Graduate Student Enrollment Capacities

- Primary Metrics:** TBD
- Strategies:** 4
- Tactics:** TBD
- Investment Opportunities:** TBD

SEM Strategy Alignment

The charts below illustrate the relationship between the SEM Plan, the Strategic Plan, and the President's Operating Priorities. These institutional frameworks guide the prioritization of SEM Plan tactics.



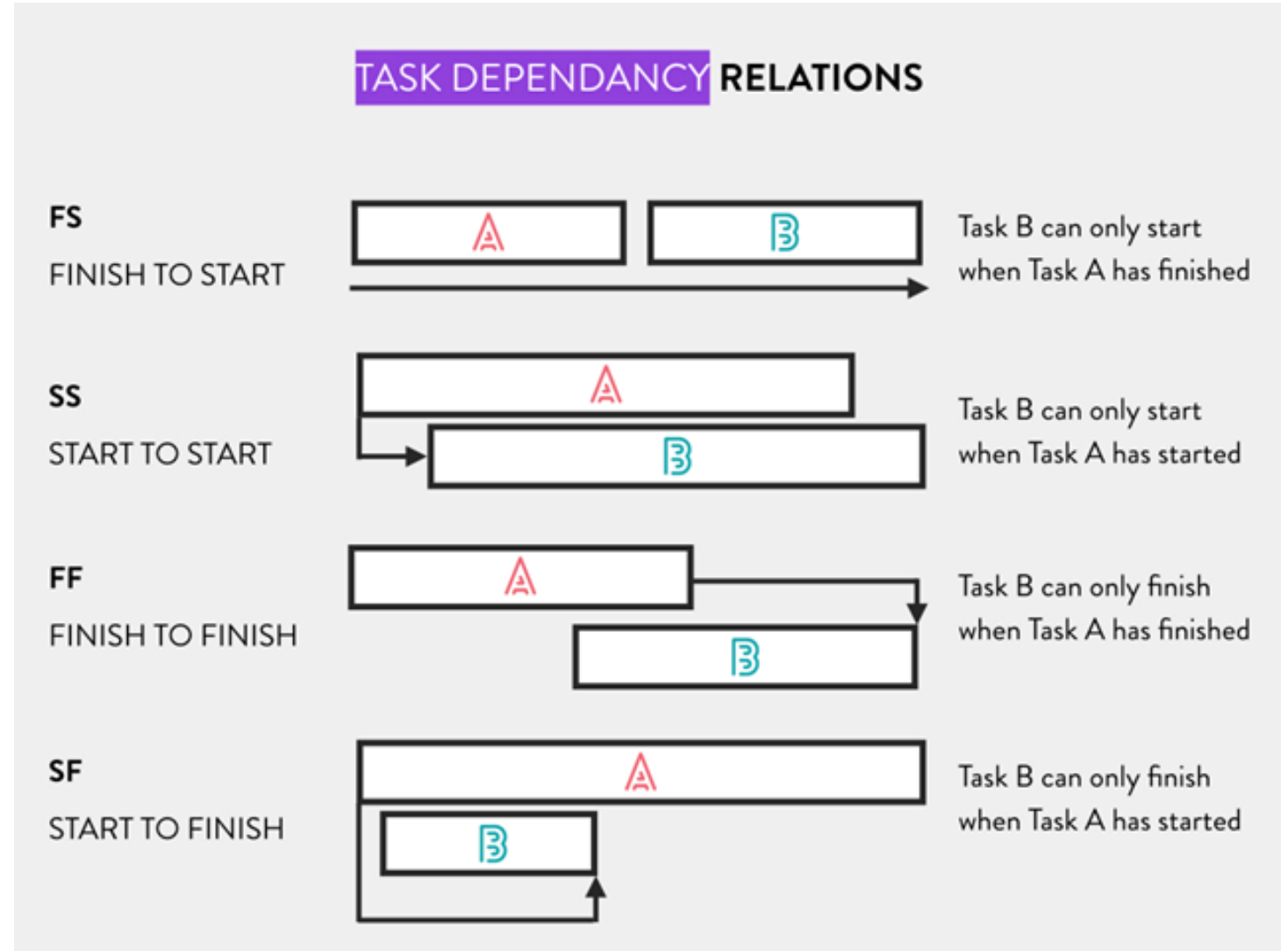
Progress at a Glance

| | Goal Defined | Strategies Articulated | Tactics Proposed | Prioritization Complete | Resources Allocated | Timeline Established | Implementation |
|--|--------------|------------------------|------------------|-------------------------|---------------------|----------------------|----------------|
| Goal 1: UG Retention | | | | | Initiated | | |
| Goal 2: UG Graduation | | | | | Initiated | | |
| Goal 3: UG Enrollment | | | | | Initiated | | |
| Goal 4: Post UConn Outcomes | | | | Initiated | | | |
| Goal 5: Grad Student Success | | | In Progress | | | | |
| Goal 6: Grad Enrollment | | | In Progress | | | | |

Interconnection Mapping

76% of Proposed Strategies Depend on One of Three Key Investment Areas

- Technology and System Adoption
- Admissions
- Scholarship Optimization



Goals 1 & 2: Improving Retention & Graduation

PHASE 1 EXAMPLE:

- **SEM Strategy 1 E: Develop and implement processes that enable programs to anticipate emerging student needs, leverage predictive data, and provide timely interventions, creating a culture of proactive support and continuous improvement.**

Tactic 1.E.1: Identify and institutionalize a robust student engagement, tracking, and communication mechanism that serves as a hub for students, faculty, and staff to report and monitor critical information relevant to student success and the student journey.

- **SEM Strategy: 1.F: Reduce financial barriers that lead to student attrition**

Tactic 1.F.1 Implement targeted aid packages with focus on assisting students most at risk for attrition due to financial barriers.

PHASE 2 EXAMPLE:

- **SEM Strategy 1.B: Ensure staffing levels that enable meaningful access to student support services, tailored to the unique and changing needs of students throughout their educational journey.**

