

TERRICITA E. SASS, PH.D.

BIOGRAPHY

Dr. Terricita Sass is a professional administrator with more than 30 years of service to public higher education. Appointed as a member of the President's Cabinet in July of 2015, she is the Associate Vice President for Enrollment Management at Southern Connecticut State University in New Haven, CT. She is responsible for providing leadership to Undergraduate and Graduate Admissions, Financial Aid, Registrar, and Academic & Career Advising. During her almost three-year tenure at Southern, she continues to work tirelessly to improve services for students to better position the university of more than 10,000 to become more competitive in one of the most challenging negative growth regions of the country. Her resume boasts a list of accomplishments since moving "up north," to include:

- Provided leadership to develop the first Strategic Enrollment Management Plan;
- Serving as the project leader for TargetX CRM implementation launched earlier this year;
- Co-authored and established the state's first no-denial process to provide pathways for denied students to enter seamlessly to the community colleges and transition back to a four-year institution.
- Achieving 98-99% of aspirational goals for new freshmen; 15% increase in transfer students from 2016 to 2017, and with her team increased the incoming class profile while increasing student diversity.

However, she is most proud of the work she has accomplished to enhance the competencies of her team in a union environment, actively participating in solving problems with the faculty (which led to being the recipient of the state-wide shared governance award) and her current collaborative work with Academic and Student Affairs to increase Southern and the regions awareness and responsiveness to the changing racial and ethnic demographics in the greater New Haven area.

She began her administrative career over 30 years ago at Norfolk State University where she held numerous positions of increasing responsibilities eventually reaching the level of AVP for Enrollment Management where she served for almost ten years prior to her retirement. While at NSU, she completed the Virginia ACE Women's Network Senior Seminar program and served as a board member. She is currently a planning member for the Connecticut ACE Women's Network.

Dr. Sass received a Bachelor of Business Administration in Accounting from Francis Marion University, a Master of Arts in Urban Affairs from Norfolk State University and a Ph.D. in Leadership for Higher Education from Capella University. She has also received a post-master's certificate in Enrollment Management. Dr. Sass completed the Harvard Institute for Management & Leadership in Education (MLE) and after being nominated by her president, she was recently selected for the upcoming summer class of the AASCU Millennium Leadership Initiative.

Dr. Sass is a self-proclaimed coach, an advocate of self-improvement, an avid user of data and technology, and subscribes to a strong work ethic. She is married to retired Navy Commander Grady Sass and has two adult children.