Tactic 1.B.1 Decrease the student-to-Advisor ratio by increasing advising staff and ensuring role alignment across all departments.

Goal 3: Improve Enrollment Outlook

PHASE 1 EXAMPLE:

- **SEM Strategy 3A: Continue to develop and nurture new recruitment markets within high schools and communities with high levels of prospects that fulfill institutional priorities.**
 - Tactic 3.A.1: Enhance in-person recruitment efforts to domestic and international markets by increasing staffing to reach desired markets.
 - Tactic 3.A.2: Conduct a comprehensive audit and capital improvement plan for visitor's center space.
 - Tactic 3.A.7: Support recruitment efforts for regional campuses.
- **SEM Strategy 3D: Increase transfer student enrollment**
 - Tactic 3.D.1: Establish block transfer/guaranteed status program at UConn.
 - Tactic 3.D.2: Develop pre-transfer advising capabilities.

Goal 3: Improve Enrollment Outlook Online Adult Learner Opportunities

PHASE 2 EXAMPLES:

Strategy 3D: Expand online course offerings to increase access to education and degree progress.
Tactics under consideration, to address the following:

- **Build UConn's Capacity to access new populations of students:**
 - **400K** – The number of Connecticut adults with some credits but no degree (NSC 2019)
 - **3.1M** – The number of adults in New York, New Jersey and Massachusetts with some credit but no degree (NSC 2019)
- **Expand the number of completable degree across all of UConn's Campuses**
 - Expanded online curriculum would allow for immediate and significant expansion of degrees that can be completed across regional campuses
- **Improve upon UConn's ability to scale educational opportunities while maintaining high student outcomes that are important to rankings, AAU eligibility and more.**

Proposed SEM Structure

SEM Steering Committee

Role: High-level oversight body

Meeting Cadence: Quarterly

Responsibility: Review detailed plans with a focus on strategic alignment, resource implications, institutional impact, and cross functional coordination.

SEM Action Teams

Role: Project-focused action planning

Meeting Cadence: Bi-weekly or monthly (as determined by the team)

Responsibility: Advance a defined set of initiatives grounded in the overall goals, strategies, and tactics established by the Steering Committee.

Expectations for Action Teams

- **Primary role:** Identify gaps and opportunities; coordinate with responsible units; surface policies that hinder student success/retention and route recommendations to the right bodies.
- **Authority:** Escalate needs and recommendations to SEM Steering Committee in partnership with appropriate stakeholders; no fiscal authority.
- **Representation:** Cross-cutting representation from key stakeholders including regional campus perspectives.

SEM Action Teams

1. Belonging and Engagement Framework

Purpose: Identify and address gaps in belonging, engagement, and student experience that affect retention and success across all campuses.

2. Technology/System Audit and Adoption

Purpose: Assess and coordinate the use of technology and systems that support recruitment, enrollment, student success, and outcomes.

3. Undergraduate Enrollment

Purpose: Identify and coordinate opportunities to strengthen undergraduate recruitment, enrollment, and persistence across Storrs and Regional campuses.

4. Post-UConn Outcomes

Purpose: Identify and coordinate opportunities to improve post-graduation outcomes and connect them more directly to SEM planning and messaging.

5. Graduate Outcomes (GEM)

Purpose: Identify and coordinate opportunities to strengthen graduate enrollment, persistence, and outcomes in alignment with institutional priorities.

Next Steps

Decisions:

- Student Success System
- Scholarship Optimization
- Funding Sources

Continue to Refine Phase 2 Investments

- Online Programs
- Staffing (e.g., Advising, Success Coaches)

Graduate Goals 5 and 6

SEM Plan Leadership & Committee Structure

Conversations with the Deans

Learning Accommodations Report Update

| Recommendation | Progress |
|---|--|
| Create a Student and Faculty Handbook to make accessing relevant information easier, and include keyword lookup functionality. | Handbooks are created and available on the CSD website (under Resources) for students, faculty, and prospective students and families. All handbooks include keyword lookup functionality as well as other accessible features. |
| Create a Quick Tip Sheet for Students that highlights their rights, responsibilities, and available resources. | CSD maintains an FAQ section on its website that addresses commonly asked questions, outlines rights and responsibilities, and shares campus resources. Because each student's situation is unique, it is not possible to create a single quick tip sheet that captures all scenarios. |
| Establish a Foundation Account to pay for testing and Beyond Access. | Donor support provides scholarships of \$15,000 per semester for students participating in BA. CSD also maintains a foundation account to assist students with disabilities in meeting additional needs, such as adaptive equipment and learning technologies. |
| Coordinate and integrate existing disability and neurodiversity-related initiatives across all campuses. | Beyond Access is available at all campuses. |
| Establish a Disability Cultural Center. | A discovery conversation is currently underway. |

Learning Accommodations Report Update

| Recommendation | Progress |
|--|--|
| Assess how UConn can better support undergraduate and graduate students through focus groups or open-ended response surveys. | CSD regularly engages students and faculty through Satisfaction and Climate Surveys. The next survey will be conducted in fall 2026. |
| Inventory existing accommodation and faculty/staff development resources and develop an accessible, university-wide clearinghouse. | The Faculty Handbook, available on the CSD website, as well as the resource guide in MyAccess (CSD database), provide this information. |
| Host trainings and continue developing “How-To” guides for students to assist them in navigating the MyAccess database. | CSD actively provides trainings to departments upon request and has developed several “How-To” guides for students. |
| Provide additional and more comprehensive professional development opportunities and training related to accessibility and UDL, including specific trainings for disabled faculty and staff on topics relevant to their unique needs and interests. | CSD staff utilize a liaison system in which each professional staff member serves as a liaison between CSD and campus partners. |
| Create workshops for specific student populations to proactively address issues related to accommodations, access, and resources. | Better Than TikTok—an interactive training series—encourages student groups and staff across campuses to think thoughtfully about inclusion and physical and attitudinal accessibility. Available at all campuses, this training was presented 15 times during the 2024–2025 academic year (2025–2026 data not yet collected). |
| Host the UConn Accessibility Summit in 2025. | Completed. |